

AFRICAN TRAVEL MARKET

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THE WORLD
ACCORDING
TO DOOK

*DURBAN
FLAVOURS*

**CELEBRATING
CREATIVITY:**

- HASSAN HAJJAJ
- THULA SINDI
- SANDIBE LODGE

FROM
SINAI TO
REUNION
AND BEYOND

MESMERISING
Morocco

ONE DAY
IN DAKAR

HIKING THE
CONTINENT
& ROADS LESS TRAVELLED

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A close-up portrait of a Black man, Thebe Ikalofeng, looking thoughtfully upwards and to the right. He is wearing a dark suit jacket, a white shirt, and a blue tie. His hand is resting under his chin. The background is a soft, out-of-focus grey.

MADE IN AFRICA

ATM asked brand guru Thebe Ikalofeng a few questions about his passion – rebranding Africa.

Q. What is Thebe Ikalafency up to lately?

Working hard and focused on lending a voice and rolling up my sleeves to actively participate in driving the African agenda and championing 'made in Africa' brands and social entrepreneurship, which are key catalysts for Africa's economic independence and renaissance. Brands play an important role in Africans' purchase decisions. A McKinsey study has established that, in North Africa, 72 percent of consumers equate popular brands with quality. In both North and sub-Saharan Africa, brand loyalty averages 58 percent. Thus, through our Brand Africa (brandafrica.org) initiative, we are creating a case for African industrialisation and a platform for African entrepreneurs to industrialise and build 'made in Africa' brands and mobilise African youth to take charge of Africa's destiny.

Q. We keep hearing 'Africa is Rising' – where is the evidence?

Despite all of the challenges, there are more reasons to believe in and invest in Africa. Africa has the world's fastest growing and youngest population. Africa is projected to account for more than 40 percent of the global population by 2030 (McKinsey), with 70 percent of the population under the age of 30 (United Nations). The African economy is outpacing other regions globally, with average growth in excess of 5 percent and projected six of the 10 fastest-growing economies in the world (The Economist).

In 2011/12, the number of high net worth individuals in Africa grew 9.9 percent, the second highest growth rate in the world after North America, according to the World Wealth Report by Capgemini. According to McKinsey's Rise of the African Consumer report, Africa's consumer-facing industries are expected to grow more than \$400bn by 2020. Africa is the future – for Africans and for pro-Africans. What we need to ensure as Africans is that we are pilots and not just passengers in the African renaissance.

Q. Which countries are the ones to watch out for and why?

Despite its size, Rwanda is an inspirational country. In 20 years since the genocide it has rebranded itself to become a globally admired nation. It is arguably the cleanest country in the world (certainly in Africa). Kenya continues to set the pace as the technology hub of Africa. With its economic might and demographic advantage, Nigeria is a lurking giant that rightfully should be the dominant African leader. I'm excited about what it's capable of and will achieve once it overcomes its domestic economic and social challenges.

South Africa, the dominant African-branded economy with huge infrastructure advantages, needs to get back to basics to restore its lustre and grow beyond the lethargic one to two percent. There's so much more that South Africa can contribute to the rest of Africa. Mauritius, the most competitive African nation, is clearly now the African 'offshore' magnet with its business-friendly policies – an inspiration for other African nations. But across Africa, there's a buzz and exciting energy everywhere. Africa is opportunity.

Q. What do African businesses across the continent need to do to succeed on a global scale?

African businesses and brands should not try to emulate non-African brands and businesses. They should compete when it comes to quality but distinguish themselves with their unique African identity. We cannot beat Europe or America at who they are, but they certainly cannot beat us at being African. That's our advantage. We have a unique environment that should inspire our creativity and offering to the world. Brands such as Kenya's Safaricom mobile money transfer brand, M-Pesa, Nigeria's online retailer brand, Konga, and South Africa's MTN are leading Africa's brand revolution and growing capability in building world-class African brands built from African insights.

Q. Which African leaders are paving the way for the future of Africa?

Without a doubt Africa's wealthiest person, Nigerian Aliko Dangote, is setting the pace in industrialising and creating trusted 'made in Africa' brands. Nigerian billionaire Tony Elumelu's \$100-million pledge and Africapitalism initiative to nurture one thousand entrepreneurs every year showcases new African philanthropy. Similarly, Patrice Motsepe's pledge to contribute 50 percent of his family wealth to corporate social investment is impressive. Koos Bekker's DStv has been a catalyst in connecting Africans and enabling them to tell their story. Without DStv, there probably wouldn't be such a big market for Nollywood. Precious Motsepe's Africa Fashion Week has enabled the likes of iconic fashion designer David Tlale to be a regular at New York Fashion Week. Mamadou Toure, founder of Africa 2.0, and Fred Swaniker of the African Leadership Academy lead the way of young Africans driving Africa's destiny. But that's the beauty of Africa. The talent and inspiration is limitless. For this generation of Africans, we are truly 'what we've been waiting for'.

Q. Which industries are changing the face of Africa?

Telecommunications has been the singular catalyst for Africa's growth. Brands such as MTN and Safaricom have enabled Africans to obliterate barriers, to connect, transact and communicate. For instance, Safaricom's M-Pesa mobile money transfer product has enabled Kenyans to go from 5 percent banked in 2006 to 70 percent in 2010. The mobile money transfers on M-Pesa alone are more than the entire world's. The development of the 'pay as you go' payment solution by Vodacom and MTN in the early 1990s has enabled every single African to be able to access mobile telephony irrespective of access to credit. Financial services, energy and telecommunications are enabling industries that are changing the face and pace of Africa every day.



LAGOS, NIGERIA



PORT LOUIS, MAURITIUS

"... across Africa, there's a buzz and exciting energy everywhere. Africa is opportunity."

Q. What business/entrepreneurship challenges are facing Africa?

We need to be stepping up African initiative in the areas of health and agribusiness. That's the security for a continent that's still dying too young and going hungry with arid land in its backyard. This will require a huge investment in skills and training. We need African education for African challenges. Energy remains the number one crippling infrastructure challenge across Africa.

Q. Should Africans focus on investing in Africa?

It's certainly about time to stop begging, borrowing and blaming. Fifty years and trillions of dollars in aid have brought nothing to Africa except corruption and dependency. For Africa to prosper, Africa must invest in Africa. We need to grow intra-African investment beyond the present 15 percent. Intra-European trade, for example, is about 70 percent of the total. Africans must have confidence in Africa – and buy African. We need to industrialise and grow and support 'made in Africa' brands. If one looks at our recent Brand Africa 100 list of the most admired brands in Africa,

only 22 percent are made in Africa and represent only 1 percent of the value of the top 100 – in a list dominated by the US and Europe (with Asia rising quickly).

Q. What does Africa have going for it as a continent? How do we highlight our strengths and deal with our weaknesses?

Although we are 54 diverse and sovereign nations at various levels of development, what we have in common is a history and resilience, creativity and a can-do attitude. These attributes are what define us and militate against all challenges. Africans know African needs and conditions. We need to manage and drive the narrative about Africa, to change its image and reputation. It's our story and we need to own it.

Q. What role does tourism play in the future growth of Africa?

Tourism is the new African gold. For countries such as South Africa, Kenya, Tunisia and Egypt, it's a key contributor to gross domestic product – and a major differentiator of the countries.

Q. Your favourite places to travel, stay and play in Africa?

The beauty of Africa is its diversity. Every country has its unique charm and attraction. Whether its gorilla tracking in Tanzania, the undulating mountains of Rwanda or the genocide museum,

or the Big Five in SA, leisurely beaches of Mauritius, the Maasai Mara in Kenya, the historic pyramids in Egypt, or a view of the Victoria Falls from Zimbabwe or Zambia; the diversity of Africa's tourism product is like its people – adventurous, enchanting, warm and educational.

Q. Your motto, or a motto, that you think should be adopted by entrepreneurs and visionaries around the continent?

Kwame Nkrumah once said: "I'm an African not because I was born in Africa, but because Africa was born in me." It's what keeps me grounded and committed to Africa. George Bernard Shaw: "Success is a continual state of becoming where the goal is always ahead and never behind. Thus one can never rest on laurels and must always stay motivated and challenged." With so much to do for our continent – there can't be a moment to rest.

Thebe Ikalafeng is a global African brand and reputation architect, adviser and author. Named one of the 100 Most Influential Africans by New African Magazine, he is the founder of the award-winning brand and reputation firm, Brand Leadership Group. Visit www.ikalafeng.com.