

## A broad awareness-raising of the strengths of Africa, as well in the EU as in the African Union

- ⇒ A catalyst to stimulate private investments in advanced industries in Sub-Sahara Africa
- ⇒ **Massive Legal Circular Migration AU-EU for young highly educated African professionals**
- ⇒ **An EU industrial Marshall Plan 'with' Africa** ⇒ **The inclusive and sustainable industrialisation of Africa**

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*Extensive interviewing and exchanges in Sub-Sahara Africa with 1000+ young professionals, entrepreneurs, academics and governments, augmented with 500+ interviews with entrepreneurs in Belgium and Germany, led to the following observations:*

- even fragile African countries have access to an important, young highly educated middle class;
- only an advanced industrialisation of Sub-Sahara Africa will lead to a high stage of economic and social development;
- Africa wants to develop itself without guidelines from the West;
- an important African financial elite is not aware of the opportunities offered by investments in a productive economy;
- **Western entrepreneurs are not aware of the existence of the important African highly educated demographic dividend.**

**Too few EU enterprises are aware of the strengths of Sub-Sahara Africa:** (the 'other' Africa)

- (1) its highly educated demographic dividend; (2035: same number of educated professionals in their prime of life as China)
- (2) its potential buying power of an emerging middle class; (2035: 25% of the active world population)
- (3) its eternally renewable energy sources; (the sun)
- (4) its arable land to feed the world;
- (5) its large multicultural diasporas;
- (6) its ability to digitally integrate **its micro, small and medium enterprises** in global industrial value chains;
- (7) its - temporarily - low labour cost;
- (8) its emerging democracies; (Ghana, Senegal, Benin, Ivory Coast, the Gambia, ...)
- (9) **its financial elite** in search of enduring industrial investments vs. investments in commerce and residential real estate.

**Reasons why so few EU enterprises are aware of the strength of Sub-Sahara Africa**

- 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 decent jobs in a formal economy.
- A severe lack of promotion of 'the other' Africa.

**Chances are real that an EU wide broad awareness-raising of the strength of Sub-Sahara Africa**

- ✓ **Convinces advanced foreign industries to invest in Africa;**
  - this will lead to the massive creation of decent jobs in labour intensive modern PPP **infrastructures**, in labour intensive advanced agri-, food- and manufacturing industries and in related services;
  - permanently transfers modern business processes, technologies and social models to Sub-Sahara Africa;
  - acts as a **permanent management school** for its staff and local micro- and SME partners.
- ✓ Inspires local **micro and medium enterprises** to insert themselves into global industrial value chains; (as a specialised link)
- ✓ Inspires the **important local financial elite** to invest in a productive economy instead of 'commerce & real estate'.
- ✓ **Creates fiscal income for the African governments.**
- ✓ **Leads to the emergence of a large educated vocal African middle class** and its associated buying power (for EU products?);
  - increasing general literacy: a **bottom-up** decrease of inequalities, deficits in governance and irregular migration;
  - instrumental to rethink an Africa-EU partnership for mutual benefit, in line with 21<sup>st</sup> century global challenges: economic globalisation, climate, the African demographic dividend, 4<sup>th</sup> industrial revolution, governance and geopolitical realities;
  - kick-starts a **virtuous circle** of more literacy, more foreign and local private investments, more decent jobs, more buying power, governance and democracy, **more inclusive and sustainable well-being**, less irregular migration.

**Foreign direct investments & The most fragile African countries**

- It is the ultimate dream of all African citizens to live in a kind of a **socially inclusive democratic society** like the one in their neighbouring EU continent (their old colonial powers).
- Entrepreneurs prefer investments in **countries with a stable political environment**. Fragile neighbouring countries may engage in more government governance, participate in pan-African institutions to also attract FDIs.
- ⇒ The inclusive and sustainable industrialisation of Africa to tackle root causes of instability, poverty and forced migration.

**Circular migration AU-EU for young highly educated African professionals:** (e.g. [AFRIKA KOMTI!](#) & [Migration Circulaire](#))

- ✓ empowering young African professionals with modern international business experiences and contacts;
- ✓ inspiring EU entrepreneurs and a local African financial elite to invest, without mayor risk, in a productive African economy.

**Broad promotion of 'Circular Migration' of the highly educated African demographic dividend**

- ⇒ EU and AU enterprises increase their direct investments in Sub-Sahara Africa; (A [private sector Marshall Plan 'with' Africa](#))
- ⇒ stimulates the creation of local and global Industrial Value Chains 'with' advanced industrial players;
- ⇒ accelerates an **inclusive and sustainable development of Sub-Sahara Africa**; forgoing the need for large public financing;
- ⇒ eradicates the root causes of forced and illegal migration.