

## Comprehensive data set for 54 African countries

In On Africa and African Business Magazine, two leading African business information providers have announced a partnership to produce and deliver the third edition of the Africa Country Benchmark Report (ACBR).



Image source: Gallo/Getty.

The ground-breaking 500+ page publication provides a comprehensive assessment of 54 African countries delivering an all-encompassing picture of the African continent.

The report scores, ranks and insightfully assesses each African country holistically, as well as across ACBR's four 'quadrants': Business, Economics, Politics and Society. Hundreds of infographics, more than 25,000 data points, and critical insights make the ACBR an essential tool to better understand Africa.

This collaboration is set to capitalise on both organisation's strengths in the African market, allowing them to leverage their expertise to launch the most cutting-edge and invaluable tool for any business, government, organisation or institution that will benefit from country-specific and comparative assessments of the African continent, revealing key opportunities, risks, gaps, needs and successes.

In describing the key objectives of the ACBR, Jonathan Mundell, CEO of In On Africa, states that, "Having deep, all-encompassing understanding of African markets is essential for any business, institution, non-profit or government working on the continent. The ACBR aims to facilitate data-driven decision-making in Africa through the most comprehensive analysis of African countries, guiding our readers in their work on the continent and hopefully playing a central role in Africa's development."

Pedro Besugo, business development and strategy at African Business adds, "There has never been a greater need to collate and analyse accurate data on Africa's economic performance and the activities of the continent's dynamic business community. *African Business* magazine's partnership with In On Africa to produce the Africa Country Benchmark Report will give readers access to a comprehensive data set for 54 countries, helping them to make better informed business decisions."

The two organisations are finalising work on the 2019 edition, which has involved the re-engineering and

expansion of the report's assessment models to include;

- A statistical comparison between ranks and scores for each segment and quadrant, showing the growth or reduction in performance for each country and key indicator over time.
- Additional statistics for each of the quadrant analyses, expanding on the quantitative value for ACBR readers.
- Seven new indexes and ranking systems used in the evaluation of each country (bringing the total number of referenced indexes to 40).

The report is scheduled to be launched at the end of June.

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