

An EU Marshall-Plan with Africa

'Saving Africa' = 'Saving Europe'



Temporary work experience in the EU for African graduates

Benefits for society

- ✓ solving global issues (growth, innovation);
- ✓ increased general wellbeing;
- ✓ **reduced illegal immigration, reduction of conflicts.**

Benefits for Africa

- ✓ brain gain;
- ✓ import of advanced technologies & business processes;
- ✓ foreign direct investments;
- ✓ import of Western norms and values;
- ✓ the end of stigmatising aid programs.

⇒ The industrialisation of Africa in two decades, taking advantage of its trump cards

- ✓ its demographic dividend 2035: same educated middle-class in its 'prime of life' as in China;
- ✓ its eternally renewable energy: the sun;
- ✓ its arable land: feeding the world;
- ✓ **its SME integration in worldwide value chains;**
- ✓ its emerging democracies;
- ✓ its financial elite in search of 'productive' investments.

Benefits for the EU enterprise

- ✓ import of ideas and contacts from a different culture and continent;
- ✓ **new business partners;**
- ✓ an ambassador for the EU enterprise in Africa;
- ✓ reducing Chinese supremacy in Africa;
- ✓ **African buying power for EU products.**

Corporate Societal Responsibility 2.0

The creation of enduring shared value through **partnerships of enlightened mutual interest**

A quadruple win
the individual - Africa - Europe - Society

A Belgian private sector project 'facilitated' by the government
Hosting enterprises apply legal salaries for the highly educated African circular migrants.

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