

INDO-AFRICAN CHAMBER OF COMMERCE & INDUSTRIES

# T For Afrika

28-30 April 2011, Mumbai

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# Make Africa Your Partner

India and Africa are deeply committed to learn and gain from each other's developmental experiences and practices, says Sunanda Rajendran, Secretary General, Indo-African Chamber of Commerce & Industries

India's engagement with Africa is distinct and different from any other country. It's a partnership and also a friendship, which is well-rooted in history. Both India and Africa are deeply committed to learn and gain from each other's developmental experiences and practices, capacity building and human resources development. Interestingly, India and Africa jointly launched an ambitious action plan, which is inclusive of closer cooperation in agriculture and setting up of new training institutes in areas ranging from foreign trade to vocational education and IT, pan-African stock exchange, business, energy, poverty eradication, peace and security.

India will provide 25 PhD and 50 master scholarships to African students every year. Both sides are determined to scale up their bilateral trade to 70bn by 2015.

Africa is often described as a resource-rich continent, but not many have commented on its abundance of human capital that needs to be harnessed through education and training for the larger project of the continent's renewal. Cooperation with Africa has undoubtedly become a noteworthy feature of India's external relations. Indian Prime Minister Dr. Manmohan Singh has termed Africa as 'an emerging priority area' for India's foreign policy.

There have been many high level exchanges between India and Africa between January and June 2010. Top African leaders that have visited India during this period include H.E. Jacob Zuma - President of South Africa; H.E. James Michel - President of Seychelles; and H.E. Gen Mompoti Merathe - Vice President of Botswana. From India's side, H.E. Hamid Ansari - Vice President of India, visited



Zambia, Malawi and Botswana; and H.E. S.M. Krishna - India's External Affairs Minister, visited Mozambique and Mauritius.

It is quite noteworthy that, through all these exchanges, both sides continually stressed on the importance of strengthening people-to-people links through culture, education and human development related cooperation. Bilateral mechanisms such as Joint Commissions and CEO's Forums were activated and were also tasked with creating fresh proposals for future cooperation. Despite the progress made in a few African countries, most of the continent still faces serious problems. To add to the old challenges, there are now the new challenges of the 21st century. These include climate change, long-term financing of HIV and AIDS treatment, energy, security, human resource development, science & technology and designing strategies for faster socio-economic development. Moreover, the unprecedented

competition that involves not only the old colonial powers of Europe and the US, but also new powers such as India, China, Russia, Brazil, clearly demonstrates the growing importance of Africa in the eyes of the world. Similarly, areas like human resources development and capacity building have been at the forefront of our partnership with Africa. Over 15,000 African students are present in India; many of them on a self-financing basis, and nearly 500 of them per annum coming on scholarships. They add to the experience of many African countries with Indian teachers and professors. This partnership in human resource development has been augmented by the tele-education component of the Pan African e-Network project, which is visionary in its appeal and impact. Another important aspect of our model of cooperation is the private sector investment in Africa, which has acquired much greater visibility in the last few years. Indian investment in Africa is giving the relationship a new diversity and advantage. This type of investment is not government-led or government-subsidised. It seeks commercial opportunities and Indian investors are respected because they

are reputed to create maximum employment generation, transfer of technology and contribution to intra-African trade. Entrepreneurship skills, for which the Indian private sector is renowned, has been matched with India's growing economic power, leading to sustained investment flows that are contributing to the fulfilment of domestic demand in African countries, intra-African trade, as well as enhancing the foreign exchange earnings through exports.

The success of the Indian-Africa project partnership is heightened as it provides greater avenues for African countries to seek investment flows from the Indian private sector. These investment flows are matched by a commitment by the Government of India for up to \$5.4 billion in new lines of credit over a five-year period. The combined net flows from India to Africa emerging from government credits and private sector investment, therefore, from another part of our sustainable model of cooperation with Africa, which has in turn given a huge impetus to many Indian companies seeking opportunities in Africa.

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## MESSAGE



Africa has a very important role to play with regards to the critical issue of protecting the environment. It has the world's largest reserves of a number of strategic minerals and an abundance of agriculture crops. It must contain a strategy for nurturing these natural resources and use them for the development of the entire continent, while at the same time preserving them for all humanity.

'T for Afrika' is a wonderful initiative by the Indo-African Chamber for strengthening its business partnership with India. High priority is being placed on sectors like Pharma, Healthcare, Agro, Tourism & Hospitality, Mining & Infrastructure, Retail & SME, Textiles, Power Gas & Energy and IT. This will help enhance capacity building initiatives and resource mobilisation programmes, thereby acting as a facilitator for the exchange of business, culture and tourism between India and Africa.

Y.P. Trivedi  
Chairman  
Indo-African Chamber of Commerce & Industries

## It's Time For Africa!

'T for Africa' presents an excellent opportunity for Indian businesses to explore hitherto unexplored yet fertile markets like COMESA, ECOWAS and SADC, says Ivor Vaz

If you're a large Indian corporation or a small/medium investor looking to explore business opportunities in new destinations, may we suggest Africa for you? Long regarded as the 'dark continent', the world is beginning to view Africa through different eyes lately. With the African economy rapidly beginning to open up, it is offering mouth-watering prospects for companies looking to expand their global bandwidth. The emerging market pattern of high growth from a low base is transforming parts of Africa into prized market opportunities.

To create awareness about the opportunities of doing business in Africa and to facilitate interaction with ministers, diplomats and companies from Africa, the Indo-African Chamber of Commerce & Industries (IACCI) - with the support of the Government of Maharashtra - is organising a mega event titled 'T for Afrika' between 28-30th April, 2011 at Hotel Taj Lands End, Bandra, Mumbai. The three days comprise a conference on 'Doing Business with Africa', B2B meets, and a cultural programme.

From an Indian perspective, this is an opportunity to explore hitherto unexplored markets like the Common Market for Eastern and Southern Africa (COMESA), the Economic Community of West African States (ECOWAS) and Southern African Development Community (SADC). Over 200 business delegates from 54 African nations are expected to participate in the event.

The objective of the programme is to provide a solid platform to bring the business communities of Africa and India together under one roof. The main target sectors for the event are pharmaceuticals & healthcare, agriculture technology, energy, engineering & construction, mining & infrastructure development, IT, textiles, retail, tourism & hospitality.

Given the magnitude of the event, it's only to be expected that the delegates include various ministers and diplomats from the African nations. The Chief Guests for the event are Stephen K. Muesyoka - Vice President of Kenya; Simon Bulupiy

Galati - Deputy Prime Minister of the Democratic Republic of Congo; K. Shankaranarayan - Governor of Maharashtra and Anand Sharma - India's Minister of Commerce & Industry. Other guests of honour include Armando Inroga - Minister of Commerce & Trade, Mozambique; Seyna Ly Mbacke - Minister of SMEs, Senegal; Dr. D.T. Mombeshora - Deputy Minister for Health & Child



## "T FOR AFRIKA"

Welfare, Zimbabwe; Dorcas Makgato-Malesu - Minister of Trade & Industry, Botswana; and Elizabeth Thabethe - Deputy Minister of Trade & Industries, South Africa. Ambassadors and Consul Generals of the African countries in India will also participate in the event. All things considered, if there ever was a motivator to encourage the Indian business community to establish linkages with the African countries, this is it. Here is where you can appoint agents, reach out to distributor or partners in these destinations, and plan your strategies. But ensure that you register early; admission is strictly with pre-registration only.

**For further information contact:**  
Indo-African Chamber of Commerce & Industries  
39, Maker Tower - F, 3rd Floor,  
Cuffe Parade, Mumbai - 400 005  
Tel: 91-22-22161923 / 22161924  
Fax: 91-22-22188221  
Email: [info.iacci@gmail.com](mailto:info.iacci@gmail.com),  
[sunanda.ifo@afrika@gmail.com](mailto:sunanda.ifo@afrika@gmail.com),  
[srajendran@iacci.org](mailto:srajendran@iacci.org)  
Web: [www.iacci.org](http://www.iacci.org),  
[www.infoafrican.org](http://www.infoafrican.org)

## High Growth in Tourism

Since the 1990s, Africa has experienced a steep rise in tourist arrivals. The good thing is, its tourism potential lies in its strength in the originality and authenticity of its products



It is expected that Africa will have an additional 57 million visitors by 2020. Tourism is the only service where there is a positive balance of trade flowing from the developed world to the developing countries. Specifically, tourism's economic activities effectively improves the livelihoods of the people through income generation, employment creation, better infrastructure, increased standard of living and increased government revenue.

The World Bank points out that even though Africa started from a lower base of investor arrivals, the continent now enjoys the highest growth rates of 7.2%.

Even though Africa is relatively not known to the main generating markets in Europe, that is Spain, Germany, France, Holland, Sweden, Norway, U.S. etc., the UNWTO estimates that 36 million international tourists will visit Africa by 2010-end.

According to Christee and Crompton (2001), Africa receives just about four per cent of all international travelers and tourism receipts. The UNWTO has observed that Africa's tourism potential lies in its strength in the originality and authenticity of its products.

Over the decade of the 1990s, Africa has experienced a rise in tourist arrivals from 8.4 million to 10.6 million and receipts growth from \$2.3 billion to \$3.7 billion. According to the World Tourism Organisation (WTO, 2006), the tourism industry in Sub-Saharan Africa enjoyed a robust annual market share growth rate of 10 percent in 2006.

In spite of this, there are only few empirical studies that investigate the contributions of tourism to economic growth and development for African economies. Using a panel data of 42 African countries for the years that span from 1995 to 2004, this study explores the potential contribution of tourism to economic growth and development within the conventional neoclassical framework. The results show that receipts from tourism industry significantly contribute both to the current level of gross domestic product and the economic growth of Sub-Saharan African countries as do investments in physical and human capital. African economies could enhance their short-run economic growth by strategically strengthening their tourism industries.

North Africa attracts 35 percent of the continent's traffic; Southern Africa 35 percent whilst East Africa receives 23 percent West Africa attracts only 10 percent with Central Africa contending with three percent.

In Africa, as elsewhere in the developing world, governments have already accepted not only the importance of tourism but also have played the dominant role in the planning process. This role might be adopted through political preference or necessity or both. No two countries or sub-regions in Africa are similar in the range and difficulty of problems they face. Many African countries have weak, embryonic tourism sectors, while other

countries have vigorous, more developed tourism sectors. In the latter countries, much of the investment, management and development in tourism is from private sector initiatives. But few African countries have given careful consideration to the type of tourism they want, and to what extent their declared aims are realistic, and what needs to be done to achieve those aims.

In developing tourism in Africa, the following areas are important for policy consideration:

- well conceived and well articulated but realistic tourism policy objectives;
- local involvement and control over tourism development;
- forging private-public sector partnerships for tourism development;
- raising gender awareness to enhance women's participation in the tourism sector;
- promoting regional tourism co-operation and integration;
- availability and allocation of appropriate resources (e.g. financial, human, product);
- developing equity in tourism benefits-sharing;
- promoting community tourism awareness campaign;
- availability of appropriate legal framework for tourism;
- building image of a destination through a marketing and promotional campaign;
- expanding tourism entrepreneurial initiatives/investment opportunities