

Bristol MBA - Information for Postgraduate Education

Emerging Markets in Africa

Author: Ambo Akonji

The world today is phrased by the term globalisation and international business seems to be the backbone of this new order. Competition is becoming more rife and the more successful companies are those who are able to have truly global operations, taking advantage of both new markets and cheaper sources of materials and other production factors.

The purpose of this slot is to introduce Africa as the next big market alongside the Asian Tigers. On a weekly basis I shall be bringing news about the African market, its hidden potential and the opportunities available for investors. It will also include tips on how to do business in Africa [B2C, B2G and B2B]. This will take into consideration cultural, political, development issues an investor needs to be aware of before entering the market.