



for a safer world!

African Market Environment & Opportunities

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The Team



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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



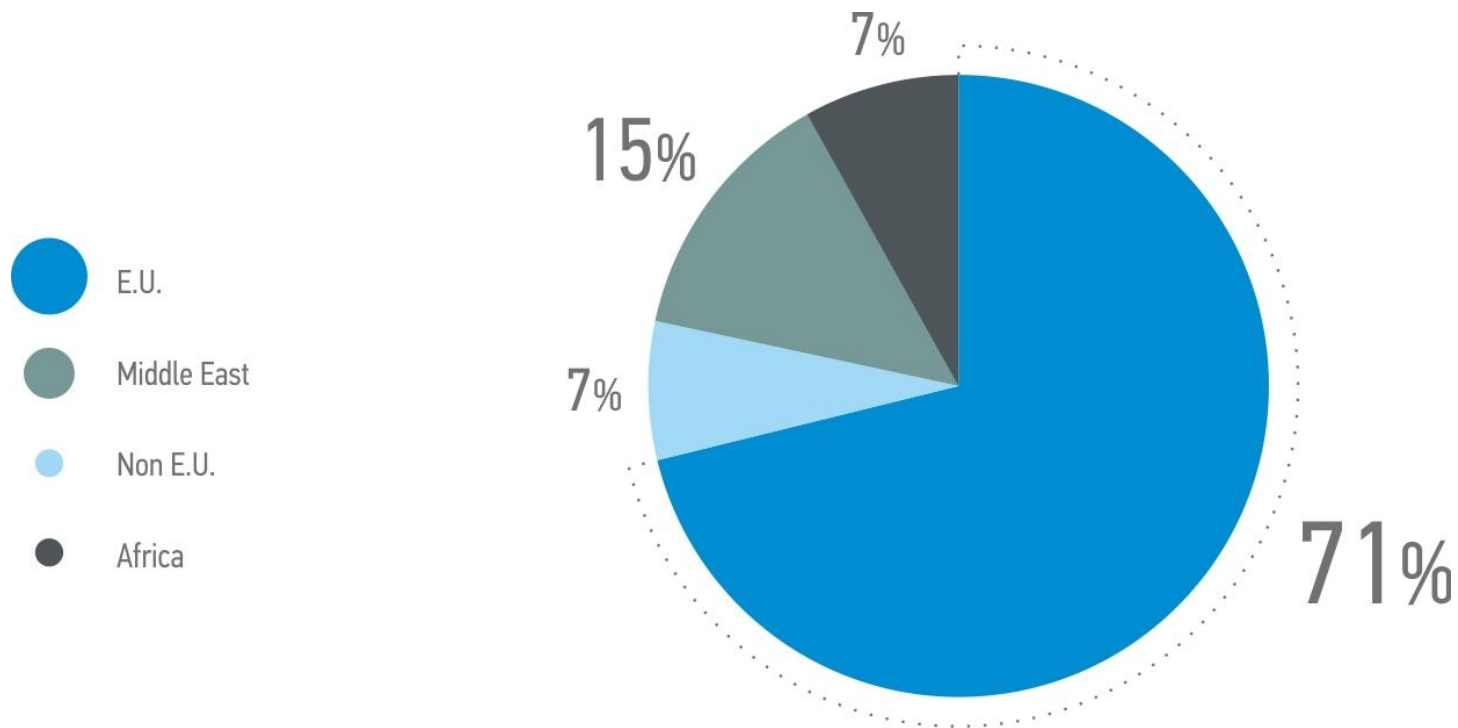
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Exports Structure (general)



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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

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



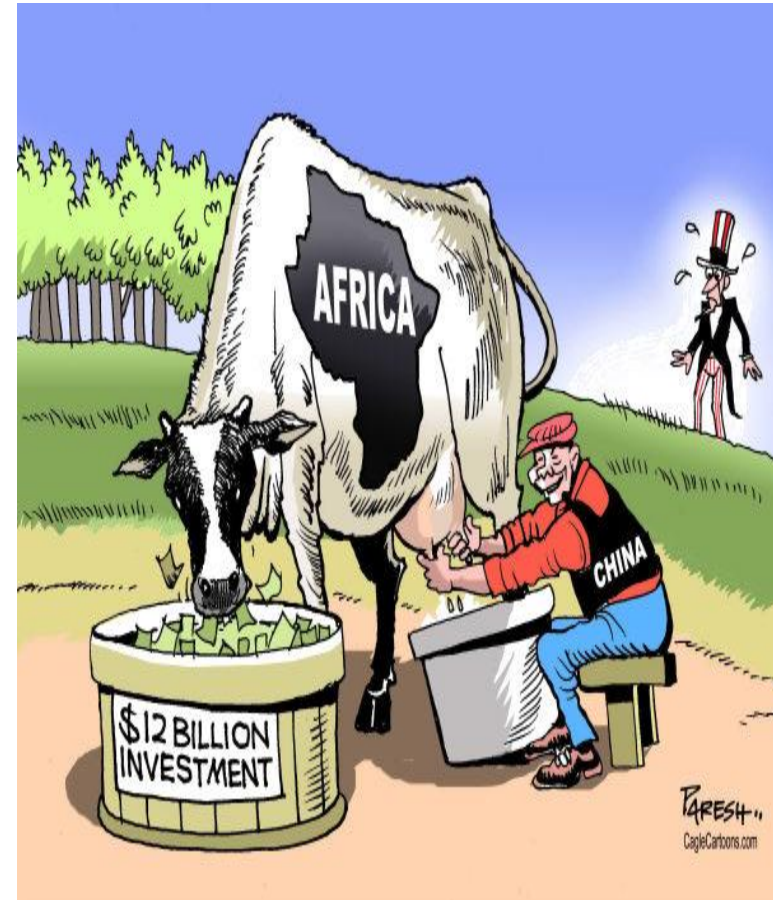
The Chinese FACTOR



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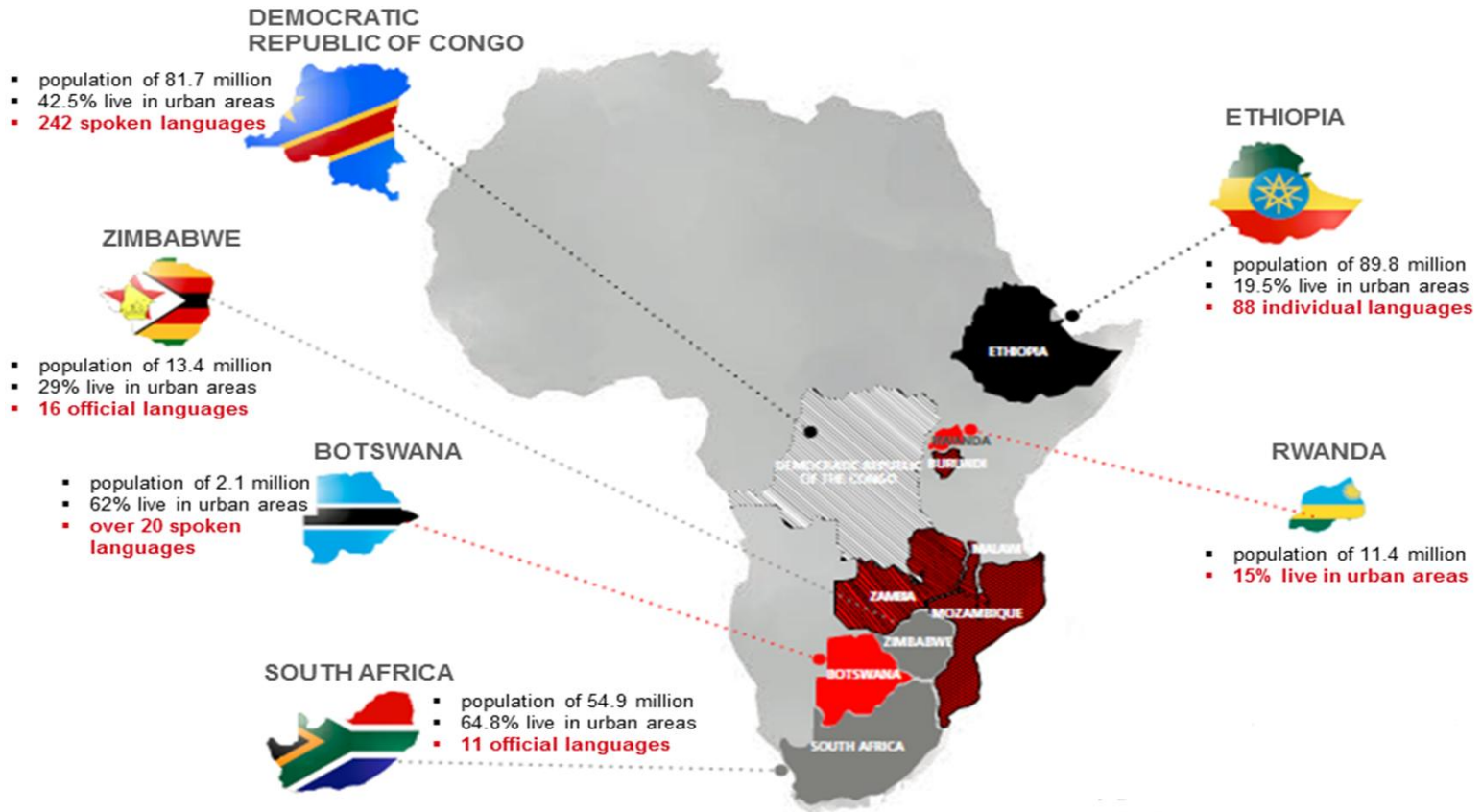
- China is Africa's top trade partner with Sino-African trade volumes now nearing \$200 billion per year.
- China's direct investment in Africa exceeds \$50 billion. Just look at the ["Forum on China Africa Cooperation"](#).
- Neocolonialism is a real threat with over 1 million Chinese citizens in the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



Linguistic diversity



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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