



Circular Migration for young African professionals

An EU private sector industrial Marshall Plan *lite* 'with' Sub-Sahara Africa (*)

Pan-African and global Industrial Value Chains 'with' advanced industrial players for an inclusive and sustainable development of Sub-Sahara Africa

Private sector investments in labour intensive infrastructures and in agro-, food- and manufacturing industries: a sustainable way to eradicate the root causes of instability, inequalities, poverty, and forced migration.

The factory of the future: in my African village

Broad awareness creation of the highly educated African demographic dividend stimulates private direct investments in Africa and the creation of industrial value chains with specialised African enterprises.

- **Africa's trump cards for a rapid industrialisation:** (1) its educated demographic dividend; (2) its eternally renewable energy sources (the sun); (3) its arable land to feed the World; (4) **the integration of African SME's as specialised links in digitised international industrial value chains;** (5) its – temporarily – lower labour costs than China; (6) Africa's financial elite in search of enduring industrial investments vs. investments in commerce and real estate; (7) its emerging democracies (Ghana, Senegal, Ivory Coast, the Gambia, ...)
- FDI Foreign Direct Investments and/or global industrial value chains with specialised African enterprises forgo the need for large public financing.
- FDI's: management schools for African **intrapreneurs** and SME's; transfer of advanced technologies, business practices and social models.
- Leads to the massive creation of decent jobs in labour intensive infrastructures and in agro-, food- and manufacturing industries and related services.
- Leads to the emergence of a large educated African middle class and to its associated buying power.
- Quick-starts a virtuous circle of more literacy, even more buying power, governance and democracy.
- Prevents the need for smart protectionism measures
- This vocal middle class rethinks an Africa-EU partnership for mutual benefit, in line with 21th century global challenges: climate, the African demographic dividend, the economic globalisation, **the fourth industrial revolution**, governance and geopolitical realities.

Obstacles

- Broad media coverage of the African human and environmental disasters enhanced by vested interests of the aid industry make Western entrepreneurs believe there will never be a market for their products in Africa.
- Out of corporate social responsibility EU entrepreneurs fund the aid industry. This makes them feel good. Unfortunately too few of them invest in Africa. This lack of productive investments does not allow Africa to transform locally its rich natural resources and create 'jobs, jobs, jobs'.

Other opportunities

- It is the ultimate dream of all African citizens to live in a kind of a **socially inclusive democratic society** similar to the one in their neighbouring continent (their old colonial powers). Unfortunately Europe is not aware of the strengths of this new Sub-Saharan middle class.
- Private investors will give priority for African **countries with a stable political environment**. More fragile neighbouring countries may gradually engage in more governance and participate in pan-African institutions in order to also attract foreign direct investments.

A massive circular migration Africa-EU for young highly skilled African professionals:

- ✓ empowering young African professionals with modern international business experiences and contacts;
- ✓ an incentive for EU entrepreneurs to make a first industrial investment in Africa without any risk.

Africa-Europe partnerships for mutual benefit

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Karel.Uyttendaele@pandora.be

+32 495 24 07 93 www.MigrationCirculaire.be

(*) *The Marshall Plan (1948) was an American initiative to help rebuild Western European economies after the end of World War II. The goals of the United States were to rebuild war-devastated regions, remove trade barriers, modernize industry, make Europe prosperous once more, and prevent the spread of communism. The Marshall Plan required a lessening of interstate barriers, a dropping of many regulations, and encouraged an increase in productivity, labour union membership, as well as the adoption of modern business procedures.*