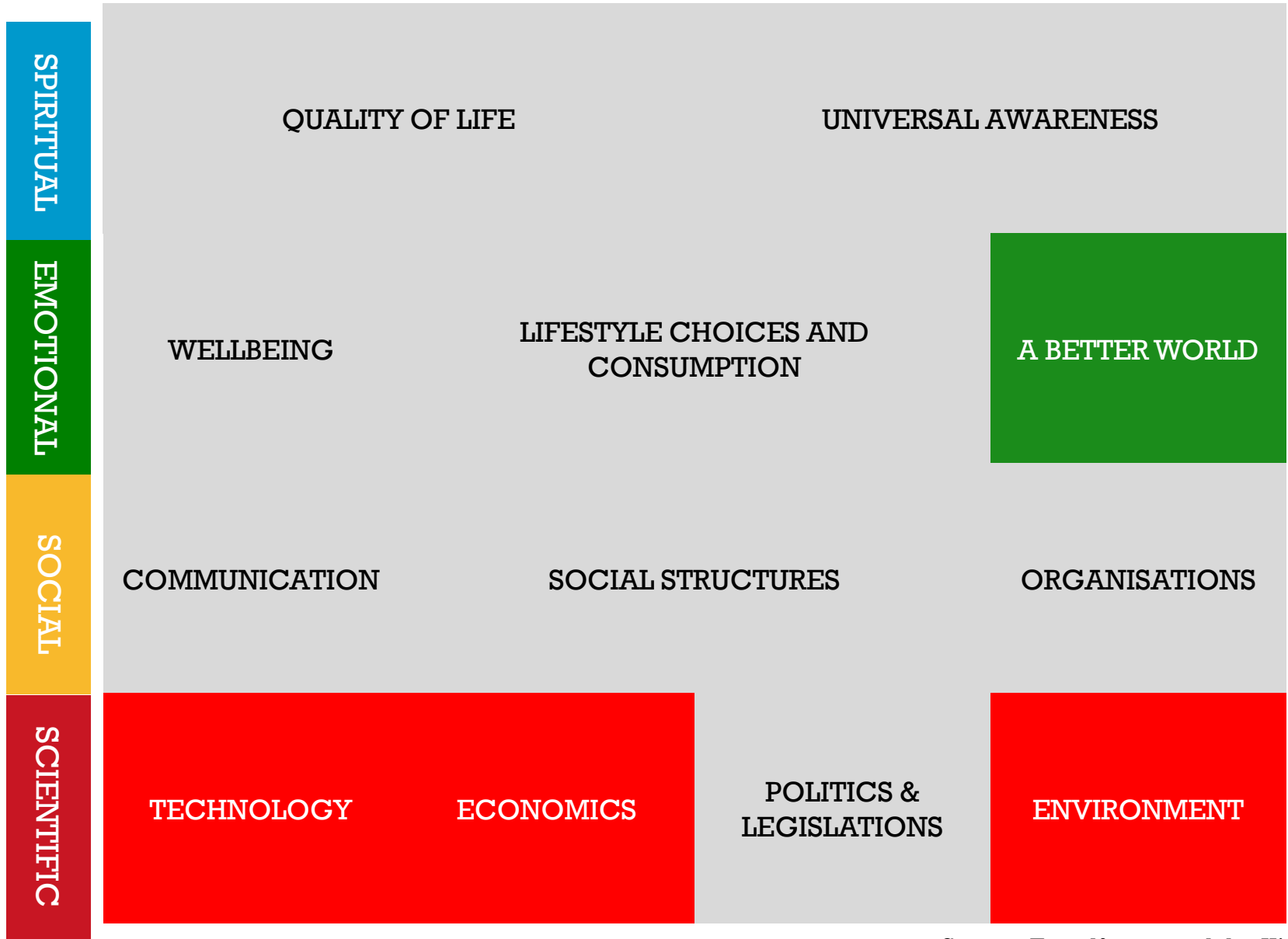


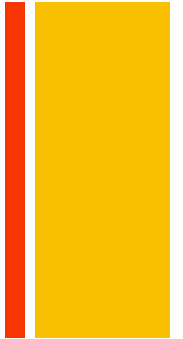


***Trends aren't really the point –  
opportunities are!***

# + A Framework for trend spotting



# + Five Global Trends



1

Regional superpowers

2

Growing middle class

3

Resource scarcity

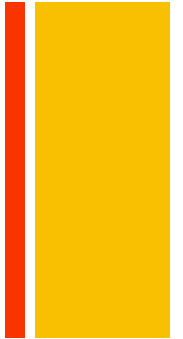
4

Rapid urbanisation

5

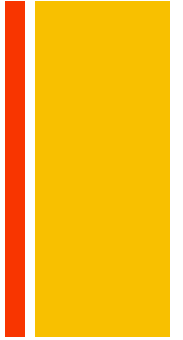
Tech transformation

# + 1 Regional super powers...2030



- BRICs account for same share of global GDP as G7
- China is the world's second largest economy with military power
- India, Russia, China have highest growth vs. other countries
- 6 out of the 10 fastest growing economies are in Africa
- Younger population in poorest countries with aging population in OECD countries

# + 1 Opportunities



*Participation in the rise of emerging and frontier markets.*

*Investments into consumer-led sectors in developing world*

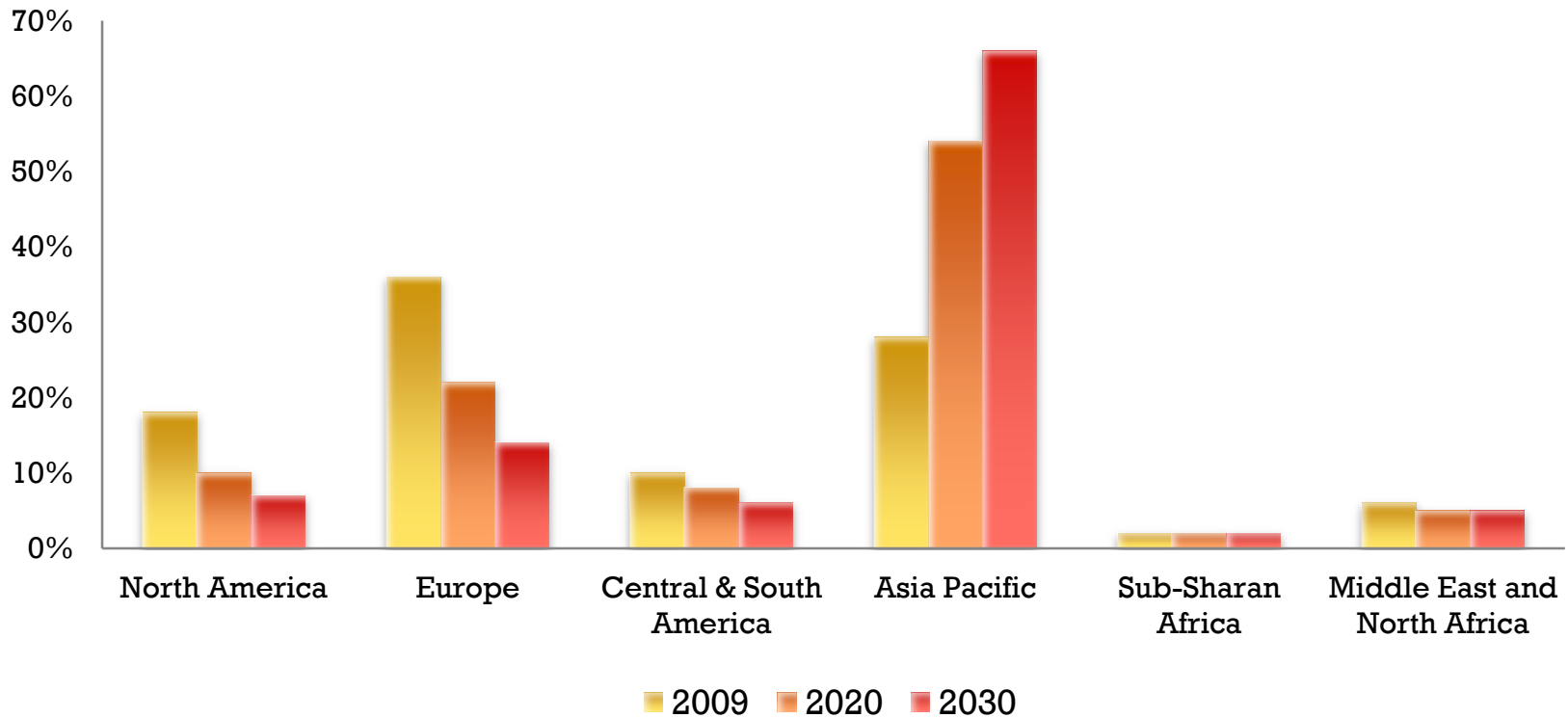


# 2

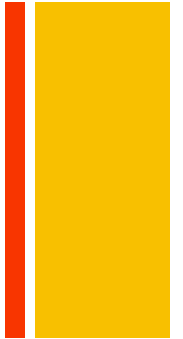
## Growing middle class



### Size of Middle Class by Global Share



# + 2 Opportunities



*Investments into consumer led sectors in the developing countries*

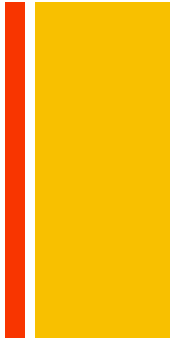
*Investments in health sectors in developed countries*

*Reconciling the need for stress reduction and mindfulness with a a modern lifestyle => investments in culturally adapted physical, mental and spiritual products*



# 3

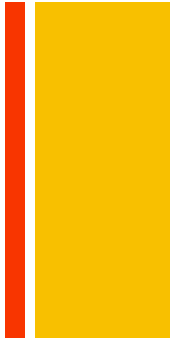
## Resource scarcity



- 8.3 billion population by 2030
- Demand for food predicted to grow by 40% in 2030
- Scarcity of clean water.
- Growing demand for energy and finite natural resources



# + 3 Opportunities



*Investments into the entire agriculture value chain and processed food business*

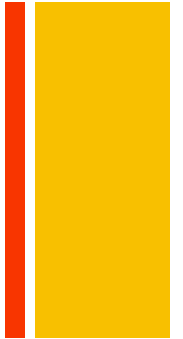
*Investments in natural resources sector*

*Investments into the renewable energy sector*



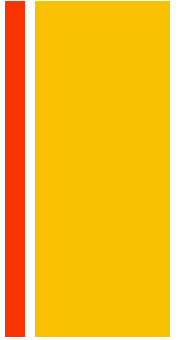
# 4

## Rapid Urbanisation



- Every week 1.5M join the urban population either through migration or child birth.
- Cities occupy 0,5% of the worlds surface but consume 75% of its resources
- Smart cities and hubs for innovation and disruptive ideas

# + 4 Opportunities



*Massive need for infrastructure investments globally*

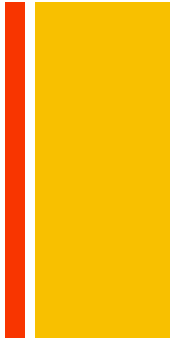
*Investments in health sector in both developed countries and developing countries*

*Investing in start-ups with innovative solutions and products*



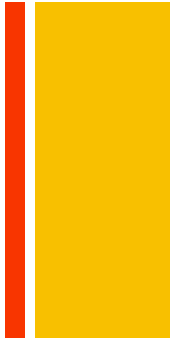
5

## Tech transformation



- Unprecedented digital disruption – internet and mobile
  - ◆ More companies and organisations providing ubiquitous consumer access across physical, ecommerce and mobile platforms.
  - ◆ Businesses will engage more with the consumer and collaborate on developing products
  - ◆ Consumers will create their own digital identity, demanding and guiding brands
- Breakthroughs in fields such as finance and agriculture

# + 5 Opportunities



*“The Internet Of Everything” bringing huge opportunities in consumer focused digital solutions*

*Manufacturing facilities closed to cheap labour opens up investment opportunities in logistic sector*

*Investments in the Fin-tech sector*

*Investments in digital / mobile-first businesses in both developed and developing countries*

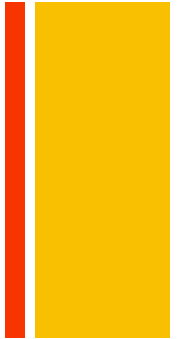
# + Guess which region?

- 80% of the population is under 35 with the highest population urban growth per year, 3.5%
- The total annual growth is 4.5 – 5%
- This region has the potential to outperform all other emerging markets within the next decade
- Growth is partly driven by increasingly more stable economies coupled with decreasing inflation and lower debt levels
- The continent is home to 60% of the world's uncultivated arable land with an abundant supply of natural resources
- The expanding middle classes is driving demand in almost all sectors: telecommunications, retail, construction, infrastructure,, education, health etc.

# + Sub-Saharan Africa....

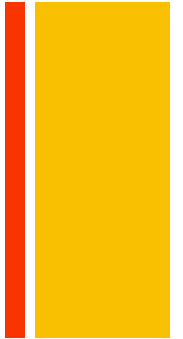
## Sustainable growth factors

- Increase in large consumer-led sectors
- Technology boom
- Urbanisation
- Increasing stability in the regions
- Increasing transparency both in governments and local authorities





# Understanding the challenges

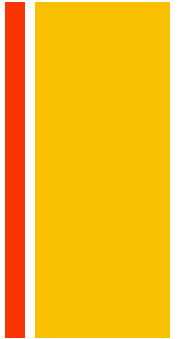


- Access to funding for businesses is still difficult
- The lack of infrastructure investments
- A call for investments into human capital and capacity building
- Corruption, visa requirements and poor infrastructure is hampering intra trade and spillover of rising economies into neighbouring countries



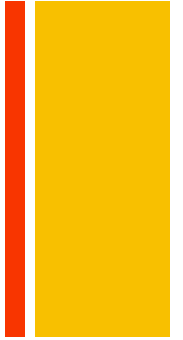


# Don't miss out!



- Investing in PE funds of which the strategy fits your appetite and risk tolerance
- Investing in sectors of which you have some level of knowledge or interest
- Investing in the liquid commodity space
- Investing in African local companies that has solid contracts with global and recognised companies
- Diversify your portfolio as a way of hedging.
- Impact investments: SME funds, health, education etc..
- Investing in Fin-tech focused businesses
- Direct investments

## + Famous last words



*“It is more expensive to miss the window of opportunity than the costs of entering the market.”*



Jean Ahlefeldt-Laurvig

[jal@asdo.org.uk](mailto:jal@asdo.org.uk)

T:+44(0)7591526331



**AFRICAN SUSTAINABLE DEVELOPMENT OFFICE LTD.**