

Economic growth in Africa prompts investment - 11 Sep 2017

BY LOUISE MARSLAND

Growth for the African continent is viewed as extremely positive for 2017/2018, with growth rates ahead of those for individual country economies. Vuma Reputation Management Africa business director, Nonye Mpho Omotola, our [#AfricaAchiever](#) this month, cites the “favourable” outlook with expected economic growth of just under 4.9% GDP (East Africa sits at 5.3% growth), with their decision to expand onto the continent.

In fact, Africa is still a popular investment destination for multinationals, says [Stefano Niavas](#), managing director of BCG South Africa. Africa's aspirant middle class and a private consumption increase of 5% per annum to \$1.25 trillion in Africa's eight largest markets, is an attractive proposition.

And while there remain very real complexities in navigating Africa's diverse markets, BCG has tracked how the most successful companies in Africa plot their investment to show growth. [Peter Vieria](#) of Nashua Africa Expansion Division goes further, saying “business opportunity in Africa is booming”: “As the international market continues to plateau, venturing into Africa is a formidable prospect for local businesses looking expand in 2017.”

Finally, it seems to be Africa's ‘time’.

To subscribe yourself or colleagues to the daily or weekly Africa newsletters which focus on media and marketing and business-to-business news from the continent, [click here](#).

Have a great week!

Louise Marsland

Africa Editor: [Bizcommunity.com](https://www.bizcommunity.com)

For more, visit: <https://www.bizcommunity.com>