

Centre of Excellence to aid investment in Africa

The KPMG Africa Communications Centre of Excellence, said to be a first of its kind, aims to deliver a platform for companies looking to invest in Africa to allow them to capitalise on the growth potential within the continent, while still managing their risk with regard to regulation, competition and integration.

Africa has seen monumental growth in recent years, with this trend set to continue allowing investors to increasingly view the continent as a growth target rather than an emerging market. This is particularly true in the communications sector where dynamic growth, fuelled by rapidly changing technologies, regulation and convergence, is resulting in the highest growth markets being outside the core developed 'traditional' economies.

This is creating unprecedented opportunities in this sector for new entrants as much as for established operators to leverage extraordinary growth and shareholder value. As a result, KPMG has established the Africa Communications Centre of Excellence (ACCE) to work with organisations within the Communication sector on their new or existing investments within Africa.

Communicating with Africa

According to Johan Smith, director of ACCE at KPMG, "The broader communications sector in Africa is one that many companies, both locally and internationally, have recognised as a strong growth target for their business operations. However, we understand that there is a specific requirement to bring together a pool of experts who can advise companies around the real complexities that can be faced. As a result, ACCE will offer niche services that are focused on mergers and acquisitions, regulatory compliance and revenue assurance in the African market."

Complexity of competition

Companies on the African continent that focus on the delivery of communications services face accelerated complexity as they have to compete on brand leadership, operating models, growth strategies, network synergies and footprints. Consumers today are increasingly demanding enhanced converged communication services and seamless connectivity. Furthermore, trends such as the Web 2.0 paradigm shift have placed pressure on these organisations to be ready for change. Time-to-market defines survival as customers increasingly control the value chain for every conceivable product by having instant choice, global comparison ability and pooled purchasing power.

"KPMG launched the Africa Communications Centre of Excellence (ACCE) to enable client readiness through a core team of dedicated local and international professionals," adds Smith. "ACCE will operate as a central point of contact for clients, irrespective of location or where resources are drawn from, and will thereby support regional efforts across the African continent - contributing to standardisation, consistency and sustainability."

Investing in the continent

"In the communications market, many companies are looking to invest in Africa. ACCE provides a platform

to pilot new initiatives and bring the best resources together for them to be able to do so," says Yunus Suleman, Head of Information, Communications and Entertainment for KPMG in South Africa.

"KPMG has the resources to help organisations focused on the delivery of communications services and solutions to succeed in these turbulent markets.

"As an industry thought leader, we provide long-range vision and innovative professional service strategies to help leading companies stay at the top of their markets. As a market differentiator offering focused solutions, the centre will enhance market competitiveness."

Smith concludes, "The establishment of ACCE is an important step in the development of KPMG's Global Communications practice. KPMG already has a strong presence in the telecommunications industry, providing advice to most of the leading operators around the world. ACCE will bring a concentration of knowledge and experience to Africa, where there is so much growth potential."

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