

IOA | 2017 ACBR

AFRICA COUNTRY BENCHMARK REPORT



**AFRICA COUNTRY BENCHMARK REPORT
INFO PACK**

WHAT IS ACBR?

AFRICA COUNTRY BENCHMARK REPORT

IOA's Africa Country Benchmark Report (ACBR) assesses country performance from a holistic statistics and insight-driven perspective. Its primary objective is to provide readers with an all-encompassing picture of the African continent, spanning business, economics, politics and society.



19,000+
Overall Data Inputs



750+
Page Report



358
Data Inputs Per Country



54
Countries Analysed



34
Indexes Used



1
Objective

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AFRICA COUNTRY BENCHMARK REPORT





OVERVIEW OF DATA SETS ANALYSED IN ACBR

INDEXES AND RANKING SYSTEMS

1. Transformation Index
2. Democracy Index
3. Democracy Ranking
4. Ease of Doing Business
5. Environmental Performance Index
6. Freedom in the World
7. Global Business Bribery Index
8. Global Competitiveness Report
9. Global Corruption Barometer
10. Global Food Security Index
11. Global Gender Gap Report
12. Global Hunger Index
13. Global Innovation Index
14. Global Multidimensional Poverty Index
15. Global Opportunity Index
16. Global Peace Index
17. Global Slavery Index
18. Happy Planet Index
19. Human Capital Index
20. Human Development Index
21. Human Freedom Index
22. Index of Economic Freedom
23. International Country Risk Guide
24. Prosperity Index
25. Measuring the Information Society Report
26. Political Instability Index
27. Political Terror Scale
28. Press Freedom Index
29. Resilience Index
30. Social Progress Index
31. State Fragility Index
32. Web Index
33. World Giving Index
34. Worldwide Governance Indicators

BUSINESS STATISTICS

- Primary Electricity Source
- Internet Penetration
- % of Population in Urban Centres
- Labour Force
- Industrial Production Growth Rate
- Prime Lending Rate

SOCIETY STATISTICS

- Dominant Religion
- Dominant Language
- Population Without Electricity
- Literacy Rate
- Population Age Breakdown
- Population Size
- Population Growth Rate
- Life Expectancy
- HIV Prevalence
- Sexuality Tolerance

ECONOMIC STATISTICS

- Main Import/Export
- External Debt
- Largest Sectors by GDP
- GDP per Capita
- Unemployment Rate
- Trade Bloc Membership
- Inflation Rate

POLITICAL STATISTICS

- Active Conflict
- Land Size
- National Governance
- Number of Political Parties
- Military Expenditure as % of GDP
- Refugee Inflow
- Number of Rights



WHO IS ACBR FOR?



GOVERNMENTS, EMBASSIES AND HIGH COMMISSIONS

Associations and representatives of the governing bodies of both African and international countries and political parties

Will find value through:

- Temporal tracking of political changes and how they influence consequential events
- Understanding the governance of a nation to better inform the viability for trade and investment
- Quantifying shortcomings for government review processes
- Guidance to government on key development areas in need of attention
- Highlighting neighbouring economic strengths, and how to utilise these as advantages



INTER-GOVERNMENTAL ORGANISATIONS

Organisations that focus chiefly on communication, leverage and funding activities with trade associations and national governments

Will find value through:

- Provision of expansive or contractive trends in regions and countries
- Analysis of trade bloc performance, illustrating which are the most successful
- Quantifying the influence that governance and regulation have over economic development
- Identifying the countries that have the most inclusive economies, and open borders for international investors
- Highlighting governments that have taken certain approaches to ruling, most notably through the adoption of political and economic ideologies



MULTINATIONAL CORPORATIONS

Corporate entities that trade and provide services on a global scale to customers from multiple demographic sets

Will find value through:

- Assessment of market growth potential for market entry or expansion strategies
- Country and regional comparisons regarding viability for investment opportunities
- Country-specific purchasing power indicators
- Interrogating the impact and influence that political environments have on the commercial sector
- Separating the strong and weak economies in aid of streamlining the direction of business growth and profitability

COMPILED TO BE THE DEFINITIVE RESOURCE FOR ANY COMPANY, ORGANISATION OR INSTITUTION WITH INTERESTS IN AFRICA, ACBR OFFERS UNRIVALED VALUE AND RELEVANCE TO A WIDE RANGE OF READERS...



PRIVATE BUSINESSES

Entrepreneurial ventures at varied stages of development, looking to maximise their reach and standing in the market

Will find value through:

- Analysis of public services necessary for industrialisation and consumer access
- Indications of which services and products are in demand, and how to position these within a unique market
- Understanding which sectors thrive in which regions due to macro-scale conditions
- Assessment of the regulations and potential restrictions that business-owners and investors may face
- Highlighting economies that have an active and engaged workforce

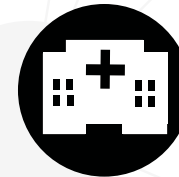


ACADEMIA, RESEARCH AND DATA MANAGEMENT

Educational institutions, research organisations and government sectors interested in knowledge acquisition, preservation and understanding

Will find value through:

- Providing a reference point to academic institutions that need a holistic overview of the continent
- Understanding the historic events that have taken place to shape the current state of any country
- Findings and perspectives that are reinforced by data, including correlation and regression analysis
- Informing in-house data and research management structures, ensuring accurate information presentation and understanding



NGOS & HUMANITARIAN ORGANISATIONS

Not-for-profit associations created for aid provision, poverty alleviation and awareness building on issues of social and environmental justice

Will find value through:

- Targets nations and regions that require additional attention from humanitarian efforts
- Indicate the track record of proven stable governments and economies
- Highlighting the areas that require infrastructural and technological development to cater for current stresses on demographics
- Exhibiting seasonal and perpetual shortages in food supply specific to region and country
- Isolating regions that are abundant in fertile lands and have an established agricultural/food sector

BREAKING DOWN THE ACBR

The ACBR is multi-faceted by nature, and while the data chiefly informs the construction of profiles specific to each African nation, this information has also been analysed to inform readers from regional and sectoral perspectives, providing readers with a comprehensive and succinct view of Africa.

The contents of the ACBR is summarised as follows:

CHAPTER 1: INTRODUCTION

- i An address from the CEO, Jonathan Mundell
- ii Introduction to ACBR, its objectives and our methodology
- iii Africa's benchmarks

CHAPTER 2: KEY FINDINGS AND SCORES

- i Overarching trends and key insights
- ii Key findings per quadrant: Business, Economics, Politics and Society
- iii Full scoring table of 54 countries

CHAPTER 3: QUADRANT PROFILES

- | | |
|--|--|
| <ul style="list-style-type: none">i Business analysis, including detailed assessments of:<ul style="list-style-type: none">a) Consumptionb) Labourc) Market Freedomd) Productione) Technologyii Economic analysis, including detailed assessments of:<ul style="list-style-type: none">a) Employmentb) Growthc) Inclusiond) Strength & Stabilitye) Trade & Investment | <ul style="list-style-type: none">iii Political analysis, including detailed assessments of:<ul style="list-style-type: none">a) Democracyb) Freedomc) Governanced) Justicee) Stabilityiv Society analysis, including detailed assessments of:<ul style="list-style-type: none">a) Educationb) Equalityc) Food Securityd) Healthe) Sustainability |
|--|--|

CHAPTER 4: REGIONAL PROFILES

- i Breakdown of results within each of Africa's 5 regions
 - a) Central Africa
 - b) East Africa
 - c) North Africa
 - d) Southern Africa
 - e) West Africa
- ii Highlights opportunities and areas of concern that are specific to each region

CHAPTER 5: AFRICA IN CONTEXT

- i Outline of the importance of looking at ACBR's results in an international context
- ii International comparison between Africa and other key international performers
- iii Why Africa is often overlooked

CHAPTER 6: COUNTRY PROFILES

- i Full scoring and analysis of each country (8 pages per country)
- ii Comparative information across the continent, including rankings and quadrant-specific data

CHAPTER 7: METHODOLOGY

- i Index selection
- ii ACBR scoring methodology
- iii Comparative analysis
- iv Index strengths and weaknesses

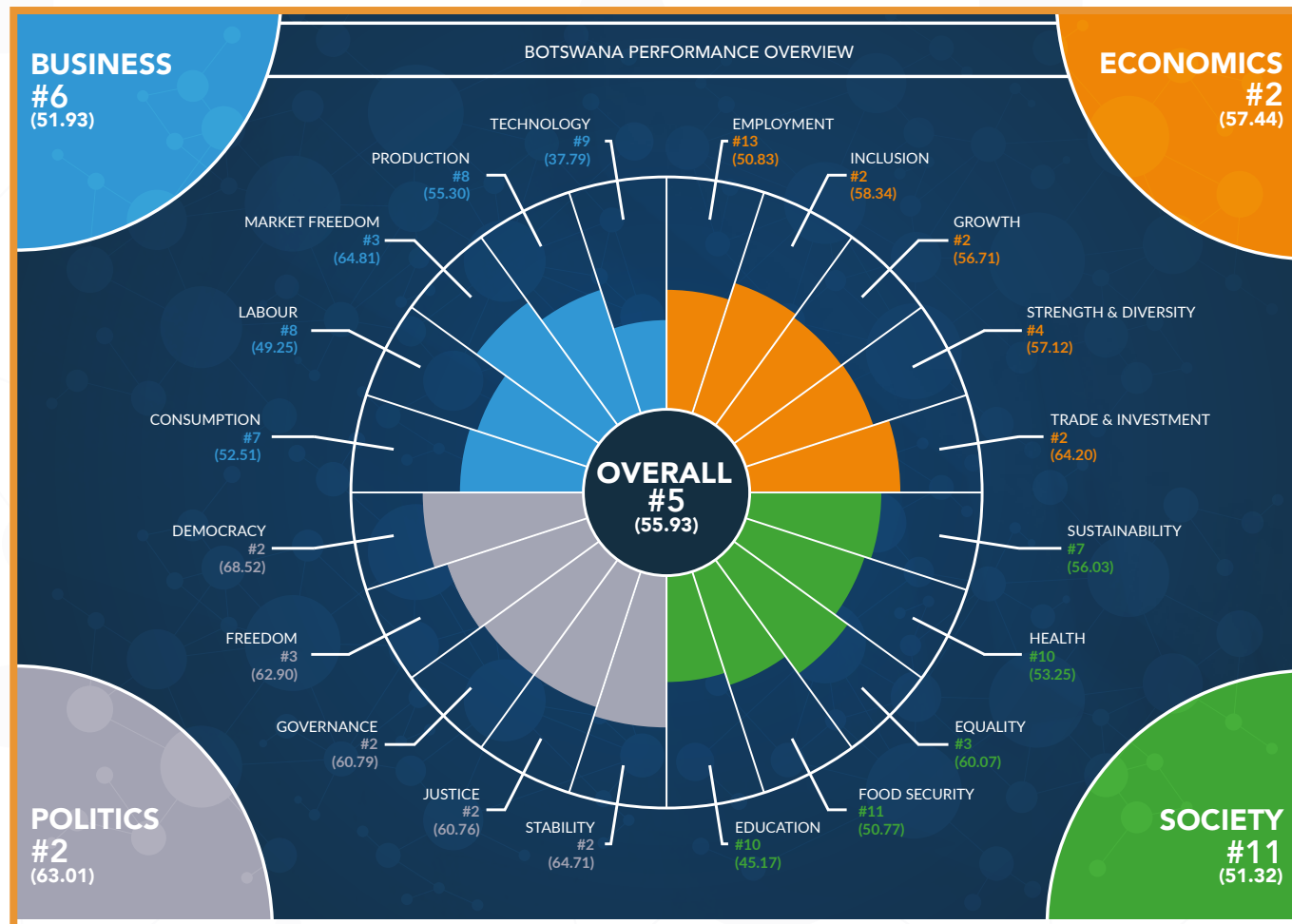
CHAPTER 8: CONCLUSION



COUNTRY PROFILES

The ACBR provides detailed, infographic-driven assessments for all 54 African nations.

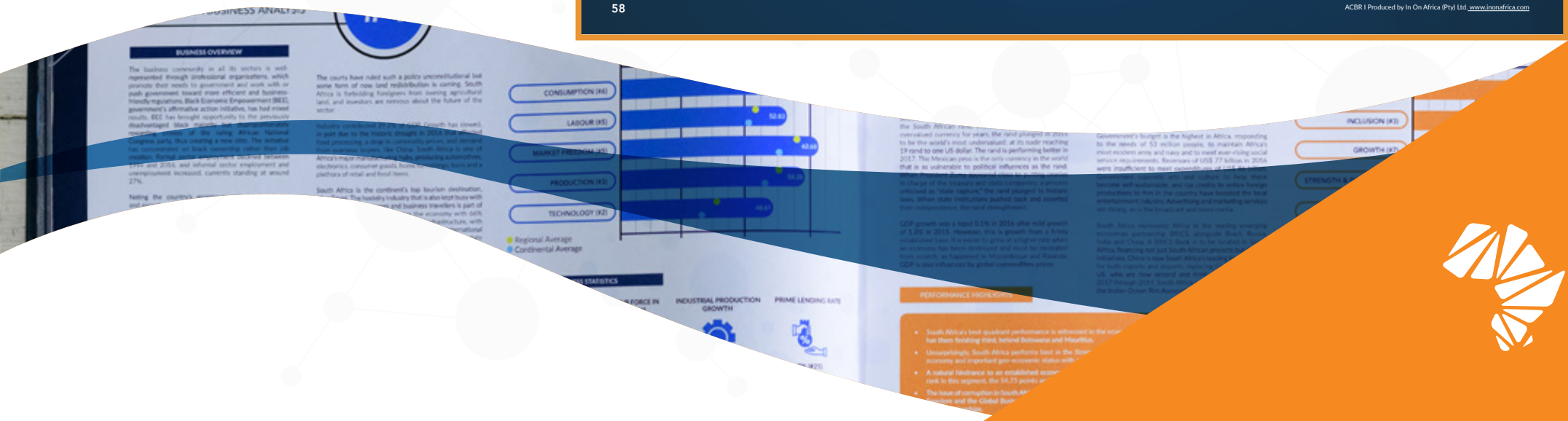
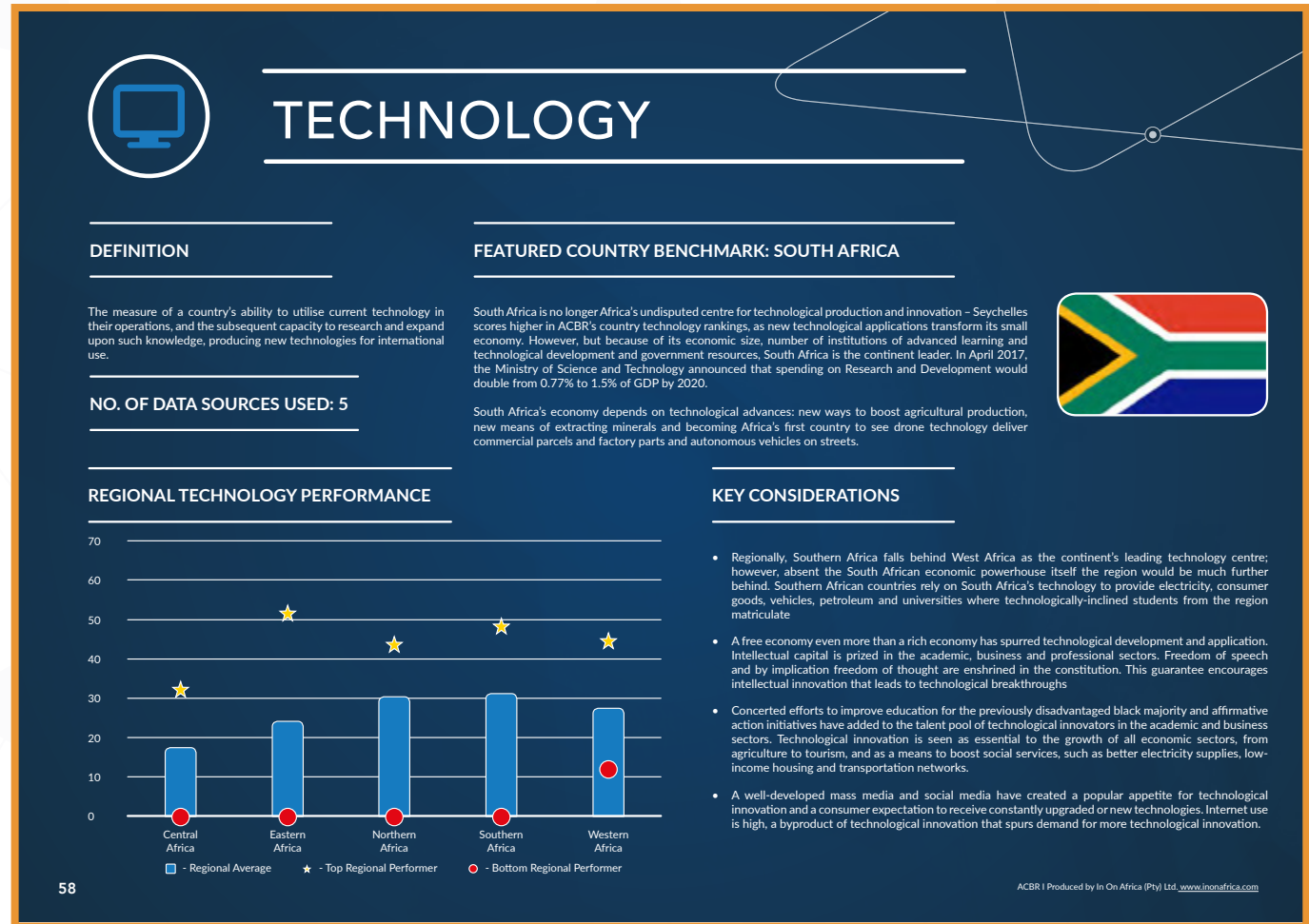
- Not only is each country subject to the standardised scoring system, but each is furnished with expert analysis.
- Overarching data and facts that offer a full picture of each country in the context of current developments.
- The complexities of interactions between government, commerce and society are quantified.
- Some results reinforce long-held predispositions, such as that of resource curses, while others provide a new way of viewing the future of countries and Africa alike.
- The culmination of these inputs results in comprehensive understanding, and a well-informed reader.



QUADRANT PROFILES

Detailed assessments of ACBR's four primary focus areas - Business, Economics, Politics and Society - are essential to understanding the trajectory of Africa as a whole.

- Each quadrant is further broken down into segments analysed as part of the ACBR analysis
- Each has benefitted from expert analysis, highlighting the trends of market components.
- A showcase of the nations ACBR ranks as exemplary in each area of focus, setting the benchmarks for continent-wide development.
- Scoring "heat-maps" bring to light the centres of positive advancement and stagnation spread throughout the African continent.



REGIONAL PROFILES

ACBR's analysis also delves into regional performances, benchmarks and areas of interest, yielding region-specific insights and intrigue.

- IOA has drawn out patterns and trends across and within Africa's five regions, honing in on relevant insights in business, economics, politics and society.
- Includes overview of key opportunities and concerns across regions and sectors
- Invaluable knowledge for potential investors and international institutions that require birds' eye views of African regions.
- An illumination of how countries' economic treaties and alliances have influenced their performance, pointing to key strengths and flaws.

Economics In North Africa

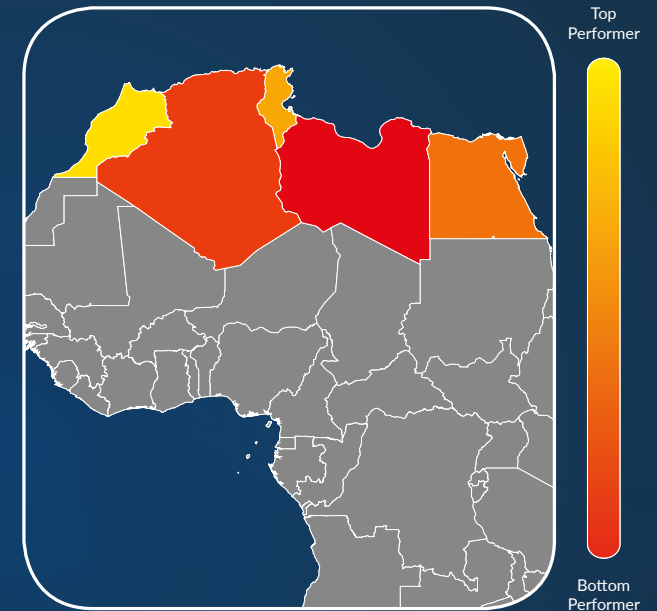
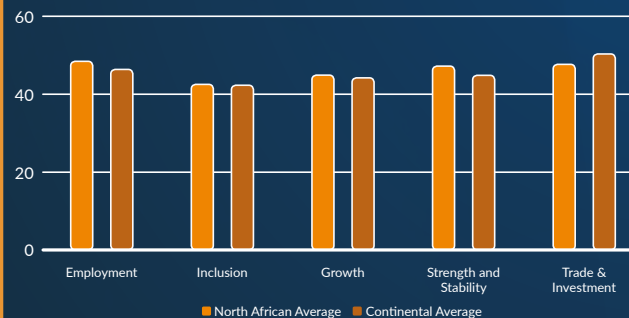
Morocco leads the Northern Africa region on the ACBR 2017 economics index, on a points spread that varies widely from that country's 53.08 score down to Libya's 34.88 score. Libya's civil war finds two rival governments, with neither able to foster a nationwide economic policy. Trade links are improvised in the absence of unified policy.

In contrast, the other Northern African countries have well-maintained links with Europe and the Middle East and are expanding these into Asia and Africa.

Similarly, the overall successful economic performances of Northern Africa's four other nations, all whom maintain ACBR scores within six points of each other, are founded on stable governance that recognises the political need to maintain growing economies.

All countries are investing in infrastructure growth to ensure further economic gains, particularly transportation and electricity production.

Economic Comparison



GDP PER CAPITA



1. Libya	14600
2. Algeria	14500
3. Egypt	11800

UNEMPLOYMENT RATE



Algeria	9.5%
Morocco	10.2%
Egypt	13.2%

TRADE BLOC MEMBERSHIP



AMU	4
AFTZ	2
COMESA	2

INFLATION RATE

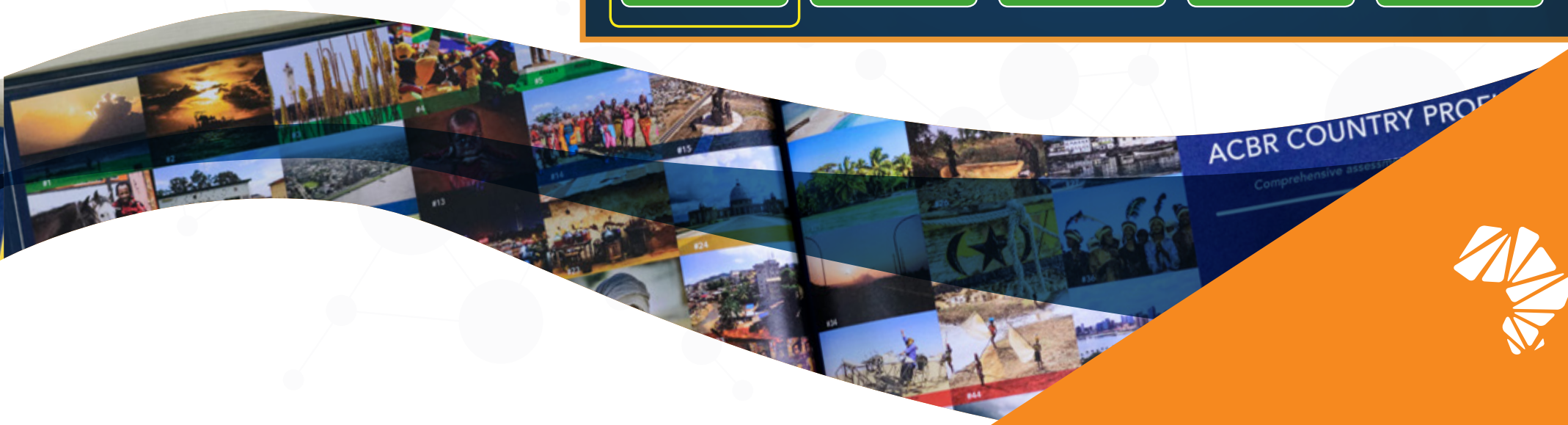
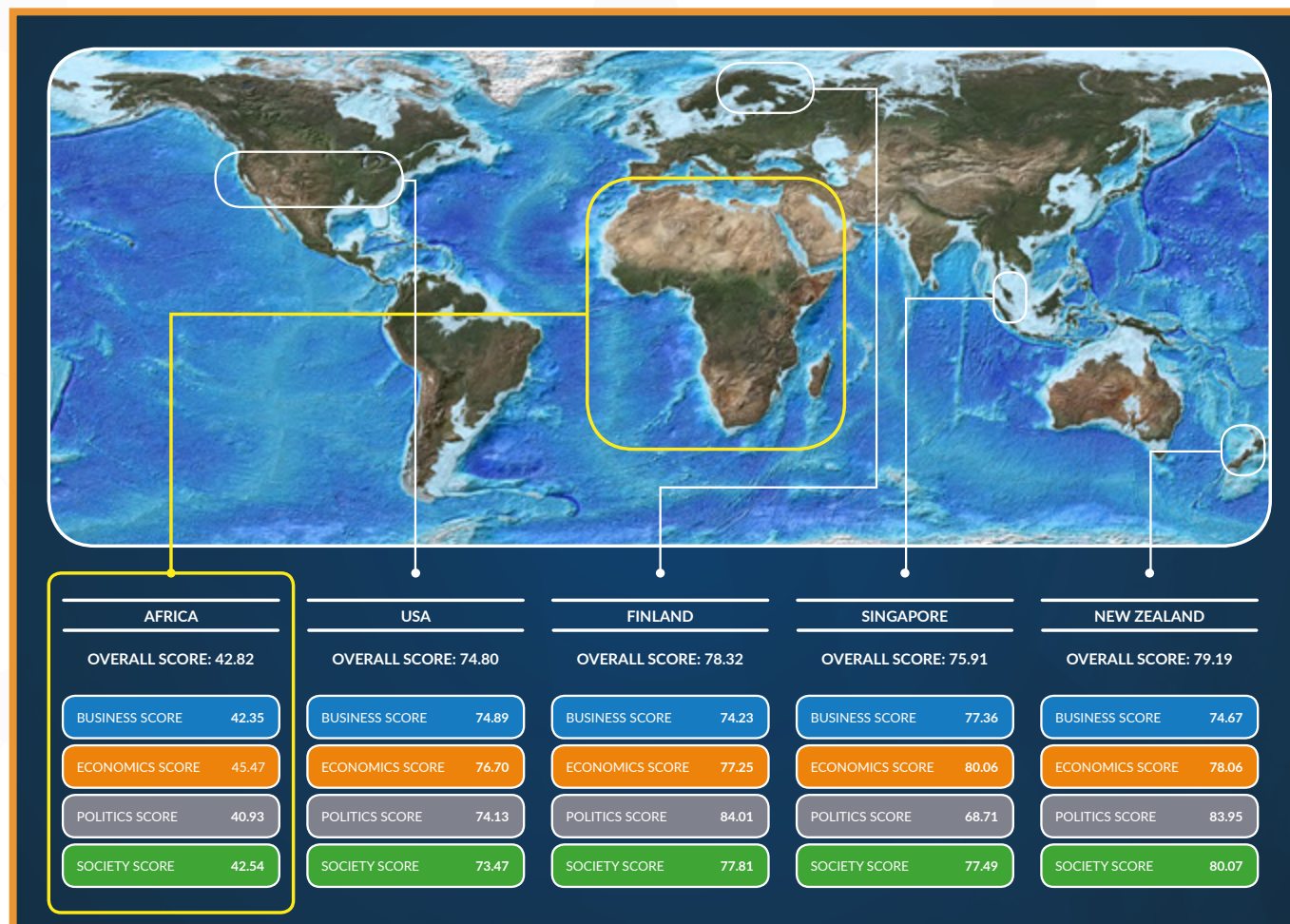


Morocco	1.56%
Libya	2.61%
Algeria	4.78%

AFRICA IN CONTEXT

Positioning the ACBR results and analysis in an international context, through comparisons with international country benchmarks.

- Scores of African countries alone would yield only contextual data for a continent-specific analysis.
- IOA subsequently applied the same methodology to calculate ACBR performance scores for four international contenders
- Finland, New Zealand, USA and Singapore were used as the international benchmarks, offering intriguing comparisons between high performing African nations and their international counterparts.



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OPPORTUNITY	US DOLLARS	NOTES
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Full ACBR 2017 (hard copy)	US\$ 500-1500	Price per copy dependent on the size of the order
Individual country profile	US\$ 30	Unlimited users
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