

Africa

Australia Africa Universities Network
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University of Sydney

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Australian Government
Australian Trade Commission



Key dimensions

Six of the **ten**

world's fastest growing economies are in Africa

By 2020, **130m households** are projected to earn \$5k or more, the level at which they start to spend approximately **HALF of their income** on items **other than food**.

China – Africa trade reached **US\$170B ~ 200bn** in 2012. 10x 2000 levels and 2x US-Africa trade

45% of Africa's growth came from consumer facing or partially **consumer facing sectors** between 2000 and 2008

65 cities will have populations of **more than 1million people** by 2016 compared to 52 in 2011

The Australia – Africa relationship

Two-way merchandise trade has grown by 6% annually over the last decade, to A\$9bn

Australian merchandise imports from Africa have increased three fold since 2007 (to A\$5.9bn)

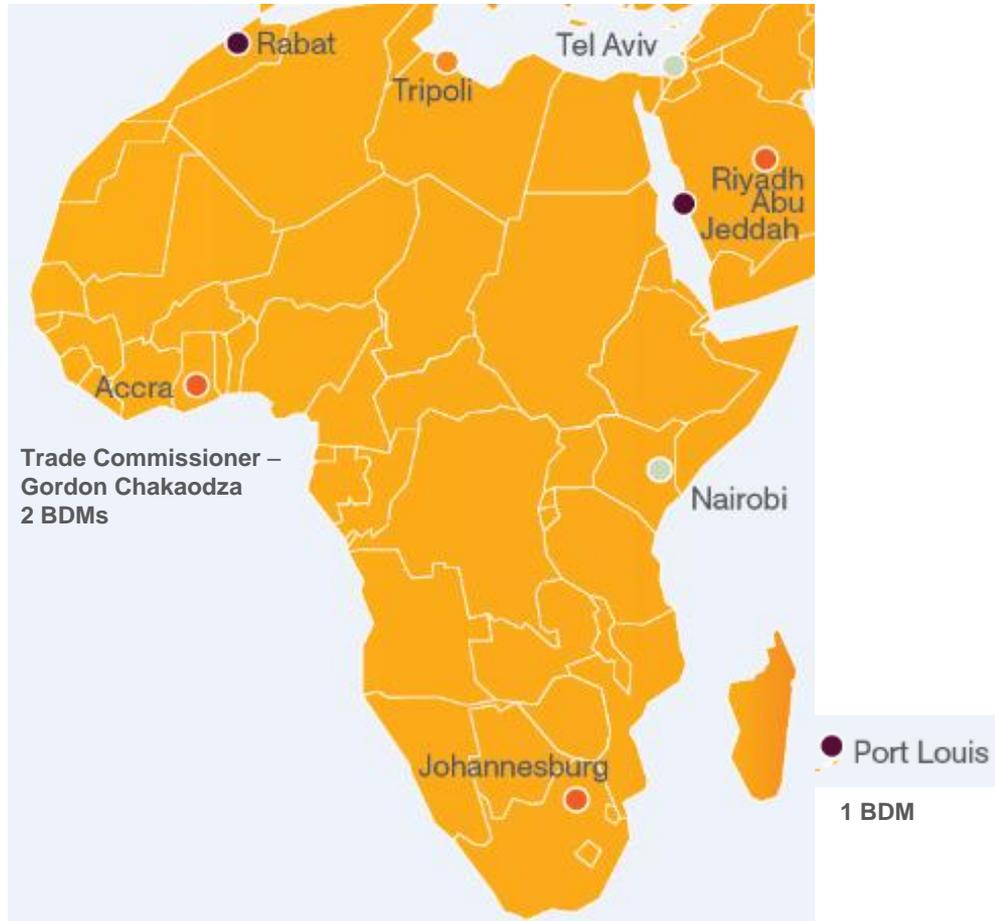
Australian investment in Africa is some A\$50bn (current and prospective) – largely focussed in the mining sector

Over 300 Australian companies are involved in 1,000 projects across Africa

We have a lot in common, facing common challenges as resource and commodity-based economies and extreme climates

Australia is assisting Africa's development via a capacity building development programs and as non permanent security council member

Austrade and the African market



Trade Commissioner –
Gordon Chakaodza
2 BDMs

Senior Trade
Commissioner –
John Madew
3 BDMs

Best prospects

Mozambique

- METS
- Education

Zambia

- Agribusiness

Kenya

- Oil & gas
- Telecoms

Tanzania

- METS

Ghana

- METS
- Education

Nigeria

- Oil & gas
- Education

Broadening the base of business

Three-pronged strategy

- 1) Extend & deepen Australian's METS market leadership across Africa
- 2) Diversification of Australia's trade portfolio "beyond mining": agribusiness, energy and transport infrastructure
- 3) Position Australia as a credible partner providing higher and vocational education services
 - leverage the work of AusAID/Australia Awards
 - enter new markets, particularly West Africa

Australian education now an option for Africa

Vast potential source of future student growth

- **Africa is young** – median age of 20 and large 2bn by 2050
- **Growing middle class**
In 2 years, 100m Africans will earn incomes greater than \$3,000
- **People-to-people links** are vibrant and growing. 340,000 African-born people living in Australia
- **10,000 African students** studying in Australia
- International providers seen as providing **better prospects** than local institutions



'Beta testing' underway

- Austrade **increasing Education resources** with appointment of two dedicated Education Managers in Johannesburg and Accra
- **Differentiated offering** based on comparative advantage in key areas of commonality e.g. resources, food & agri, fisheries, veterinary, environment, water, energy, vocational
- Local **education agent training** with DIAC to ensure effective student prequalification
- Expanding prospects for Australian education with promotion into **new markets** including: Ghana, Nigeria and Mozambique