

# DOING BUSINESS WITH AFRICA: WHY ZAMBIA?



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In collaboration with the Hellenic-African Chamber of Commerce and Industry

# PRESENTER... JOHN KOURKOUTAS

- MrExportToAfrica Founder & MD
- Secretary of the Zambian consulate in Greece
- 10+ years of experience in Africa in 20 countries
- Advisor to many Africa related organizations

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# OUR SERVICES



## Consulting & Execution

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We provide a wide range of consulting and execution services, customized to your needs, top to bottom, starting from the basics up to full outsourcing of your exports department.

● EXPORTS

● IMPORTS

● TRAINING

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● BUSINESS  
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# COMMON MISCONCEPTION



ZAMBIA IS A LANDLOCKED COUNTRY IN SOUTHERN AFRICA THAT IS BORDERED BY EIGHT COUNTRIES  
WITH AN ESTIMATED POPULATION OF 18.5 MILLION PEOPLE



# WHY ZAMBIA?

- Abundance of natural resources and manpower, which are highly under-utilized
- Demographics-50% under 25 years old
- Political Stability since attaining independence in 1964
- Duty Free Access
- Banking, financial, legal and insurance services of international standard as well as a Stock Exchange
- Double Taxation Agreements with several European, North American, African, and Asian countries.

ZAMBIA



# WHY ZAMBIA?

- Great place to work and live – sub-tropical climate. Friendly people, mostly English speaking, with high literacy rate. Educational establishments to university level. Strong religious values. Open-air lifestyle with nature reserves, game parks, rivers, lakes, and waterfalls.
- Several commercial opportunities: Energy, Infrastructure, Mining, Agriculture, Manufacturing, ICT, Tourism
- Wholesale trade



# 2019 AFRICAN RISK MAP





# LINGUISTIC DIVERSITY

## Business Languages in Africa



SOURCES:  
[en.wikipedia.org](http://en.wikipedia.org)

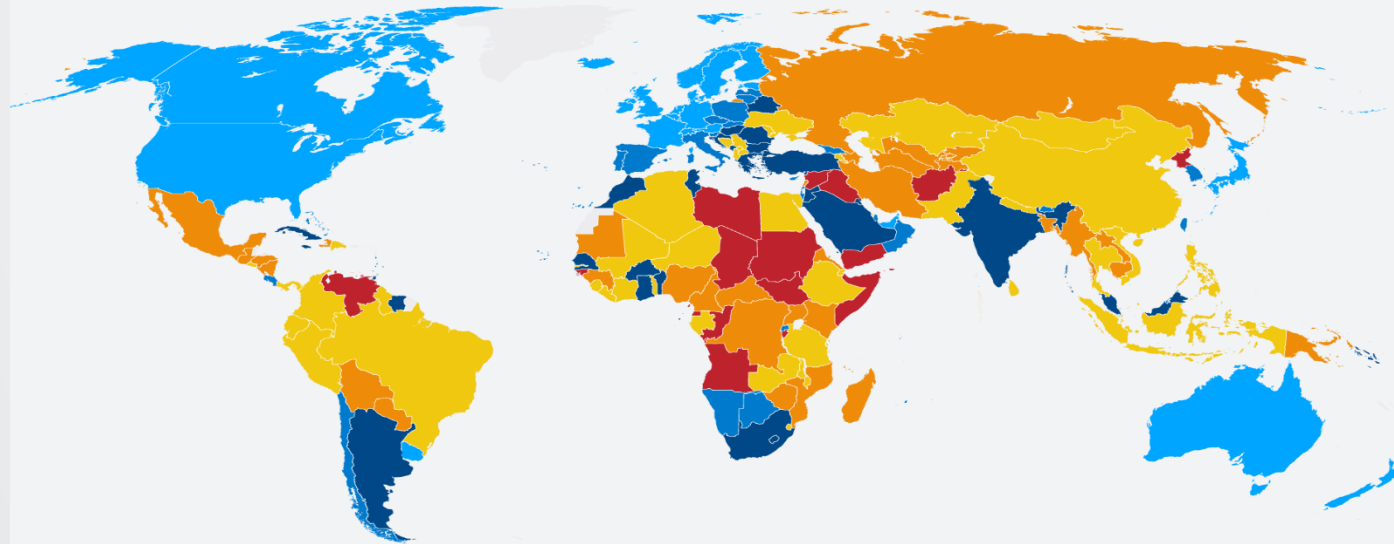
MORE COOLNESS?  
#ODMACT  
@ogilvydma

Infographic designed by  
@ivanisawesome

# CORRUPTION

## Shade of corruption

Perceived levels of corruption in 180 countries



10 - 19 20 - 39 30 - 39 40 - 49 50 - 69 70 - 88



Source: Transparency International

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## CASES OF COUNTRIES - ZAMBIA

Zambia's macroeconomic environment is stable and considered to be the most favorable in the region resulting in reduction in the cost of doing business.

Key strengths that make Zambia an attractive investment destination include:

- Natural resources and manpower.
- Political stability since attaining its independence in 1964.
- The abolition of controls on: prices, interest rates, foreign exchange rates and free repatriation of debt repayments.
- 100% repatriation of net profits.
- International standard as well as a well-developed Stock Exchange.
- Double Taxation Agreements with several European countries.
- The establishment of Multi Facility Economic Zones (MFEZs).
- The acquisition of land by foreign entities facilitated by the Zambia Development Agency.



### ZAMBIA

GDP/CAPITA  
(MARKET PRICES)

**US\$1,417**

(26 out of 54)

RMB INVESTMENT  
ATTRACTIVENESS SCORE

**4.7**

(17 out of 54)

GDP (PURCHASING  
POWER)

**US\$72.9bn**

(17 out of 54)

GDP (AVERAGE ANNUAL  
GROWTH 2019-2024)

**2.8%**

(40 out of 54)

OPERATING  
ENVIRONMENT SCORE

**4.7**

(13 out of 54)

CAPITAL

**Lusaka**

BUSINESS LANGUAGE

**English**

POPULATION (MILLIONS)

**17.8 (22 out of 54)**

PRIMARY EXPORT

**Copper**

PRIMARY EXPORT DESTINATION

**Switzerland**

PRIMARY IMPORT

**Capital goods**

PRIMARY IMPORT SOURCE

**South Africa**

MOST PROBLEMATIC FACTOR FOR DOING BUSINESS

**Access to financing**







# ZAMBIA'S TOP FIVE IMPORT COMMODITIES

Zambia's top five import commodities are mineral fuels, oils and products of their distillation (US \$334.85 million), boilers (US \$311.76 million), vehicles and vehicle accessories (US \$149.00 million), electrical machinery, equipment and parts thereof (US \$131.21 million), and articles of iron.





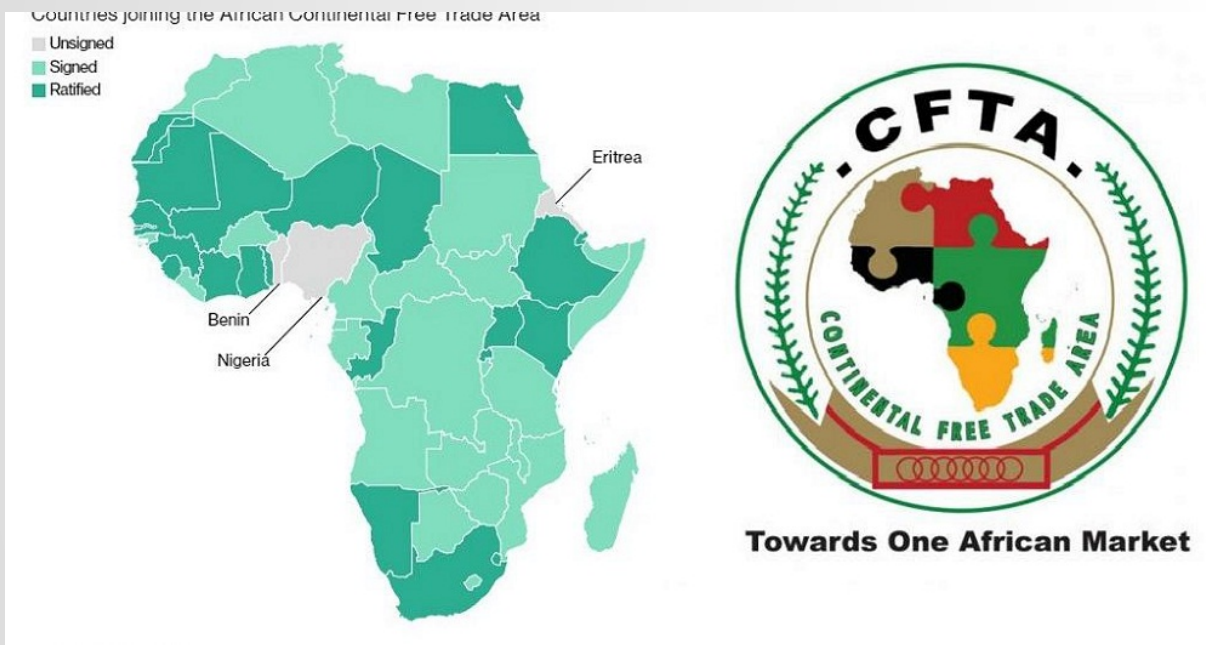
# ZAMBIA MAJOR TRADING PARTNER COUNTRIES FOR EXPORTS



Zambia major trading partner countries for exports are Switzerland, China, Dem. Rep. of Congo, Singapore, and South Africa and for imports are South Africa, China, United Arab Emirates, India and Congo, Dem. Rep

# FREE TRADE ZONES

## AFRICAN CONTINENTAL FREE TRADE AREA



- The African Continental Free Trade Area (AfCFTA)[8] is a free trade area which, as of 2018, includes 28 countries
- It was created by the African Continental Free Trade Agreement among 54 of the 55 African Union nations.
- The free-trade area is the largest in the world in terms of the number of participating countries since the formation of the World Trade Organization.

# FREE TRADE ZONES

## VARIOUS FREE TRADE AREAS

### African Economic Community

Pillars regional blocs (REC) <sup>1</sup>	Area (km <sup>2</sup> )	Population	GDP (PPP) (\$US)		Member states
			in millions	per capita	
<b>AEC</b>	29,910,442	853,520,010	2,053,706	2,406	54
<b>ECOWAS</b>	5,112,903	349,154,000	1,322,452	3,888	15
<b>ECCAS</b>	6,667,421	121,245,958	175,928	1,451	11
<b>SADC</b>	9,882,959	233,944,179	737,335	3,152	15
<b>EAC</b>	2,440,409	169,519,847	411,813	2,429	6
<b>COMESA</b>	12,873,957	406,102,471	735,599	1,811	20
<b>IGAD</b>	5,233,604	187,969,775	225,049	1,197	7
Other African blocs	Area (km <sup>2</sup> )	Population	GDP (PPP) (\$US)		Member states
			in millions	per capita	
<b>CEMAC</b> <sup>2</sup>	3,020,142	34,970,529	85,136	2,435	6
<b>SACU</b>	2,693,418	51,055,878	541,433	10,605	5
<b>UEMOA</b> <sup>1</sup>	3,505,375	80,865,222	101,640	1,257	8
<b>UMA</b> <sup>2</sup>	5,782,140	84,185,073	491,276	5,836	5
<b>GAFTA</b> <sup>3</sup>	5,876,960	166,259,603	635,450	3,822	5

### A common market spanning half of Africa

A step towards a continental free trade area

**Tripartite Free Trade Area**  
Links 3 regional blocs

- COMESA** Common Market of East and Southern Africa
- SADC** South African Development Community
- EAC** East African Community

- countries **26**
- population **625 million**
- total GDP **\$1 trillion**
- aim **boost trade between African countries**



# ZAMBIA'S FOUNDING FATHER



Let the West have its Technology and Asia its  
Mysticism! Africa's gift to world culture must be in  
the realm of Human Relationships.

(Kenneth Kaunda)

izquotes.com



# ZAMBIA IS IN YOUR HANDS





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