

The good news on Africa's youthful demographics - 14 Aug 2017

BY LOUISE MARSLAND

We all know that Africa is the youngest continent in the world in terms of its population demographics. With 300 million youngsters (63%) under the age of 25 years, Africa represents over 30% of the world's youth. In fact, of a population of 1.2 billion people, 42% of Africans are younger than 15 years and 21% are between 15 and 24 years old. In 20 years' time, 500 million of Africa's population will be under 25 years old. Those are significant stats and Jean Pierre Elong Mbassi, secretary general UCLG Africa, believes that [Africa's youth bulge is an opportunity to transform the continent](#), and where Africa's "renewal and renaissance will come from".

All eyes were also on the United States last week as the new administration faced its first [AGOA summit](#) with African leaders to discuss trade: AGOA, first approved in May 2000, provides duty-free access for more than 6,000 items exported from eligible sub-Saharan African countries.

Today we launch a new column, [Africa Achiever](#), to focus on those individuals doing interesting things on the African continent in the media and marketing industry. Our first #AfricaAchiever is co-founder of OMG Digital in Ghana, Jesse Arhin Ghansah. And click through to the [Digital Marketing Focus](#) trend report PDF, now live.

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Have a great week!

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