Africa, the World’s Final Frontier, Is Now Open for Business.

Vast stretches of savanna brim with colorful and exotic wildlife, predators alongside their prey. Kilimanjaro’s eternally frozen peaks look over massive rift valleys. Tropical rainforests lie not far from the world’s largest desert. Africa—a spectacle of extreme contrasts, a mosaic of people, cultures, and languages—is home to the world’s greatest emerging commercial opportunities. More than a billion people are currently living in Africa, a figure that is likely to double by 2050, giving rise to millions of potentially new consumers in coming decades, in this, the final business frontier.

The planet’s second largest and second-most populous continent, Africa is rich in natural resources. Oil, diamonds, platinum, and gold are but a few of the priceless reserves that abound, playing a key role in the remarkable growth these 50-plus economies are currently experiencing. Across the region, real GDP increased by an average of 4.9 percent a year in the last several years. Adding to the development is a trend towards political stability, with several African governments undertaking structural reforms that are quickly attracting annual investments to the tune of US$60 billion despite the global recession.

If it were easy, everyone would already be there. It’s not, so we are.

There’s no doubt that Africa is a challenging geography for businesses to navigate. Deadlines and schedules are elastic; local regulations at times frustrating; and the issue of imports and ownership is, in one word, puzzling. But we’ve found ways to address these challenges. In the fifteen years we’ve been doing business in South Africa we’ve developed harmonious solutions specifically for the expanding African market. So when you trust us with your African interests, you can rest assured a key strategic piece of your business is in the same capable hands as your other locations around the world.

The world is becoming ever smaller and few business opportunities like those Africa now offers will ever be available again.

Our approach encompasses the deployment of our own leading communications and IT solutions, as well as managed and professional services backed by trusted partners that provide the very best combination of local experience and competence. Knowledgeable people on the ground familiar with the local import laws and regulations; our wide array of network services, leased lines, secure Internet (IPSec), and satellite capabilities; and our significant investment in offices, services, and technology in the region, will help to smooth the process and get you connected and ready for business in a timely fashion.

“Many of you have made a strategic decision to enter the region; we’ve made a strategic decision to support you in your expansion. And why wouldn’t we? With such immense potential for growth in the next several few years, Africa is the greatest business prospect in the world bar none.”

Bob Yorke, UK, Ireland & MEA Sales Vice President
Africa, the World’s Final Frontier, Is Now Open for Business.

Our world-class, universally lauded IP network currently available in Egypt, Morocco, and South Africa, is now extended to select cities or areas in an additional nine countries including Kenya, Nigeria, and Ghana. And we can now offer MPLS in:

- Botswana
- Cameroon
- Egypt
- Ghana
- Ivory Coast
- Kenya
- Mozambique
- Nigeria
- Namibia
- South Africa
- Tanzania

**A world of opportunities**

The world is becoming ever smaller and few business opportunities like those Africa now offers will ever be available again. A new continent—with a cache of millions of new consumers—means enormous potential well worth exploring. But as we all know, it’s important to be prepared. We’re opening the door for you, connecting you with our truly global network, and enabling you to enter and establish your footprint on the continent as well as anywhere else you do business.

For more information about how we can support you in your quest to expand into Africa, please contact your sales representative or our African experts Peter Breytenbach at peter.breytenbach@verizonbusiness.com or Sanjeev Joshi at sanjeev.joshi@verizonbusiness.com. They will be glad to assist you.

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1 GeoHive: [http://www.xist.org/earth/pop_continent.aspx](http://www.xist.org/earth/pop_continent.aspx)