



El continente del futuro

Una visión de África desde el IESE

¿Podría convertirse África en la siguiente India o China? Una nueva e inspirada generación de líderes y educadores empresariales se está preparando de que sea así. Y allí estará el IESE para desempeñar su papel en la tarea de poner en el mapa a África.

The True Size of Africa

A small contribution in the fight against rampant Anthropocentrism, by Kai Krause

In addition to the well known social issues of illiteracy and immaturity, there also should be such a concept as "inimagination", meaning insufficient geographical knowledge.

A survey with random American schoolkids let them guess the population and land area of their country. Not entirely unexpected, but still rather revealing, the majority chose "7-9 billion" and "largest in the world", respectively. Even with Asian and European college students, geographical estimates were often off by factors of 2-3. This is partly due to the highly distorted nature of the predominantly used mapping projections (such as Mercator's).

A particularly extreme example is the worldwide misjudgment of the true size of Africa. This single image tries to embody the massive scale, which is larger than the USA, China, India, Japan and half of Europe - combined!

COUNTRY	AREA (1000km²)
USA	9.639
China	9.573
India	3.287
Mexico	1.994
France	1.295
Spain	506
Papua New Guinea	462
Sweden	441
Japan	376
Germany	357
Norway	324
Italy	301
New Zealand	270
United Kingdom	243
Nepal	147
Bangladesh	144
Greece	132
TOTAL	30.102
AFRICA	30.221

Just for Reference: The Surface of the MOON is 37.500

Top 100 Countries

Area in square kilometers (Percentage of World Land Surface)

Source: Wikipedia, Wikipedia, January 2010

Please note:
 The graphical layout of this map is meant purely as a visualization to illustrate the fact, Africa is much larger than almost everyone assumed. One highly biased culture could have been used to create that point, however the table at left is very accurate, citing: <http://www.infoplease.com/ce6/a/a0000001.html>
 Note for instance that the figure in the table for the USA does include Alaska and Hawaii, but they are not even used in this map, so see a handful of other articles (such as Norway and Sweden).
 The reason for this is that this map purposely uses the familiar Mercator, and if you use "Google Earth" or "Google Maps", because the mathematically correct distortion, using equal area mappings, would be much more obvious, but would appear highly distorted. I chose to retain the commonly known culture and projections to tell the story, even if this conservative size has left over parts.
 The small maps on the right are again the original mapping, use some of the countries to check relative to Africa, a view that is quite unfamiliar and rarely seen.
 It is worth looking at Google Earth maps of the former Soviet area proposals, among many other beautiful attempts to display geographical information. However other state/province boundaries have been made, this is by far not the best and topology not the best, such that borders should be the best of all possible pieces in a realistic projection.
 Color here, please do not take it at too literal. Colors in black?? and empty table that one is prepared with you. Africa... is... black...

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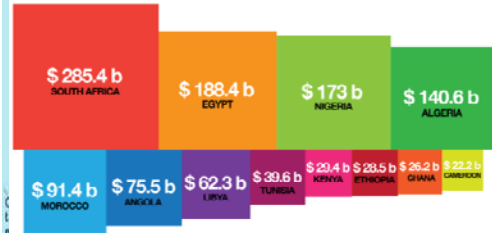
Source. The economist

¿Qué es África?

African Countries by GDP

TOP COUNTRIES BY GDP IN U.S. \$ BILLIONS
Does not include GDP figures for the number of all the goods and services produced within a country in a given period (2008 - 2009)

GDP CALCULATION
GDP = Government consumption + investment + exports - imports



GDP, IMF, \$Bil 2012 (PPP)	
EU	16.000
USA	15.600
China	12.300
India	4.700
Brazil	2.400
Spain	1.400
Africa	2.200
North Africa	900
Sub-Saharan Africa	1.300
w/o SA and Nig	~850

SOURCES:
 data.worldbank.com
 www.google.com/patents
 www.wikipedia.org/wiki/Gross_domestic_product

MORE COOLNESS?
 #ODMACT
 atmgpnyan.kunlun.com
 Infographic designed by @stevanawesome

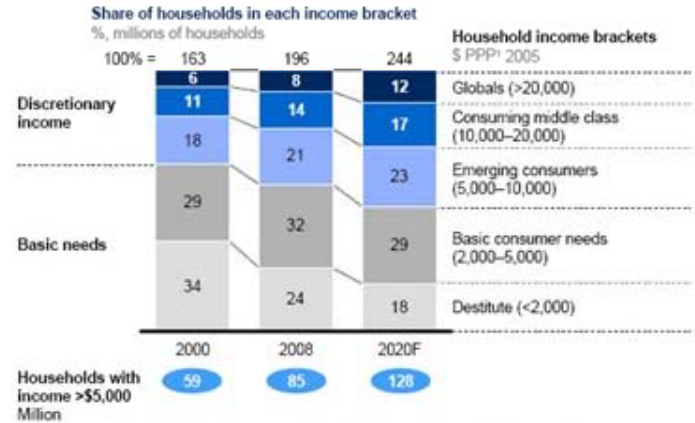
Data sources: IMF (2010), Maddison (2003), UNDP (2004)

Source: IMF data, quantities rounded

Source: <http://www.marketing.com/tag/africa/>

¿Qué es África?

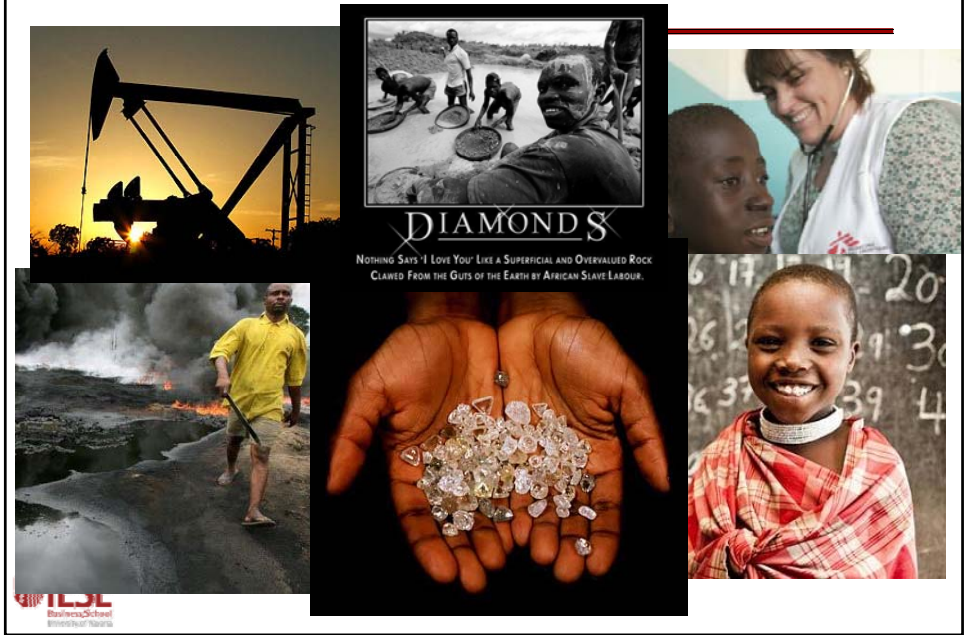
By 2020, more than half of African households will have discretionary spending power



¹ Purchasing power parity adjusts for price differences in identical goods across countries to reflect differences in purchasing power in each country.
 SOURCE: Canback Global Income Distribution Database (C-GIDD); McKinsey Global Institute



¿Qué es Africa?



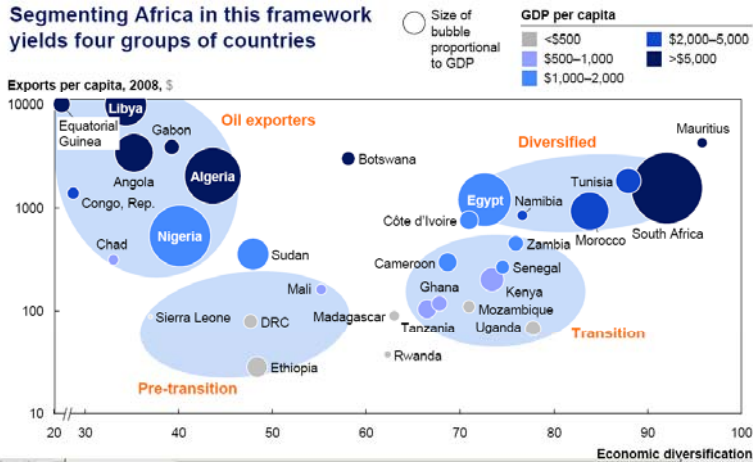
¿Qué es Africa?



¿Buscando oportunidades?

Entendiendo el potencial de cada zona

Segmenting Africa in this framework yields four groups of countries



Source: Lions on the move: The progress and potential of African economies, McKinsey Global Institute



#1. Norte de Africa "Cercano"
 (+/-) Conglomerados Locales
 (-) Competidores europeos

#3. Senegal-Marfil-Ghana
 (+) Clase "media" nueva
 (-) Competencia China

#2. Colonias Portuguesas
 (+) "Mucho por hacer"
 (-) Efecto petróleo - China

Ethiopia: An Underestimated Regional Power
 Catherine Grant-Makokera, Itumeleng Rantao
 October 10, 2012

#3. Africa Este (KEN-TZ-UG)
 (+) Gran población
 (+) Clase media
 (-) Competencia local - China

Africa without its margins

"When I draw national borders on a map of Africa, I always have the feeling that I am hurting people," one geographer has said. Africa's people indeed often ignore the borders imposed on them a century ago. And the continent's margins are looking towards North Africa, India, Europe and the Middle East. South Africa, which provides structure for a region that now extends as far south as the DRC, is developing its ties with North America, Europe, and especially Brazil, India and China.

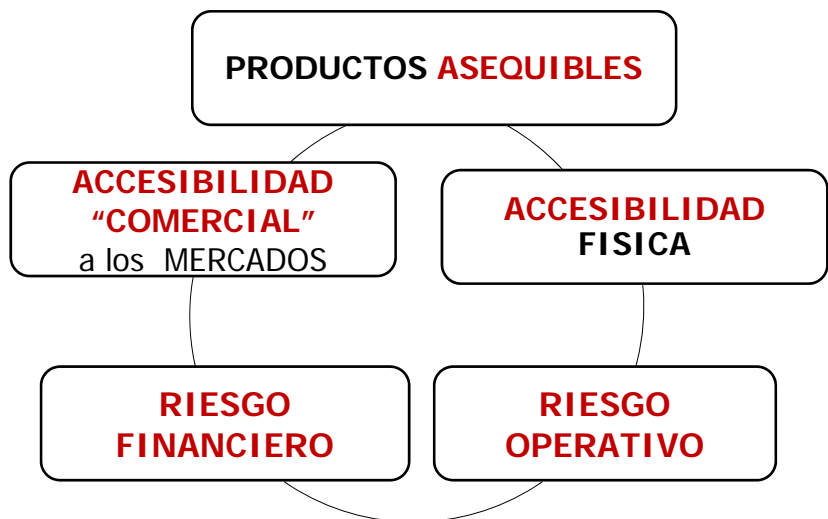
Buscando oportunidades: Sectores

A pegarse con los **GRANDES**
 Buscar nichos o actividades de soporte

Algo tarde...
 Servicios añadidos a compañías establecidas

Gran Potencial
 Trabajo de campo intenso

Los Retos



Haciendo negocios

Entrar por la base de la pirámide

- Productos o servicios muy básicos, robustos, con gran valor de uso, a un precio muy ajustado (o de segunda mano)
- Productos diseñados “ex profeso” siguiendo las directrices del “DISEÑO FRUGAL”
- Marketing “below-the-line”
- Un modelo de distribución “de los años 60 en España”/Apoyo microfinanzas
- Apalancamiento en producción local o en otros países emergentes (link China-África)
- “Perímetro de acción” extendido



Pero, ¿NO hemos olvidado algo?

AFRICA “POBRE”

- Analfabetismo, problemas sanitarios, escasez de infraestructuras

FALTA LO BASICO...
¡Oportunidad de negocio!

LA AFRICA “PELIGROSA”

- Inestabilidad política, Turbulencia y guerras, Inseguridad ciudadana

“Los negocios aparecen donde la **PERCEPCION** es **PEOR QUE REALIDAD**”

AFRICA “CORRUPTA”

- Insuficiente estructura jurídico-legal, Dificultades para hacer negocios

¡Las compañías “Medianas y Valientes” llegan donde la MNC tardan!

