



AFRICA 2050 SURVEY

Shaping the Africa of Tomorrow:
Perspectives of Its Makers

In partnership with:

skema
BUSINESS SCHOOL





Dr. Pascal LOROT
Chairman of Choiseul Africa

By 2050, more than half of Africa's population will be under the age of 25. The continent is projected to exceed two billion inhabitants. As a result, Africa stands at the forefront of ongoing and future global challenges.

However, few studies assess the outlook of Africans on these emerging challenges. How do leaders envision Africa by 2050? What are their ambitions for the continent? How do they perceive economic dynamics, digitalisation, and energy transition with the rest of the world?

For more than a decade, Choiseul has been dedicated to making a positive impact in Africa by showcasing the achievements of economic decision-makers and facilitating opportunities for collaboration and partnerships among them. Today, we federate a community of over 700 leaders, spanning 51 countries out of the 54 on the continent, and engaging in a wide array of sectors.

Empowered by this unparalleled pan-African network, which is primarily focused on the younger generation, we aimed to amplify the voices of those who are currently and who will shape the Africa of tomorrow.

To understand the vision and projections for the continent, we interviewed nearly 300 prominent economic leaders from the Choiseul Africa network. These influential figures, coming from English, Arabic, French or Portuguese-speaking backgrounds, have articulated ideas and initiatives currently shaping Africa.

The survey's groundbreaking results we are unveiling today provide enlightening insights for anyone interested in the dynamics of Africa and its relationship with Europe, as well as with the rest of the world.

This unique survey often challenges preconceived ideas. You will discover that most of these leaders wish to see the European Union reclaim its position as Africa's leading trading partner by 2050, much more so than Russia or China, although there are variations across to the surveyed regions. The growing significance of 'Africanity' – a shared sense of belonging to a community that goes beyond the borders of each African state, is perceived with optimism by economic leaders on the continent. Indeed, while most surveyed leaders view France's presence in Africa favourably, 97% of them aspire to the creation of a genuine continental market.

Through this insightful study, we invite you to explore the vision and perspectives of African leaders on the future of their continent.





Dr. Alice GUILHON
*Dean & Executive president
of SKEMA Business School*

SKEMA Business School is a GLO-CALE management school, with campuses firmly rooted in various parts of the world. Acting as a global hub for student mobility, it provides a unique environment where students not only learn about life – both professionally and personally – within countries, but also alongside them. This approach fosters the development of skills to conduct insightful comparative analyses of societies, yielding results that are often counterintuitive.

Since its establishment, SKEMA has made diversity and differences central to its approach in understanding and engaging with the world. Our students come from diverse backgrounds with varying intentions and visions, while our professors teach core subjects with a cultural and scientific perspective, enriching the learning experience and offering a critical analysis for our students.

The report, produced by Pascal Lorot and the Choiseul team, aligns with this ambition, as it aims to deliver iconoclastic analyses that refrain from seeking to take a stance on what is right or wrong, but rather on what is true or false. This is why, we, at SKEMA, are thrilled to partner with Choiseul for this edition.

Understanding Africa is challenging, given the vast diversity of countries and cultures on the continent! It is with great humility that SKEMA is established in South Africa, fostering learning experiences across the continent. Our students and graduates embrace this journey wholeheartedly, returning home transformed and prepared to become global citizens, rooted in various parts of the world. Whether it's Brazil, the United States, Canada, China, South Africa, or naturally France, SKEMA offers diverse destinations, each providing unique destinations for learning and growing.

In a time where ecological and societal transitions are at the forefront of our concerns, it's crucial to guide continents through their evolution using higher education and research. Equally important is our responsibility to prepare young minds to confront their ideas and intentions, laying the groundwork for effective collective action. Through experiencing "Move for Good," our students from over 130 nationalities worldwide live and learn together while embracing diversity and differences. Our goal is to cultivate a common set of values and perspectives that empower them to shape the future of their countries and societies at large.

African nations will be involved, so let's embark on this together, rather than separately alongside each other.



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AFRICA 2050 SURVEY

FIRST PART

An Afro-optimistic
Africa

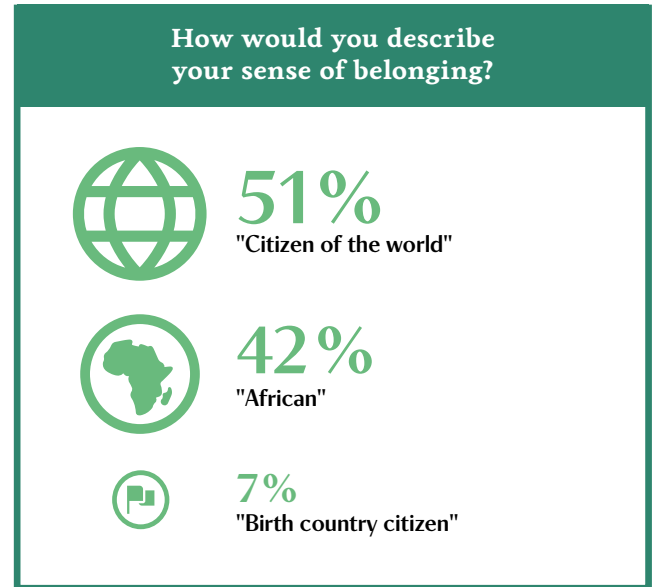


Elites with Global and Continental Ambitions

The first prominent finding revealed by this survey is the openness of African decision-makers to both the continent and the world. Indeed, the sense of belonging for the surveyed leaders extends beyond national borders, aligning with a pan-African, and even global, identity. This reality is particularly notable in French-speaking countries in Africa, where less than 4% of decision-makers identify with a national identity.

Of all the responses, only a very small minority (7%) of the surveyed African leaders identify primarily as citizens of their birth country. 51% see themselves more as global citizens, while 42% identify more as African citizens.

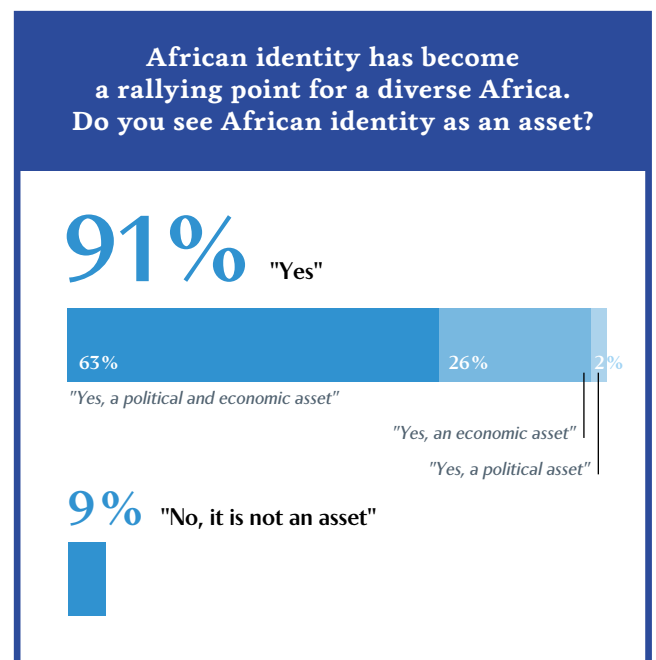
QUESTION 1



Thinking on a Continental Scale: A Pragmatic Approach to Their African Identity

While 42% of respondents mentioned a connection as their primary sense of belonging, African leaders perceive African identity as an opportunity to advocate for political or economic interests. Their understanding of African identity involves both a sense of belonging and a pragmatic approach, as less than 9% of respondents see it as neither a political nor an economic asset.

QUESTION 2



This phenomenon is particularly highlighted in discussions regarding the African Continental Free Trade Area, which is envisioned as a unified commercial market across the continent. A striking 97% of respondents expressed a favourable view toward the concept of a continental market. Moreover, this strong support aligns with their trust in the project's feasibility, as 85% of those surveyed consider it realistic.

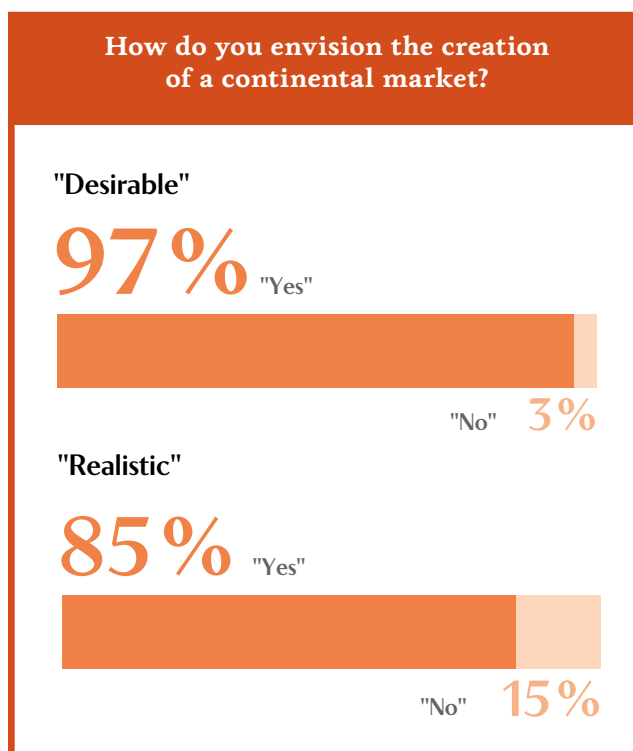
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The AfCFTA

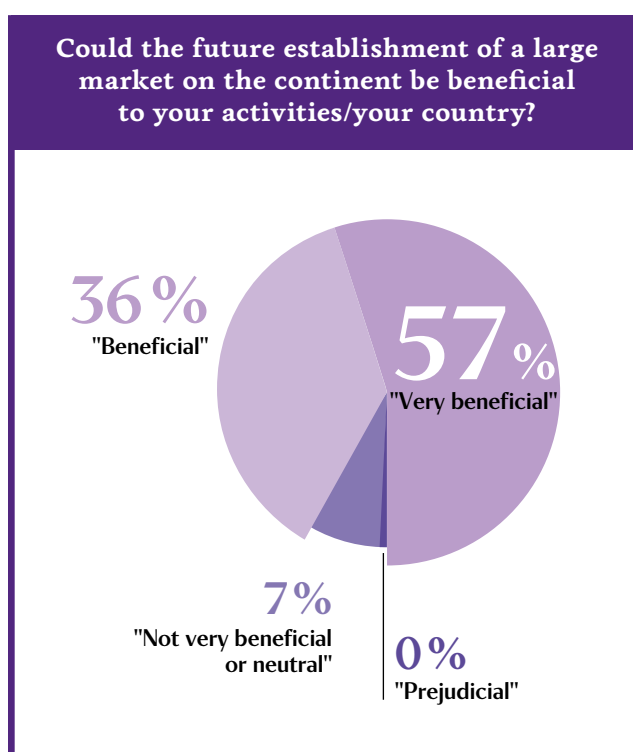
The agreement establishing the African Continental Free Trade Area (AfCFTA) was adopted on the 1st of January 2021. As of now, 54 African countries have signed it, and 47 have ratified it. However, the implementation of trade facilitation measures remains incremental, and the success of this agreement relies on the ability to adapt various national trade regulations. According to the International Monetary Fund (IMF), its implementation could lead to an increase of over 10% in the median real GDP per capita.

Regarding the economic impact, the idea of a large continental market is widely perceived as beneficial (36%) or even very beneficial (57%). A very small proportion (7%) sees this commercial agreement as a project with little or no benefit.

QUESTION 3



QUESTION 4



Stone Atwine, Founder and CEO of Eversend (Ouganda), believes that *"the most crucial economic driver in the years to come could be regional integration and increased intra-African trade through initiatives such as the African Continental Free Trade Area"*.

It can be emphasised, however, that due to different needs, some respondents, including William Nkontchou, President of Africa Financial Institutions Investment Platform (AFIIP, Cameroon), advocate for *"consolidating regional markets"* than pursuing an African market that, according to them, does not exist.

In sum, decision-makers overwhelmingly endorse enhanced cooperation among African states, even though some of them advocate for the creation or consolidation of regional markets rather than a large continental market.

The most crucial economic driver in the years to come could be regional integration and increased intra-African trade through initiatives such as the African Continental Free Trade Area.

Stone ATWINE

Founder and CEO of Eversend
OUGANDA

Decision-Makers Are Confident About the Continent's Development Prospects

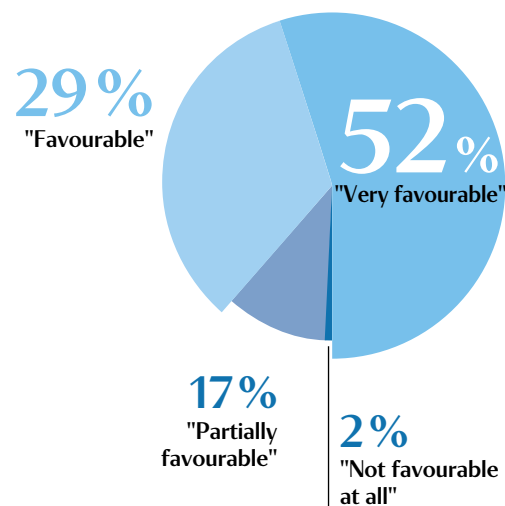
The surveyed African decision-makers are strongly optimistic about the socio-economic development of the continent in the decades to come. More than 80% of them are convinced (favourable and very favourable perception) that the socio-economic situation will improve for their country by 2050.

Many testimonials foresee a dynamically growing Africa economically. The prospects are viewed *"excellent, considering the development potential, demographic reservoir, and the increasingly improved practices"*, according to Hicham Bensaid Alaoui, the CEO of Allianz Trade Morocco (Morocco).

Rafik Boussa, the CEO of Grant Thornton Algeria (Algeria), asserts that they are *"very promising, given its natural resources, demographic structure, human capital, and its vast geographical reach and positioning."*

QUESTION 5

How do you perceive socio-economic prospects of your country by 2050?



Yanish Bondahjagalu, Chief Financial Officer of Verod Capital Management Limited (Mauritius), observes that "there is still much to be done in terms of economic and social development in Africa, but with all economic players (private and public), Africa is progressing gradually. As an emerging market, the African market presents numerous opportunities."

Among these opportunities, and to achieve the most favourable economic conditions possible, leaders point out certain sectors as drivers of African growth. Foremost among them are agribusiness (63%) and energy (60%), followed by digital (36%) and manufacturing industry (32%) and manufacturing industry (32%).

Beyond the sectors mentioned, many leaders highlight the potential of African youth for economic growth. As a reminder, the African population is the youngest in the world, with around 60% of Africans under the age of 24 in 2020, according to United Nations statistics.

Jordana Remon Coubeche, the CEO of Coubèche Distribution (Djibouti), states that "the African continent constitutes a real growth driver with the most significant pool of young talents. The prospects for development are multidimensional, with recent investments leading to improvements in the healthcare sector, strengthening of the educational system, acceleration of both energy and digital transitions, not to mention infrastructure development."

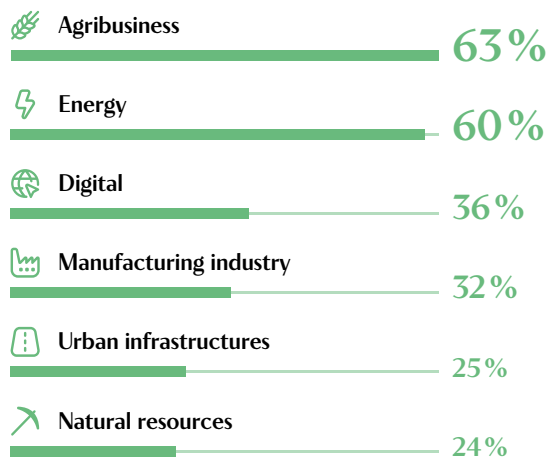
Furthermore, this optimism about the future is also expressed through development opportunities beyond Africa, as widely noted by 82% of the surveyed decision-makers. Among the latter, 29% mention a potential expansion beyond the continent in the short term.

The ambition is tangible. The vision for Africa in 2050 is taking shape. It is now down to the continent's decision-makers to concretise the projects they envision for their continent and its influence.

QUESTION 6

In your opinion, which sectors do you believe hold the most significant potential for growth?

Multiple answers possible per respondent



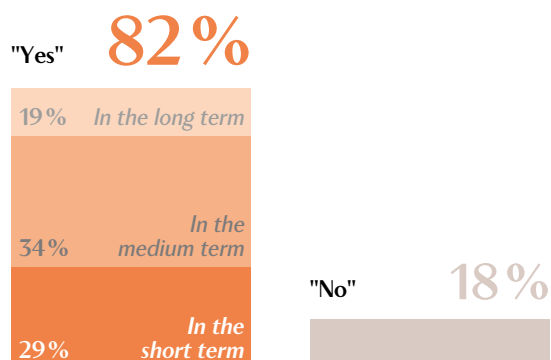
The African continent constitutes a real growth driver with the most significant pool of young talents.

Jordana REMON COUBECHÉ

CEO of Coubèche Distribution
DJIBOUTI

QUESTION 7

Do you aspire to expand (further) beyond Africa?





AFRICA 2050 SURVEY

SECOND PART

An Optimism that
Does Not Overshadow
the Acknowledgment
of Existing Weaknesses



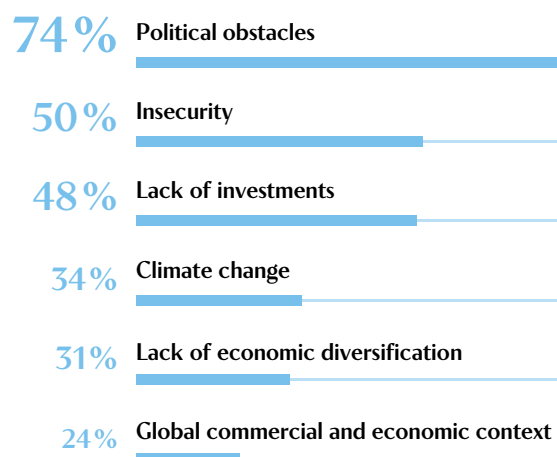
2

Obstacles and Threats Identified as Potential Challenges to the Continent's Economic Development

The prospects for the continent's growth and modernisation could be hindered or constrained by non-economic factors, primarily social and political. Political risks and insecurity emerge as the two major threats faced by Africa. According to the leaders questioned, they represent up to 74% and 50% of the obstacles, respectively.

QUESTION 8

In your opinion, what are the obstacles and threats that could hinder the development of Africa in the medium term?

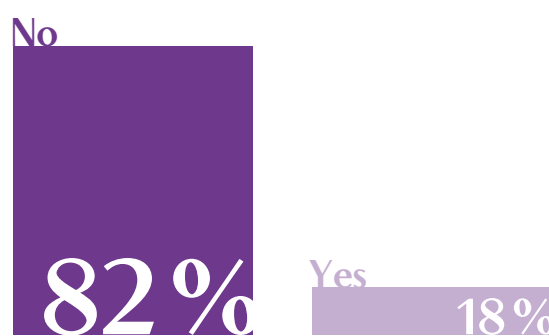


Infrastructure, the Cornerstone of African Growth

The primary economic factor that could impede the prospects of development and growth – as this survey does not focus on various political obstacles – lies in the lack of investments, cited by 48% of respondents. This issue is particularly noticeable, especially concerning investments in infrastructure. Currently, only 18% of surveyed leaders believe that the infrastructure in their respective sectors is adequate to support the economic development of the continent, with 82% holding the opposite view.

QUESTION 9

Do you consider the infrastructure in your sector to be sufficient today to support the economic development of the continent?



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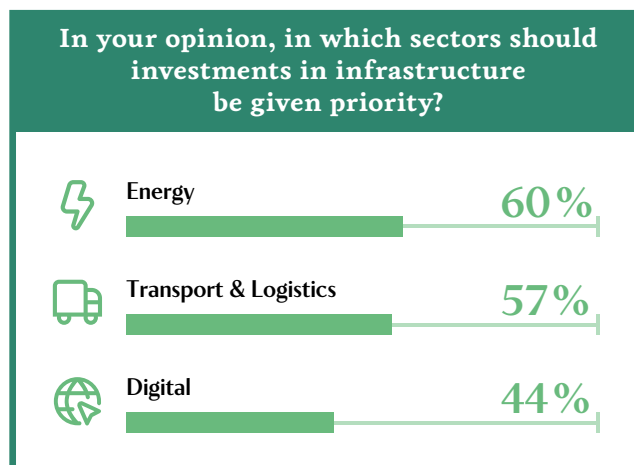
According to the annual report of the Infrastructure Consortium for Africa (ICA), published in December 2022, the total amount of funding allocated to infrastructure in Africa reached 81 billion dollars (75 billion euros) in 2020. According to the same report, a minimum of an additional 59 billion dollars (54.6 billion euros) would have been necessary to address the various identified needs.

To revive economic growth, several sectors have been identified as needing priority reinforcement of their infrastructure: energy (mentioned by 60% of respondents), transport and logistics (57%), as well as digital (44%).

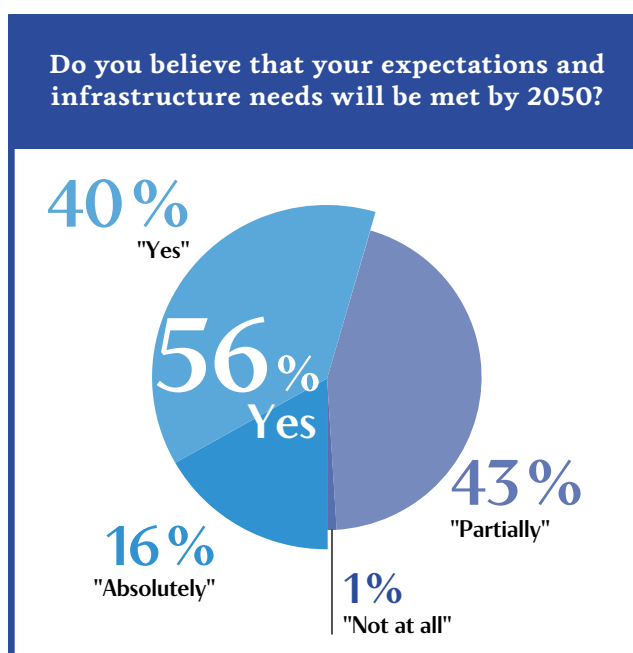
It is noteworthy that most leaders are confident about the deployment of necessary infrastructure by 2050. Optimism prevails for 56% of respondents, while only 1% expressing a lack of confidence. The remaining 43% hold only partial belief in it.

The development process is already underway, according to Rose Muturi, General Manager of Branch International for East Africa (Kenya), who believes that *"infrastructure is improving at a very fast pace, enabling economies to grow more rapidly."*

QUESTION 10



QUESTION 11



The Availability of Human Capital and the Quality of Education Provided are Other Prerequisites for Supporting African Economic Development

The development of Africa also depends on the availability of a skilled workforce for the continent's businesses. Two-thirds of leaders (67%) express concerns about recruitment challenges. This situation is a critical element of African economic competitiveness and currently hinders the full deployment of growth.

QUESTION 12

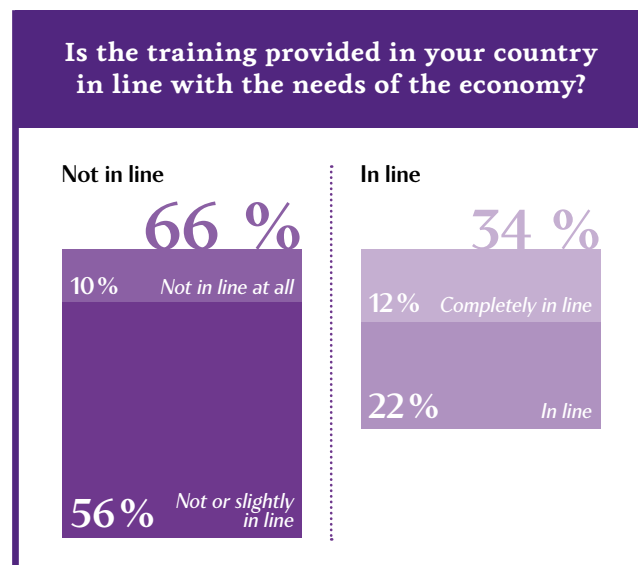


The phenomenon is exacerbated by the perceived mismatch between existing training programs and the expectations and needs of businesses. Thus, only one-third (34%) of them consider themselves satisfied with the training currently provided in their country.

Some leaders have mentioned internal policies within their organisations to address this situation. Sébastien Kadio Morokro, CEO of Petro Ivoire (Ivory Coast), for example, specifies that in response to recruitment challenges, the strategy of his company has been *"the implementation of a stronger youth training policy with a genuine talent retention strategy."*

Beyond recruitment challenges, the lack of access to education in Africa hinders entrepreneurship, which proves to be crucial in the economic development of the continent. Jeannie Cointre, President of Famy SN (Senegal), specifies, for example, that *"the socio-economic development prospects of Africa will only come through the creation of local champions. It is through young entrepreneurs that Africa will develop and move towards its sovereignty."*

QUESTION 13



"The socio-economic development prospects of Africa will only come through the creation of local champions. It is through young entrepreneurs that Africa will develop and move towards its sovereignty."

Jeannie COINTRE
President of Famy SN
SENEGAL

FOCUS

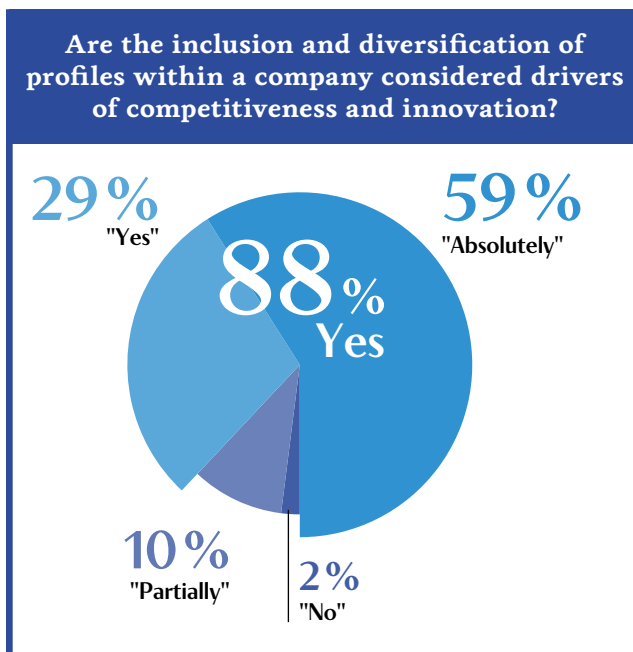
Access to Education in Africa

Access to education is improving in Africa. From 2000 to 2019, the proportion of out-of-school children among those of primary school age has halved, decreasing from 35% to 17%, according to UNICEF data. Moreover, the average number of years of formal education received has increased significantly in recent decades, from 4.1 years in 1990 to 6.7 years in 2020 (source: Our World in Data, 2020).

However, it should be noted that access to higher education needs significant improvement, as enrolment rates remain much lower compared to those of other continents. A lack of infrastructure is observed at a time when the demand for higher education continues to rise.

Beyond the importance of promoting quality education, it is worth noting that inclusion and diversification of profiles are considered competitive and innovative drivers by around 88% of the respondents.

QUESTION 14



Despite the diverse backgrounds of decision-makers from various sectors and types of organizations, this study highlights that African leaders seem to share a common vision for their continent. Indeed, the characterisation of urgencies and their collective capacity to respond consistently leads to a shared assessment (positive or negative) by a significant majority of them. A pragmatic balance appears to have been struck between confidence in the future and an awareness of the magnitude of the challenges ahead.

Achumile Majija, Regional Director overseeing Strategic Initiatives and Market Expansions in West and South Africa for Prudential Africa (South Africa), perfectly embodies this balanced perspective by stating that there is still "a long way to go, but it is promising. Some countries are doing much better than others, but we all need to pull in the same direction. We must solve African problems as Africans, in a way that is tailored to our context."

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Achumile MAJIIA

Regional Director overseeing Strategic Initiatives and Market Expansions in West and South Africa for Prudential Africa

SOUTH AFRICA



AFRICA 2050 SURVEY

THIRD PART

Africa in the Face of the
Major Challenges of the
21st Century: Focus on
Sustainable Development
and Digitalisation



3

Sustainable Development: an Unavoidable Challenge but also a Growth Perspective

Africa is no exception. Like all other continents, it faces the dramatic consequences of climate change. More so than others, the continent must address diverse climate challenges that jeopardise human health, well-being, and economic growth. Agriculture, which employs 55% of the continent's active population and represents 23% of its GDP, is particularly affected by the phenomenon. Africa could face a 20% decline in its agricultural yields by 2050.

However, this situation is rich in numerous economic and social opportunities. The continent indeed holds a unique potential, concentrating, for instance, 60% of the world's solar potential and 40% of the strategic minerals essential for decarbonisation.

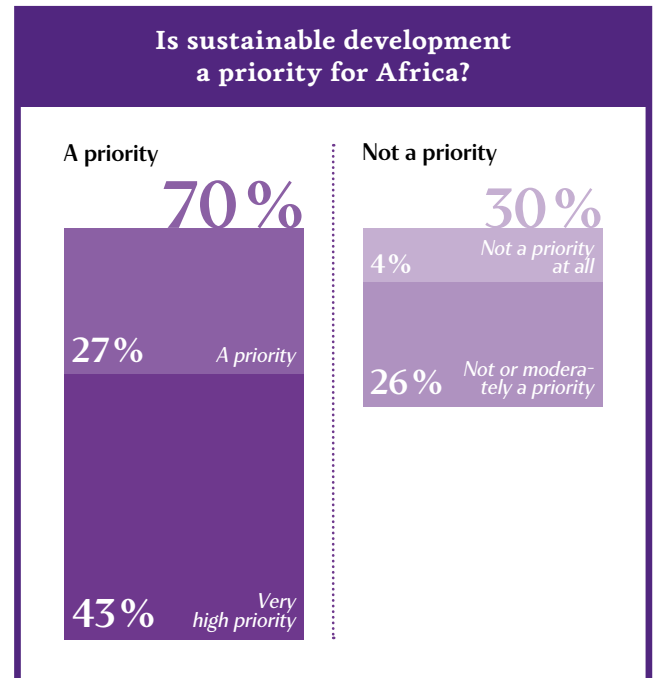
In this context, sustainable development is widely perceived as a priority by the surveyed decision-makers. 70% consider it a priority (of which 43% deem it very high priority). Only 4% believe to not be a priority at all.

Decision-makers remain aware of the complexity of implementing a transition towards sustainable development. Furthermore, the timelines for achieving this are challenging to estimate but undoubtedly span decades. As significant as it is, this transition towards greater consideration of sustainable development is primarily seen as a medium-term goal (47% of responses) or a long-term goal (31%).

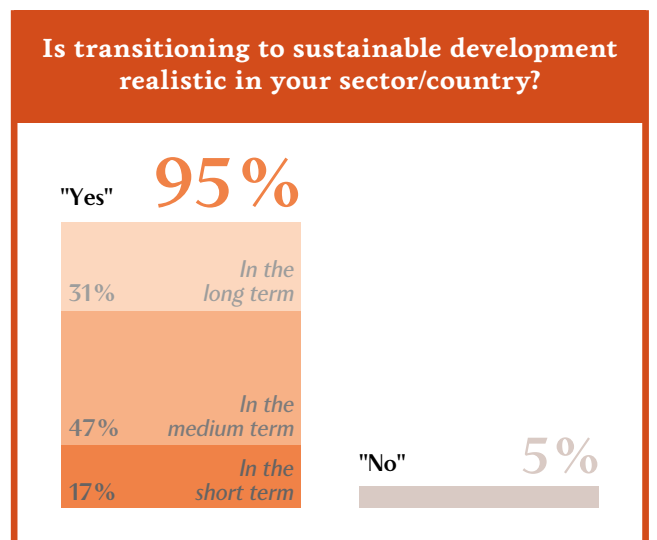
FOCUS

At the opening of the 28th World Climate Conference on the 30th of November, 2023, in Dubai, a historic agreement on the establishment of the 'loss and damage' fund was reached. This fund is intended to enable the most vulnerable countries to finance the repair of damages caused by climate change. While the initial promises of contributions have been made, the crucial unknown remains the total amount the fund will receive. Additionally, the criteria defining this vulnerability must also be established. Given the severity of climate disasters experienced in recent years, several African countries are expected to be among the priority states.

QUESTION 15



QUESTION 16



According to Hasnaine Yavarhoussen, Deputy CEO of the Filatex Group (Madagascar), this ecological transition is "a gigantic challenge that involves better management of access to water, energy, and education. It deserves improved coordination between countries and an awareness, for each individual, that this goal can transcend short-term and individual interests, both of economic operators and political decision-makers."

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Hasnaine YAVARHOUSSEN

Deputy CEO of Filatex Group
MADAGASCAR

The Necessary Digitisation of Productive Systems and the Economy

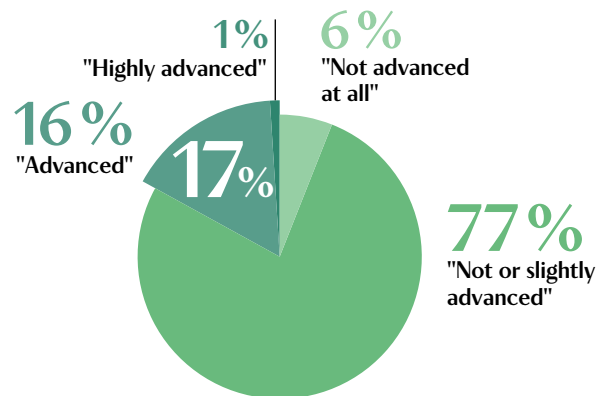
The contribution of the digital economy to the global GDP will reach 25% in 2026, up from 15.5% in 2016, according to the World Bank. Thus, the digital revolution continues to transform societies and is imperative for enabling rapid economic growth in African economies.

Focusing on mobile broadband in Africa alone, the International Telecommunication Union estimates that a 10% increase in its deployment across the continent would result in a 2.5% rise in GDP per capita in Africa.

As of now, only 17% of African leaders believe that the digitisation of productive systems and the economy is sufficiently implemented. Meanwhile, 95% of decision-makers who have initiated a digitisation process within their organisations claim that it has enhanced their competitiveness, with 46% stating it has done so significantly.

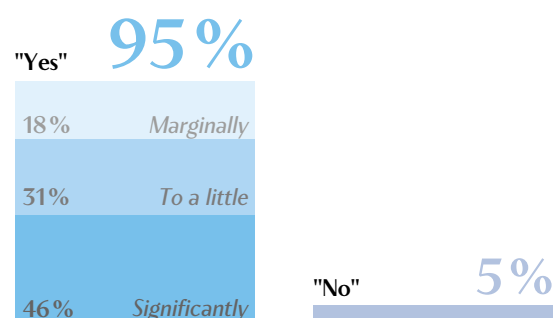
QUESTION 17

How do you assess the digitisation of your country's economy?



QUESTION 18

Has digitisation enhanced the competitiveness of your company/country?



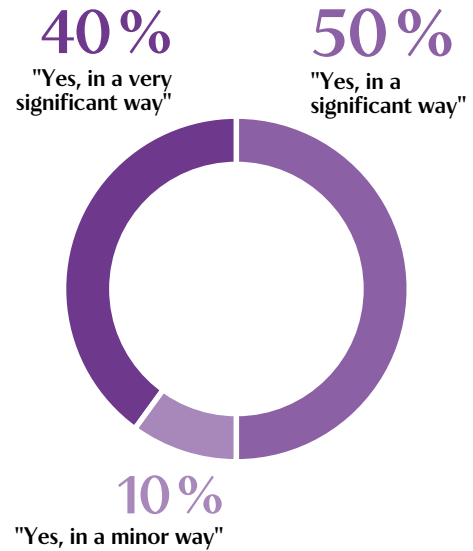
QUESTION 19

In addition, all respondents are convinced that digitisation will enable significant additional productivity gains by 2050.

Rose Muturi, Managing Director for East Africa at Branch International (Kenya), reflects on the digital revolution, stating that *"the internet has been one of the factors that allowed Africa to make a leap forward in economic and social development."* Therefore, it is essential to continue this digitisation effort to enable the full deployment of African economies. Currently, the effects of digitisation are already positively impacting African growth, although decision-makers remain aware that there is still a long way to go.

In an increasingly interconnected world, it is evident that Africa is facing the same challenges as other continents in this century. Without minimising the magnitude of the task, leaders consider Africa ready, in the decades to come, to address them, whether in terms of sustainable development or digitisation.

Digitisation is expected to permeate the entire economy and human activities. Do you believe that you will experience additional productivity gains by 2050 due to this phenomenon?



“Internet has been one of the factors that allowed Africa to make a leap forward in economic and social development.”

Rose MUTURI

Managing Director for East Africa
at Branch International
KENYA

AFRICA 2050 SURVEY

FOURTH PART

Africa and Its Trade Relations
with the Rest of the World



4

The Future of Africa and its Development also Depends on its Ability to Engage with the World and Provide a Conducive Environment for International Investments

FOCUS

According to the United Nations Conference on Trade and Development (UNCTAD), 45 billion dollars of Foreign Direct Investment (FDI) flowed into Africa in 2022, a challenging year emerging from the pandemic, representing a decrease of 35 billion dollars compared to 2021. In 2022, Africa attracted 3.5% of global Foreign Direct Investment, down from 5.2% in 2021.

European investors remain, by far, the largest holders of FDI stocks in Africa. The United Kingdom leads with 55.6 billion euros, followed by France and the Netherlands, each with 50 billion euros.

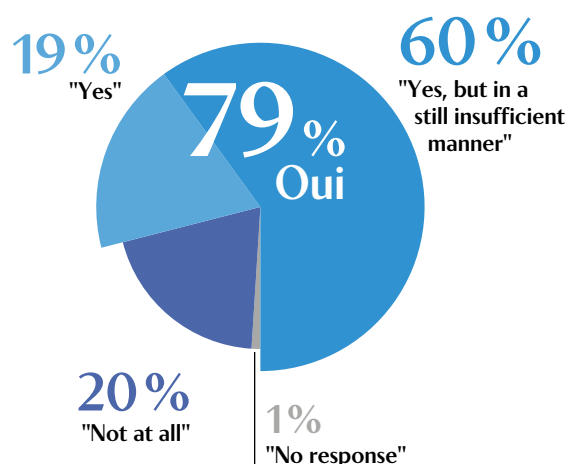
While Foreign Direct Investments (FDIs) remain crucial for Africa's development, attracting more would require that the business environment and legal framework in the continent be perceived as favourable, which, according to surveyed decision-makers, is currently not the case.

In fact, only 19% of respondents consider the current legislation to be fully satisfactory in enhancing the attractiveness of their country. Conversely, 60% believe that improvements can and should be made, while 20% go as far as to assert that the current legislation is not at all suitable.

African decision-makers project themselves towards 2050 with a significant thirst for Foreign Direct Investments (FDIs) from countries outside the continent, with 62% of responses primarily mentioning investments from non-African countries. However, it is worth noting that a considerable number of decision-makers (38%) find it credible to rely more on FDIs from African countries. Today, some countries, notably Nigeria and Morocco, are actively increasing investments in sub-Saharan Africa. Morocco, for instance, has invested around 4 billion dollars in Africa over fifteen years, representing 60% of its foreign achievements.

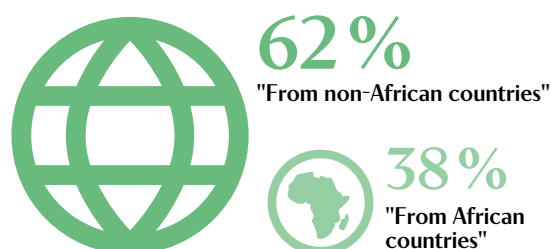
QUESTION 20

Does the existing legislation regarding Foreign Direct Investments (FDIs) appear to be suitable for enhancing the attractiveness of your country?



QUESTION 21

Looking ahead to 2050, do you prioritise FDIs from African countries or from countries outside the African continent?



Europe as Africa's Natural and Preferred Partner

Among the surveyed African leaders, Europe enjoys a highly favourable image. For most of respondents, it is considered the ideal trade partner (53% of choices), with a slight preference in French-speaking countries (59%) compared to English-speaking ones. In the latter, the demand for Europe faces competition from China (24% compared to 16% at the continental level) and, to a lesser extent, the United States (17% compared to 11% across the continent).

It is worth highlighting that Russia is not particularly perceived as an interesting and desirable trade partner. In fact, only 3% express interest in seeing Russia become the primary trade partner.

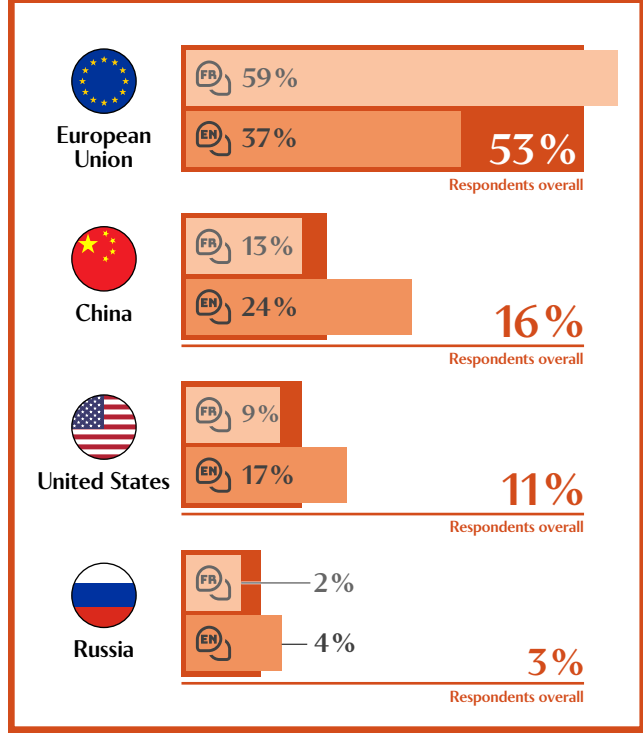
In this context, it is interesting to note that the policy pursued by the European Union in this regard, the Global Gateway, is highly favourably perceived, with 53% of respondents describing it as 'promising' and only 7% deeming it 'of little use.' The study also reveals that the European strategy is appreciated both by French-speaking and English-speaking respondents.

FOCUS

Introduced on the 1st of December 2021, the Global Gateway is a development assistance strategy of the European Union for the period 2021-2027. A total of 300 billion euros are earmarked, with half of it (150 billion euros) directed towards the African continent. Through this initiative, the European Union aims to contribute to the development of infrastructure, digitalisation, energy, as well as health and education.

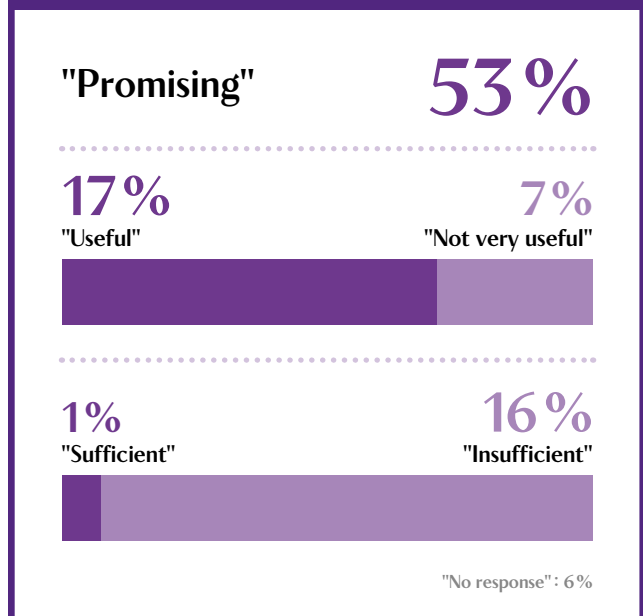
QUESTION 22

In 2050, who would you like to see become (or remain) Africa's primary trade partner?



QUESTION 23

How do you perceive the "Global Gateway" initiative defined by the European Union?



Hisham El-Khazindar, Chief Executive Officer of Qalaa Holdings (Egypt), advocates for closer cooperation between the European Union and Egypt, suggesting that Egypt "should be a natural destination for industries or services that Europe is looking to nearshore from China."

On the other hand, Cherifa Othmani, General Manager of Vega International Trade (Othmani Group, Algeria), believes that "transportation costs are becoming a real advantage for trade between North African countries and European countries."

Within the European Union, Germany and France are the most sought-after trading partners, well ahead of Spain, Italy, Portugal, and Belgium.

In the French-speaking countries, Germany and France are equally favored, with 64% and 61% of respondents, respectively, citing them as countries with which they want to see their trade relations intensify. Spain, the third most mentioned country in responses, is cited by 18% of respondents.

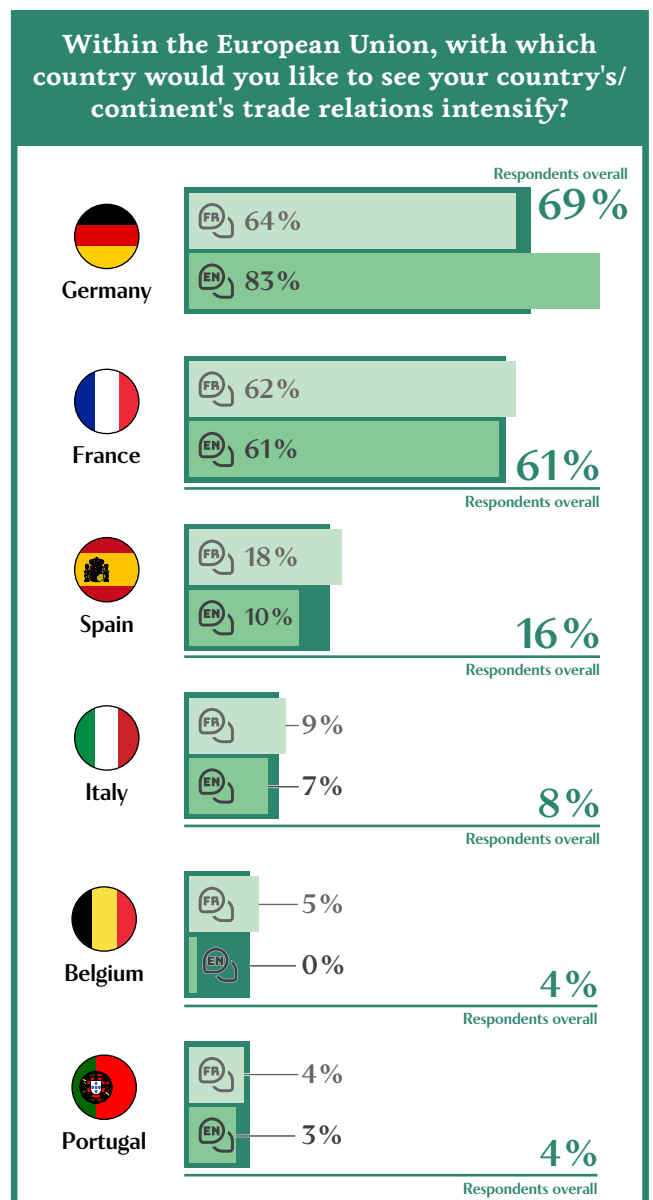
On the other hand, among English-speaking countries, Germany significantly surpasses France as the most favoured European country for strengthening trade partnerships between Africa and Europe, with 83% of English-speaking decision-makers mentioning it. In contrast, the level of interest in France is the same as that among French-speaking decision-makers (61%).

« Transportation costs are becoming a real advantage for trade between North African countries and European countries. »

Cherifa OTHMANI

General Manager of Vega International Trade
ALGERIA

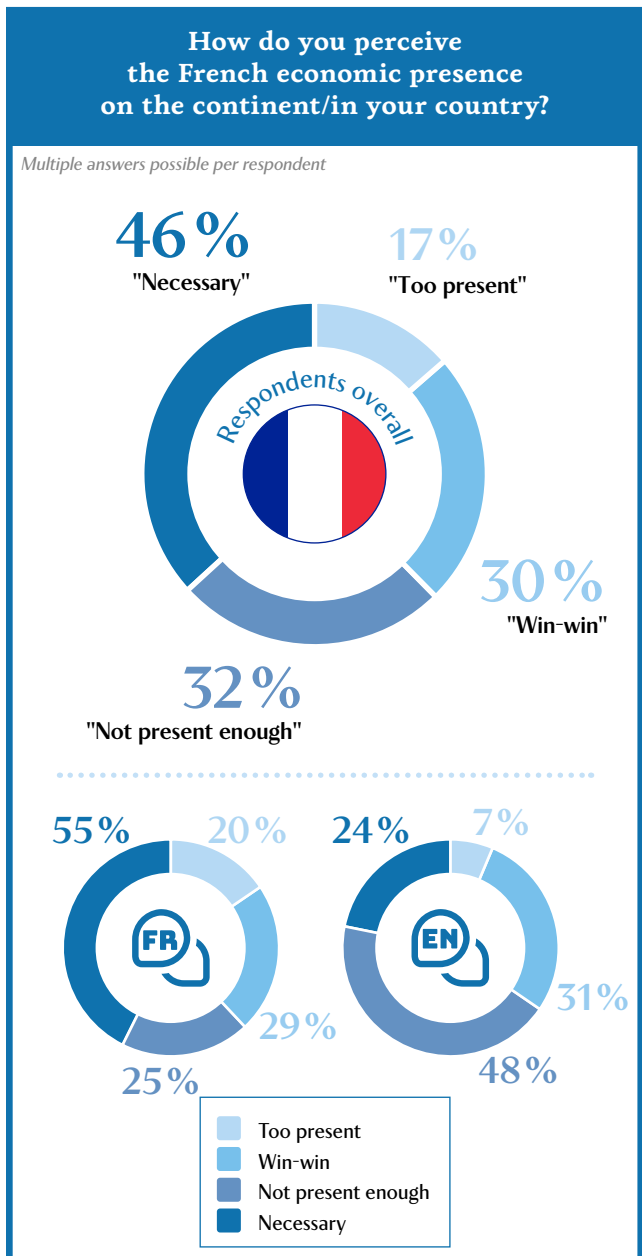
QUESTION 24



Nevertheless, France enjoys a very positive image in English-speaking Africa. When questioned, English-speaking respondents believe, to the extent of 48%, that France is not present enough in their region (compared to approximately 25% for French-speaking ones).

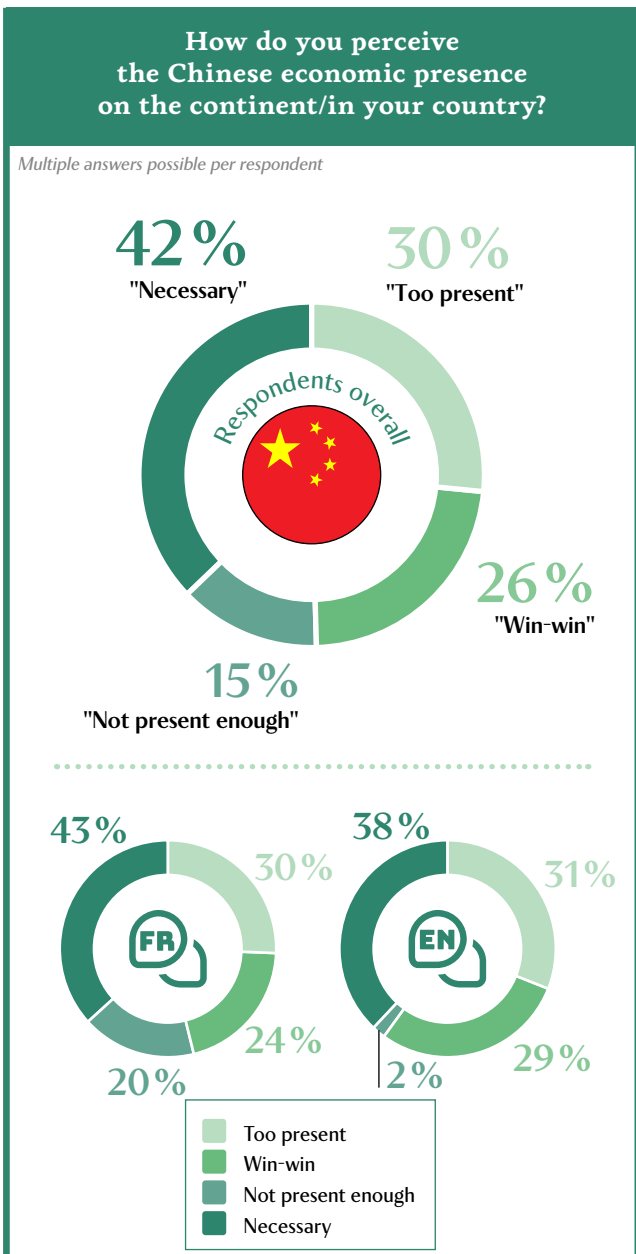
Indeed, the French economic presence is viewed very positively, with only 17% considering it too prominent, 32% perceiving it as insufficient (48% among English-speaking respondents), and 46% considering it as a necessity.

QUESTION 25



Regarding China, one of the main investors on the continent, its presence is primarily perceived as necessary (40% of respondents), although nearly a third (30%) considers the country to be too prominent in the economic sphere.

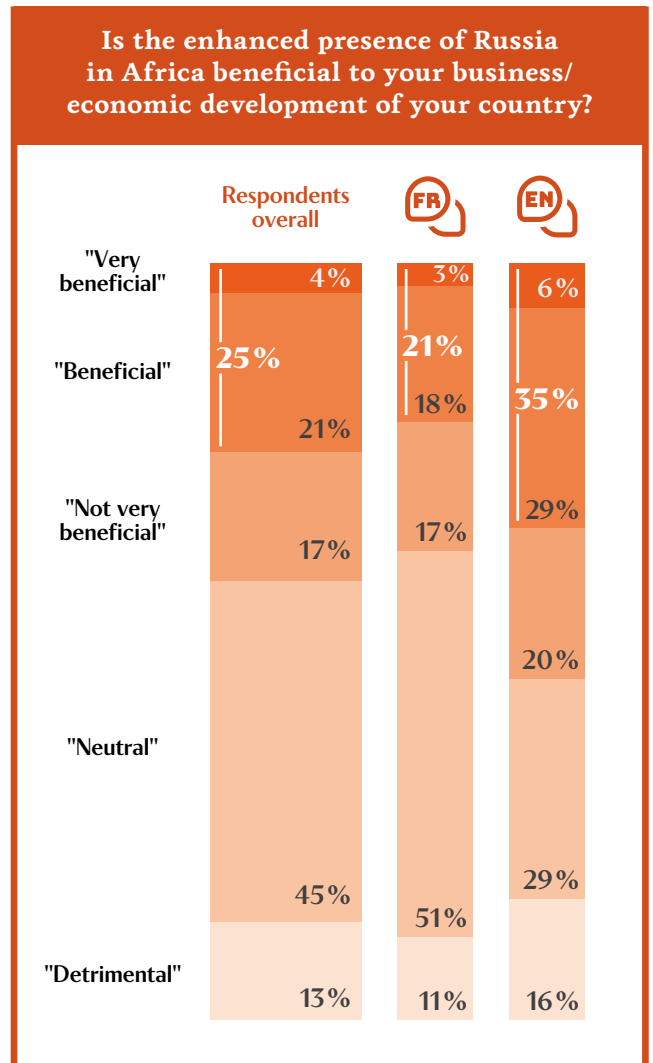
QUESTION 26



As for Russia, only 3% of decision-makers express the desire to see it become the continent's main trade partner.

The presence of this country in Africa is considered beneficial to economic dynamics by only 25% of respondents, with a noteworthy higher appeal from English-speaking African countries (34% of respondents) for an enhanced Russian presence.

QUESTION 27



The relationship that African leaders have with foreign business partners primarily reflects a pragmatic approach, emphasising the need to diversify these partnerships. More importantly, it underscores the necessity to deepen these trade exchanges. The perception of globalisation goes beyond any ideological connection, emerging as a development tool that aligns with an increasing assertion of economic sovereignty for African countries.



SAMPLE AND SURVEY CHARACTERISTICS



Approximately 300 top executives from the *Choiseul Africa* networks and ecosystem were surveyed during the summer and fall of 2023.

For ease of processing, the 34 nationalities of these leaders have been grouped according to the majority language spoken in their country, between English and French:

- 20 French-speaking countries: Algeria, Benin, Burkina Faso, Burundi, Cameroon, Congo, Democratic Republic of Congo, Djibouti, Gabon, Guinea, Ivory Coast, Madagascar, Mali, Morocco, Mauritania, Mauritius, Niger, Senegal, Togo, Tunisia;
- 14 English-speaking countries: Angola, Botswana, Egypt, Ethiopia, Kenya, Malawi, Mozambique, Namibia, Nigeria, South Africa, Tanzania, Uganda, Zambia, Zimbabwe.

Women account for 39% of our total respondents.

The top ten countries in terms of the number of respondents, in descending order, are Morocco, Ivory Coast, Cameroon, Nigeria, Senegal, South Africa, Algeria, Tunisia, the Democratic Republic of Congo, and Benin.

The top ten sectors of activity for respondents, in descending order, are Finance/Banking/Insurance, Consulting, Industry, Public Sector, Agribusiness, Culture/Media, Energy, Technology/IT, Telecommunications, Health/Chemistry.



ABOUT CHOISEUL AFRICA

Choiseul Africa encompasses all activities initiated and led by Institut Choiseul for the African continent. Historically, these initiatives were launched in 2014 with the creation of the *Choiseul 100 Africa*, which identifies and connects, annually, the 200 most talented African economic leaders under the age of forty of their generation.

Unmatched in scale across Africa, covering all regions, Choiseul Africa represents today:

- **A community.** Choiseul Africa connects and unites those shaping the future of Africa: committed decision-makers and influential opinion leaders forming a bold, influential, and inspiring community of nearly 700 *Choiseul 100 Africa* laureates and alumni, spanning 51 out of the continent's 54 countries.
- **A strategic vision.** Choiseul Africa builds bridges by promoting the circulation of ideas between economic, public, and institutional spheres to establish lasting partnerships. Eager to further promote the African continent and play a role in bringing Africa and Europe closer together, we have been organising the *Choiseul Africa Business Forum* since 2019. This major investment forum brings together several hundred of the most influential decision-makers at each edition around thematic panels, placing Africa at the center of discussions. The *Choiseul Africa Awards*, launched in 2022, also honor and highlight personalities who have made an impact on African affairs through their commitment.
- **A mission of valorisation.** Choiseul Africa identifies and highlights talents and business opportunities, positioning itself as a pioneer of major economic trends. In this sense, our ambition is to contribute to Africa's economic dynamism on the global stage by strengthening relationships, stimulating exchanges, and animating a community of decision-makers capable of bringing about large-scale changes.





ABOUT SKEMA

With 10,000 students of over 130 nationalities and 57,000 graduates in 145 countries, SKEMA Business School is a global teaching and research institution that trains talented individuals committed to transforming the world in a sustainable way. The hybridization of human, social and data sciences is at the heart of its model, and global exposure is its modus operandi.

Multi-accredited, the school is recognized worldwide for its research, its more than 70 programs of excellence and its multi-site international structure in six countries: Brazil, Canada, China, France, South Africa and the United States.

www.skema.edu



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