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African Market Environment & Opportunities 2019

Dimitrios Lakasas
CEO

The Team



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- Dimitrios Lakasas-CEO
- John Kourkoutas-Africa Regional Manager
- Olympia Electronics Exports & Marketing department



Products Categories



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Emergency Lighting

Fire Detection

Burglar Alarms

Gas Detection

Room Thermostats

Hotel Access

Electric Insect Traps

Marine Applications



Quality



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We are certified for ISO 9001 by TUV, OHSAS 18000, ISO 14000 (March 2008)

Our products are certified by TUV

We have many local approvals like ELOT, ANKO, Gost, Checkish, (LV)Latvian, etc.

We fulfil the European Normes i.e. EN 60598-2-22, EN 54 etc.

All our products have CE marking

Since 2011 the company holds the bee bronze award of the European Business Ethics Network.



Competitive advantage



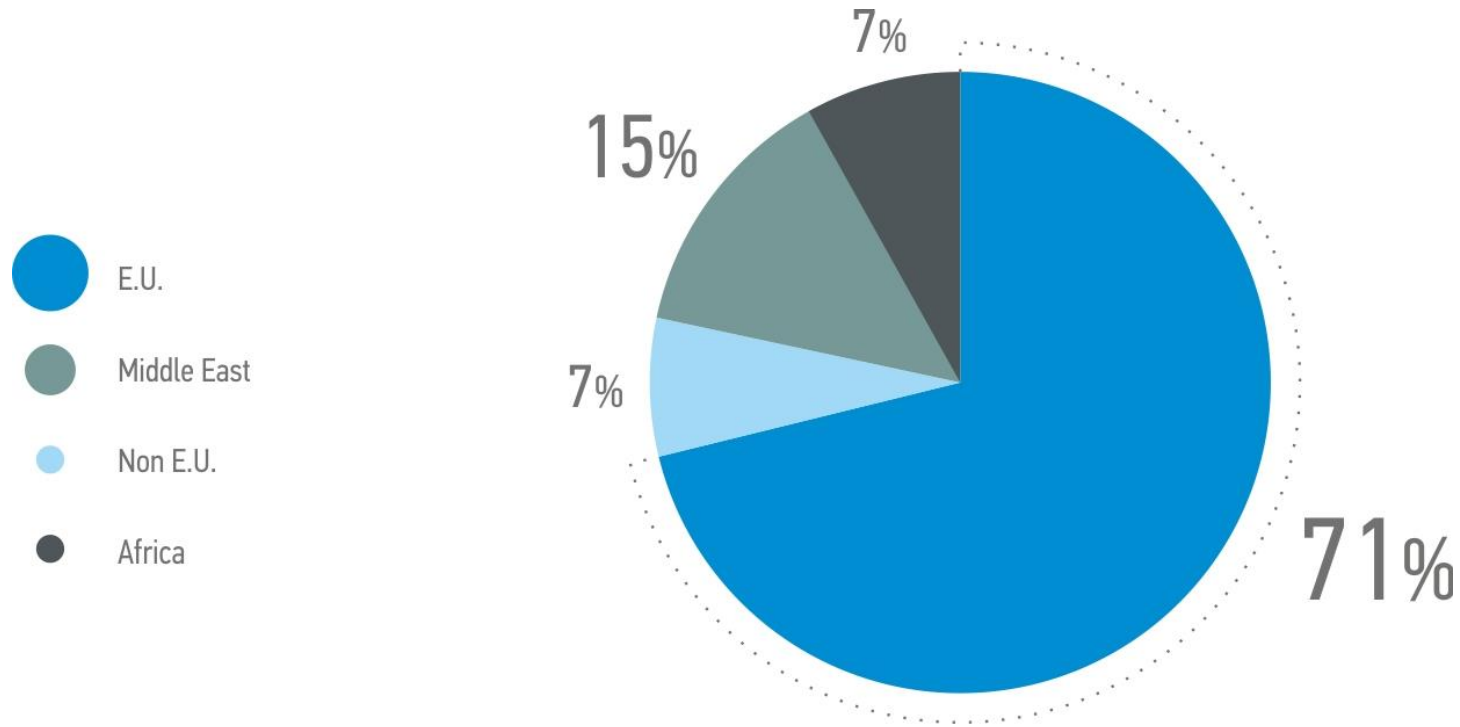
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Exports Structure (general)



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Africa



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- Area: 30,370,000 km², 2nd
- Population 1.1 bl, 2nd
- Countries 54 (and 2 disputed)
- Languages 1250-3000 native languages!!!



Exports to Africa



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East Africa

- Kenya
- Uganda
- Ethiopia
- Tanzania
- Rwanda

North Africa

- Sudan
- Morocco
- Algeria
- Egypt
- Tunisia

Southern Africa

- South Africa
- Botswana
- Namibia
- Zimbabwe
- Mauritius
- Seychelles

Central Africa

- Congo DRC
- Zambia

West Africa

- Nigeria
- Senegal
- Ghana
- Ivory Coast
- Cameroon
- Burkina Faso
- Niger
- Togo



Kenya

FIREXPO
EAST AFRICA
Visa Oshwal Centre,
Nairobi, Kenya



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SECUREXPO 2016

East Africa



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 **FIREXPO**
EAST AFRICA

Fire detection,
Protection
and Prevention

SECUREXPO
EAST AFRICA

► COMMERCIAL & HOMELAND SECURITY ► FIRE ► SAFETY ► CYBER SECURITY

31st Jan. - 2nd Feb. 2018

Visit us at:
Stand: S1

8th - 10th November 2016
Visa Oshwal Centre, Nairobi, Kenya

Visit us at
Stand: C0

Uganda



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Sudan



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Security, Safety, Insurance

5th session, Khartoum International Fair



1st - 3rd March 2016
Khartoum, Sudan

Visit us at
Stand: 61

Seminar in Kenya 2019



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Uganda Agency 2019



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Kenya Agency 2019



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Kenya Business Delegation 2019



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Interesting facts



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- All of Africa was colonized by foreign powers during the “scramble for Africa”, except Ethiopia and Liberia.
- Arabic is spoken by 170 million people in the continent, followed in popularity by English (130 million), Swahili (100), French (115), Berber(Morocco) (50), Hausa (Niger, Chad) (50), Portuguese (20) and Spanish (Guinea) (10).
- The continent’s population will more than double to 2.3 billion people by 2050.
- The continent has the largest reserves of precious metals with over 40% of the gold reserves, over 60% of the cobalt, and 90% of the platinum reserves.

Why Africa?



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- GDP rose by 4.9 percent a year from 2000 through 2008, more than twice its pace in the 1980s and '90s.
- Telecommunications, banking, and retailing are flourishing. Construction is booming. Private-investment inflows are surging.
- There is still room for development.
- Close to Greece.
- Closer to Greeks mindset vs. the rest of the western world.

Why Africa?



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- Africa has strong long-term growth prospects, propelled both by external trends in the global economy and internal changes in the continent's societies and economies.
- Global economic ties.
- The rise of the African urban consumer(see graph at next slide).
- Africa's diverse growth paths: Find the ones that suit you.



kinds of economies



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- Developed economies: Egypt, Morocco, South Africa, and Tunisia
- Oil exporters: Algeria, Angola, Chad, Congo, Equatorial Guinea, Gabon, Libya, and Nigeria
- Transition economies: Cameroon, Ghana, Kenya, Mozambique, Senegal, Tanzania, Uganda, and Zambia
- Pre-transition economies: the Democratic Republic of the Congo, Ethiopia, Mali, and Sierra Leone



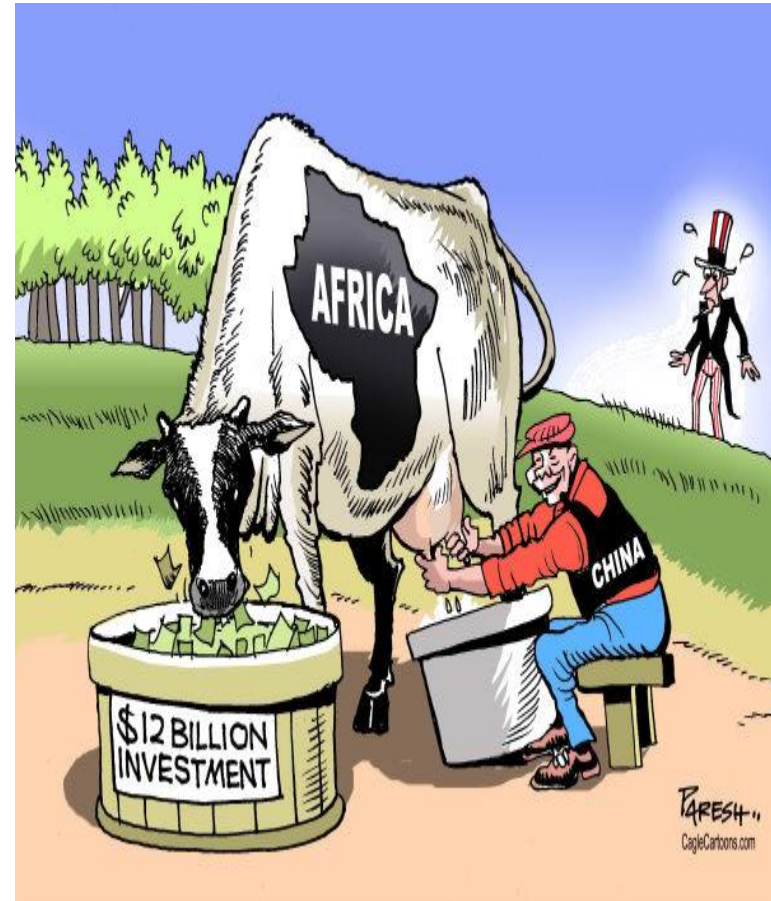
The Chinese FACTOR



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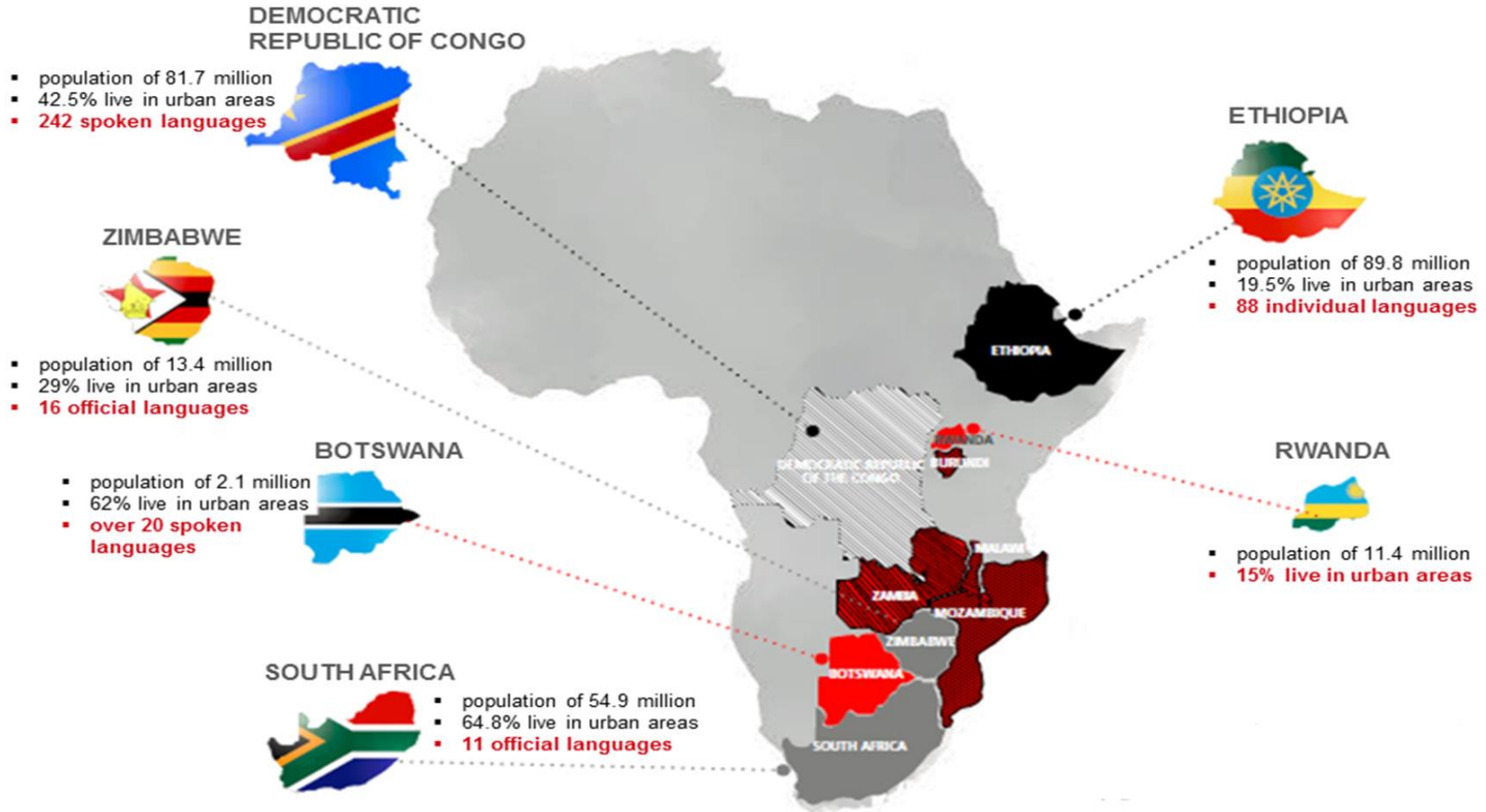
- China is Africa's top trade partner with Sino-African trade volumes now nearing \$200 billion per year.
- China's direct investment in Africa exceeds \$50 billion. Just look at the ["Forum on China Africa Cooperation"](#).
- Neocolonialism is a real threat with over 1 million Chinese citizens in the African continent. Angola alone has a population of over 350,000 Chinese.



Linguistic diversity



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African Economic Outlook



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NIGERIA AND SOUTH AFRICA MAKE UP ALMOST HALF OF AFRICA'S GDP

Nigeria and South Africa account for nearly 50% of the continent's GDP (at 29.3% and 19.1% respectively). Although both these economies have been struggling lately.

EAST AFRICA IS THE CONTINENT'S FASTEST-GROWING REGION BY FAR

It is estimated that East Africa's economy expanded by 5.3% last year. This is by far the fastest-growing region in Africa.

Ethiopia, which grew by 8%, was the leading country in the region, while Kenya, Rwanda, Tanzania and Djibouti all managed growth rates above 6% in 2016.

African Economic Outlook



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AFRICA HAS HIGHEST PROPORTION OF ENTREPRENEURS IN WORLD

Polls suggest that 80% of Africans view entrepreneurship as a “good career opportunity”, and the continent has the highest proportion of adults who are starting or running new businesses. However, noted that these entrepreneurs tend to operate in sectors where productivity remains low.

THE CONTINENT COULD SOON BE HOME TO THE WORLD'S LARGEST FREE TRADE AREA

In 2015 negotiations were launched between African Union heads of state regarding establishing the Continental Free Trade Area (CFTA) – consisting of all 54 countries. The plan is under implementation and, if successful, it will become the world's largest free trade area by number of countries.

African Economic Outlook



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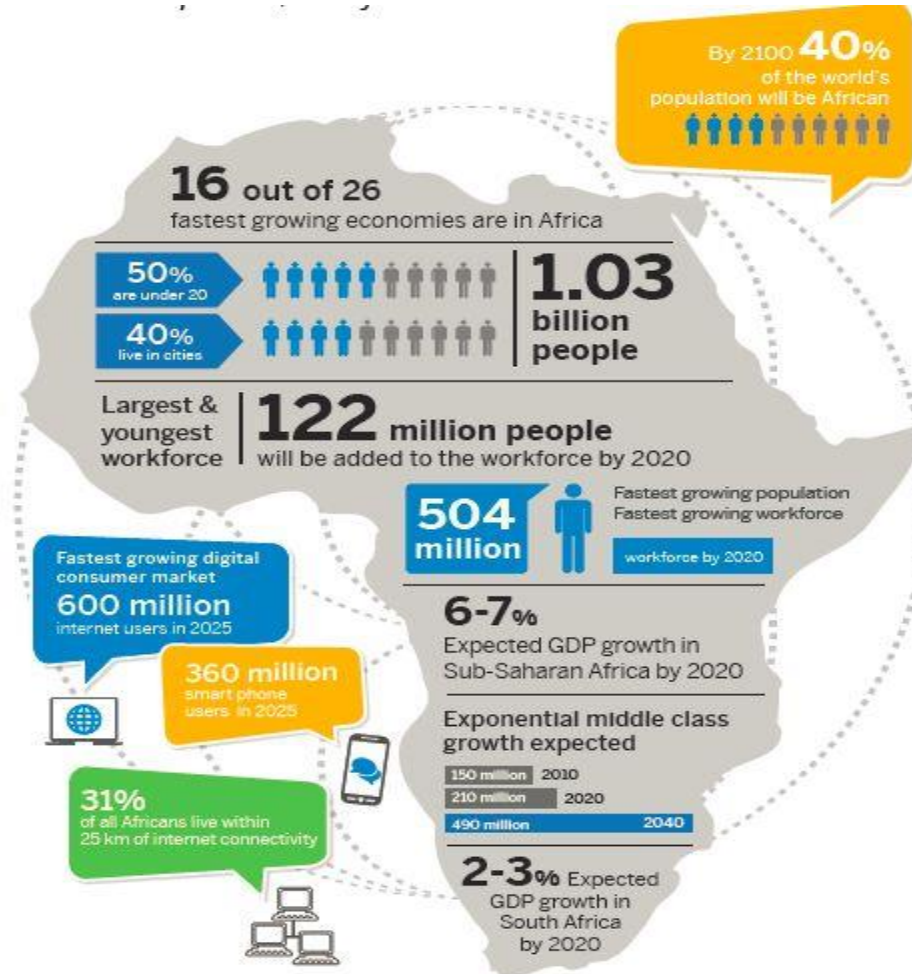
- \$2.6 trillion Africa's collective GDP by 2020
- \$1.4 trillion Africa's consumer spending by 2020
- 122 million people will be added to workforce by 2020
- 50% of Africans will be living in cities by 2030
- Africa trade flows have expanded by 15 percent per year since 2006
- Africa is the second most attractive investment destination in the world
- Africa is home to 6 of the top 10 fastest growing countries in the world
- Africa is one of the most integrated regions in the world, ranking behind only Europe and Southeast Asia for economic integration
- Africa is moving toward the negotiations for the establishment of a Continental Free Trade Area (CFTA) which will be the largest free-trade area in the world

African Economic Outlook



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Management's approach

Questions to be answered



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- Marketing - which countries, which segments, how to manage and implement marketing effort, how to enter - with intermediaries or directly, with what information?
- Sourcing - whether to obtain products, make or buy?
- Investment and control - joint venture, global partner, acquisition?



Management's approach

Questions to be answered



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- Always take more time in Africa
- Absence of specialized intermediaries, regulatory systems, and contract-enforcing mechanisms
- Can't find skilled market research firms to inform them
- Few end-to-end logistics providers



Africa is in your hands



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Consumer companies seeking a foothold in Africa must be prepared to invest for the long haul. It will, no doubt, be a challenging and sometimes frustrating journey. But the payoff will be well worth it: African consumers reward brands they trust, and a brand that wins them over can thrive in the market for decades to come.





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Thank you for your attention