

Africa Growth Report 2016



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Preface

Strengthening continental economic relations key to building positive African brand

Ambassador Kingsley Makhubela
CEO of Brand South Africa

The African brand has been in the spotlight in recent days particularly as world media and analysts watched the outcomes of the 2nd China-Africa Summit on Co-operation (FOCAC) hosted by South Africa.

Much has been said about the impact of the agreements signed between China and Africa to support the growth and development of the continent. Historically China has always been a friend of the continent and it is a testament to the strength of these relations in that they are continually strengthened. At the FOCAC Summit which concluded last week, China announced a US\$ 60 billion package of support to the continent which will cover the areas of industrialisation, agricultural modernisation, infrastructure, financial services, green development, trade and investment facilitation, poverty reduction and public welfare, public health, people-to-people exchanges, and peace and security.

The implementation of these agreements will see Africa develop in a range of areas which will contribute positively to the narrative about the continent as well as how it is perceived by its one billion citizens as well as the world at large. An Africa that is continually strengthening its competitiveness through development will contribute positively to the continent's brand.

The time has also come for us as citizens of this continent in general, and its public representatives in particular, to put the strengthening of Africa's brand at the centre of our own activities. Agenda 2063 outlines the vision for the continent's growth and development and while this will be brought to life through co-operation between the

continent and international partners, it must be driven by us as citizens of this continent.

One of the key drivers of the successful implementation of Agenda 2063 will be the integration of the continent – through infrastructure development which will most importantly, contribute to stronger people to people relations and which will facilitate the ease of movement of both visitors to the continent and citizens. Stronger integration will also equally bring greater co-operation between regional economic communities (RECs), markets and investors. The integration of the continent facilitated by infrastructure development, will also enable corporate entities to leverage economies of scale to bring greater benefits to the continent.

I must hasten to say that we are not starting from a zero base in terms of the integration of the peoples and markets of the continent. Work has been ongoing for some time, facilitated through the multilateral NEPAD programme as well as other bilateral mechanisms. I last week attended the launch of the Forum for South African Business in Uganda (FOSABU) which will strengthen bilateral economic and trade relations between South Africa and Uganda.

We have also seen significant continental progress towards economic integration particularly with the commencement of negotiations for a Continental Free Trade Area (CFTA) in June this year.

Minister Davies writing in the Star last week said, “Continental integration has long been recognised as critical in advancing Africa's growth and development. Regional integration constitutes an important aspiration of the African Union's (AU) Agenda 2063 and remains a critical component of the continent's efforts to ensure sustainable economic and inclusive growth, through the creation of a larger regional market and improving Africa's integration in the global economy. The envisaged CFTA indeed offers an opportunity to create larger economies of scale and a bigger market. The CTFA will boost intra-Africa trade and build an integrated market in Africa that will see a market of over one billion people and approximately US\$ 2.6 trillion.”

The importance of positive economic and trade relations, as well as infrastructure development, in ensuring the Africa Rising story becomes the dominant narrative about our continent, cannot be overemphasized. When countries grow by, amongst others, attracting increased foreign direct investment because of their competitive-

ness, the citizens of the country benefit socio-economically. As a country develops in this way, its brand changes. The development of positive national brands on the continent will be critical to overhauling the current images and perceptions associated with our continent. This is directly related to the reputation of our countries and therefore our continent.

Corporate entities are at the forefront of the continent's growth and development narrative. While governments can create the enabling environment for investment and a business friendly environment, it is the corporate sector which is crucial to making this a reality.

Michael Porter, one of the foremost authorities on national competitiveness explains this by saying that companies contribute to national competitiveness by efficiently producing and selling at a price higher than the cost of production, thereby making a profit. It can be expected that as companies grow, their potential to contribute to national priorities like job creation, social investment and development will also increase. Their contribution to the country's tax base also contributes to national development.

And when our companies cross over national boundaries into international markets, they also carry the brand of their home countries – the culture, the ethos, the values. Corporate companies therefore carry the reputation of their countries and help to influence perceptions about their home countries. Our corporate entities therefore do far more than make profits for their shareholders, they are a critical component of building strong nation brands!

In addition, the products made by our national corporates, which carry the "Made in..." label, are also critical to the perceptions we have of our country's and our people. Do our products deliver on their promise to the consumer, do they offer value for money, do they represent the aspirations of consumers – if the answer is yes, then our corporates and the products they offer to consumers are playing their part in growing our nation brands.

And despite global economic turbulence, the African continent is on an upward trajectory in terms of improving our competitiveness and with this our national and continental brands.

The World Economic Forum's Africa Competitiveness Report 2015 observes that "... for five years, growth rates have averaged over 5%, and rapid population growth holds the promise of a large emerging consumer market as well as an unprecedented labour force that, if leveraged, can provide significant growth opportunities. Moreover, the expansion of innovative business models, such as mobile technology services, is indicative of the continent's growth potential."

However, persistent challenges where "nearly one out of two Africans continues to live in extreme poverty, and income inequality in the region remains among the highest in the world," and where productivity levels remain low across sectors – from agriculture to manufacturing and services must be addressed with haste.

The African Development Bank in its 2014 African Development Report concurs with this assessment which suggests that more needs to be done to unlock the areas which will help build competitive knowledge-intensive economies. This cannot be separated from the need to build our human capital across the continent.

Against this backdrop we see that the African brand has opportunities and strengths, as well as challenges and threats at vast ends of the spectrum.

The continent, led by the African Union (AU), and its leaders have been conscious of the urgency for African countries to raise their socio-economic levels, to deliver on the aspirations of citizens and to overhaul traditional perceptions of Africa thus building a positive reputation. In its implementation, Agenda 2063 will enable the building of national and therefore continental competitiveness by addressing issues identified by African leaders as well as other international institutions.

While there is certainly much work to be done – as governments, organised business and civil society – there is good reason to be optimistic about Africa's growth and development. The 2014 African Development Report observes improvements in terms of intra-African trade saying that, "after decades of relative stagnation, the value of formal intra-African trade has increased almost fivefold in absolute terms between 2001 and 2012; though its relative share has remained constant at around 12% and sits below other regions. In particular, intra-African greenfield FDI projects as a percentage of greenfield inflows into Africa almost tripled between 2003-2013, from 7% in 2003 to over 21% in 2013." This would not be possible if governments were not creating investor friendly environments. It would equally be impossible if the

corporate sector, were not taking advantage of these enabling conditions and investing on the continent.

The fore-fathers of our glorious continent envisaged a prosperous and developed Africa at peace with itself. I would hasten to say that the time has come for each of us to play our part to turn this vision into reality. The continent's first ever blueprint for socio-economic development, Agenda 2063 provides a roadmap to guide us towards achieving this and with this will come a transformed African brand.

1. Introduction

1.1 Perception change is possible as long as the basics of communication are recognized

Roland Schatz

Media Tenor

There is almost a fatigue with regard to the question “How can we improve the image of Africa?” A lot has been tried with little result. Most of this disappointment is rooted in the assumption that it only needs “rebranding” and then all will work, as if a new logo or even a new posh color would do the magic. But a new narrative is more than advertising. It needs a clear assessment of the following basic points:

1. Who are we – what defines our Unique Selling Proposition to the world?
2. How do we want to be perceived?
3. Are there gaps between our own perception and the way how we are framed by others?
4. And last but not least: What needs to be done to close these gaps?

Let there be no doubt about the basic assumption: If Africa succeeds the world in total will be a better place. But something got lost over the past decades from the time where the continent was feeding the world until today, where too many regions need to buy food from other parts, as the experts from the Kofi Annan Foundation highlight in their chapter 4.5.

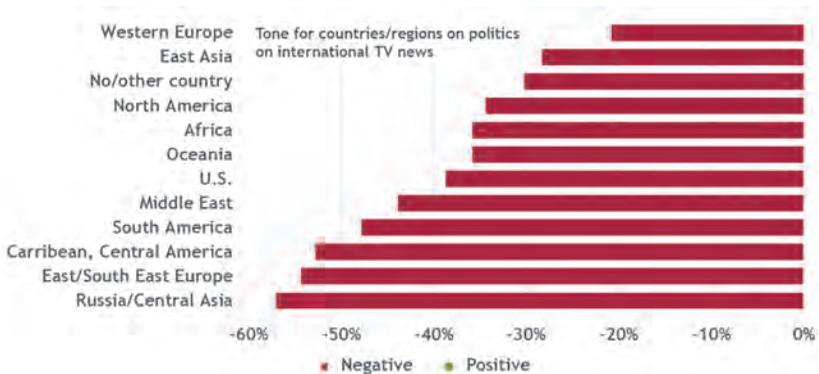
The fact, that Morocco is going to be the home of the largest solar plant in the world is another indicator of what is possible, when those who are among the hidden champions of the continent manage to get their ideas on the ground. A good indicator for this is Foreign Direct Investment. And these trends lately do not look convincing. This comes as no surprise from a look into the business media, which are a leading indicator of the directions in which the money will flow. These headlines and a big part of the stories behind can be changed, if those four questions can be answered by each member state of the AU – and by coming up with an overall strategy. But first the fundamentals need to be understood and embraced – even if they come along with an not-so-easy to digest look into the data mirror. There is no doubt that Africa needs a new narrative. The discussion around what the reasons are for the lack of accurate perceptions of what is happening on the African continent and what can be implemented in order to ensure an adequate understanding of its prospects and shortcomings is sorely needed.

After working in this field for more than 25 years, one develops a data-based sixth sense regarding both the easy to overcome clichés and the more challenging stereotypes, which over the years have become a part of the global journalistic framework.

Africans in Africa and beyond classically explain the negative tone towards their countries, people, and corporates as largely being shaped by skepticism; for them it seems clear that global media are owned by people from the first and second world, who have a colonial background. Now that Algeria, Ghana, Nigeria, and South Africa have won their independence, these white ex-colonial powers cannot come to a fair judgement about what has been achieved by the subsequent generations and their new governments.

But this reaction is dangerous for two reasons. First, it is simply not correct, as the ongoing media analysis highlights. The data shows how global prime time news had been covering governments, parliaments, and politics in these areas and African politics, in fact, are among the least criticized.

Politics in Asia, Africa draw less negativity than in the U.S.



Basis: 20,832 / 604,941 reports on 21 international TV news programs

Continuing to argue based on a false basis not only blocks progress in the dialogue, but it also demonstrates a certain blindness towards reality, which always ends up boomeranging back to-wards those turning away from the truth.

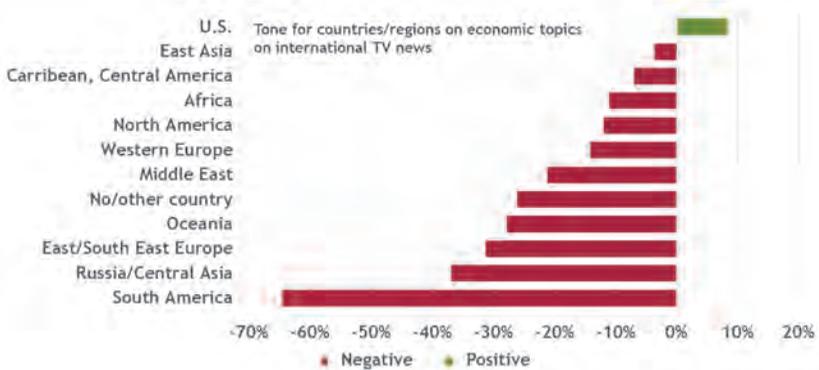
The real danger occurs when it leads even those who are interested in making change happen, to false conclusions. If Africa were only framed negatively by the global media, completely different actions would be necessary in order to change this problem. Whereas, if the negativity with which global media report on events taking place between Cairo and Port Elizabeth isn't ab-normal because the international media have an overall tendency to cover events all around the globe with a negative tone – as the Director of Danish TV points out in his book, *Constructive News* – then it is less a question of pitting Africa against Western-framed journalists

and more about the world struggling against disinformation within the global media system.

This data may be shocking, but the explanation is rather simple. Its' roots go back to Nixon and Kennedy. Until then journalists saw, more or less, their responsibility as accepting and covering what has been presented to them by presidents, government officials, and members of parliament without questioning it too much. But with Kennedy, media relations started to turn into embedded journalism and the power of spin doctors started to come into their own. With Nixon and Watergate, U.S. journalists felt deeply misused and adopted the opposite position as Harvard Prof. Thomas Patterson has elaborated in both his books, *Out of Order* as well as *The Vanishing Voter*. This caused a fundamental shift, first within U.S. media and then, because of their industry leadership, amongst European and other journalists.

It became the new normal to assume that every politician sitting in front of journalists has only one intention: to lie to his or her face or to at least use him or her for the sole aim of self-promotion. Later on this attitude was also adopted by business journalists. But to think that the overall critical news selection regarding stories related to Africa is connected to either racism or frustrated former colonialists obviously does not explain why Africa overall still has a better media image than most of the other regions in this world. Even when it comes to portraying fact-driven topics like the economy, Media Tenor data clearly shows that it is not a question of prejudice in how Africa's economy is framed:

Overall economic picture on international TV news negative

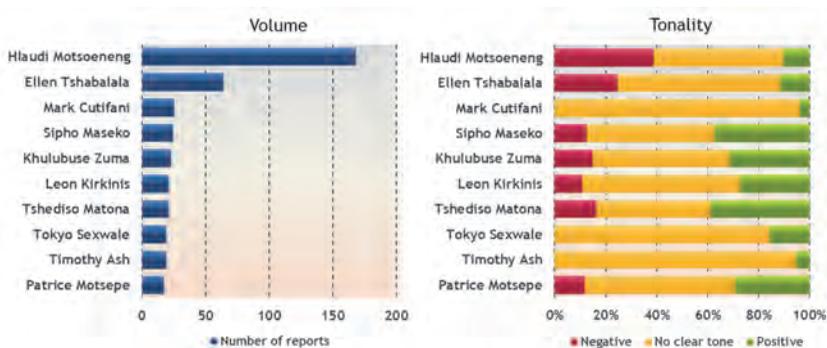


Basis: 20,832 / 604,941 reports on 21 international TV news programs

Again, the African economies are among the ones with a better media narrative when compared to Western Europe or even North America.

For those interested in changing the narrative on Africa, this is, in the end, good news. Changing the news selection in different media outlets now becomes more of a question: What are they interested in? Have we been adequately prepared before we ran our latest press briefing? Because a closer look into the results indicates that there are always institutions and individuals who manage to get their story out in a way which seems to be more in-line with the reality than others. Take a look at those African managers who received a lot of airtime in the global media.

Top Visible managers in Africa



Basis: 198,216 reports about companies, industries and managers in 43 international TV, radio and print media

Do we see negativity? No, we see a lot of yellow, which simply represents fact-driven reporting. We also see some criticism (red) and a lot of admiration and support (green).

So obviously the overall frustration with a global media that seems to be the 'enemy' of the African continent should no longer lead the internal debates. It is more a question of who shows interest in the other. And in this case, we can speak about individual journalists. How many of those in charge, no matter if their offices are based in Lagos, Tunis, or Durban, have spent time finding out what makes a *Le Monde* journalist tick? And what differentiates him/her from his colleague at *The Independent* in London or *Der Spiegel* in Hamburg? Media relations in 2015 seems to still be driven by only one question: "What do we want to tell the media?" This, instead of: "What would be of interest to the media?" Or, even better: "What type of information, knowledge, data, and trends can we provide to make Newspaper A, Radio Station B, and TV News C more attractive to their audience?"

The moment one removes "media" from the term "media relations" everything is won. It's about relationship building. And no relationship between human beings works, if

only A contacts B when A wants something from B. As long as A does not show a real interest in B and understands the concept of exchange on a superficial level, A will never be ripe for any relationship whether as spouse or business partner and will be far away from becoming a respected guest at news conferences.

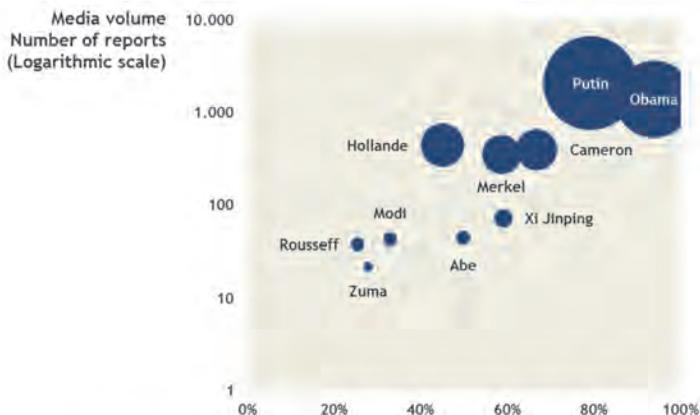
The Independent Media Group's launch of the African Independent at the end of August is a first and positive step towards owning, and driving, the African narrative. The print and digital platform seeks to cover Africa like it has never been covered before. To change the narrative about Africa and provide a less conventional, but more inclusive, news offering. However, this does not solve the overall problem of changing attitudes, and relations, with international media. How do we go beyond a combative to a constructive, relationship building approach?

In attempting to solve these challenges, the Moroccan government started an impressive initiative under the leadership of H.E. Mustapha El Khalfi: the long-term Minister of Information initiative invited journalists from the continent to meet with their colleagues and scholars from other continents. As the country in the North of Africa had become a bridge between cultures – which is a rather unique position, more than 700 experts from religious organizations and business accepted El Khalfi's invitation to Marrakesh in December 2015.

These type of multi-stakeholder platforms are good incubators for empowering those who are interested in turning the desire for a new narrative into reality. And once all partners begin to understand the concept, then it works: Brand SA took a fresh approach in getting the world to understand its qualities as a facilitator by building on the good networking facilities provided by the World Economic Forum's Annual Meeting in Davos: they opened their space in Davos, the prestigious Museum Kirchner, for the hosting of several high level events which drew editors in chief, CEOs and government leaders. These events allowed the guests the opportunity to get to know the so called "Hidden Champions" from Africa: world market leaders who have proved, on a daily basis, that products and services originating in Africa can make a difference to everybody on the planet. And at the same time the SA delegation opened up to "meet the press" which resulted in SA being among the top 10 most visible countries in the global media during the WEF.

And just to decide to leave the membership of the International Association of the Chambers of Commerce is not really a smart move. This platform would allow for greater participation in the global media debate and build patriotism by making sure that African leaders are visible on platforms such as the *BBC*, *Television Francaise* or *CCTV*. So far there is quite some room for improvement, as the 2015 results illustrate:

TV coverage drives perception of leaders – hardly any African visible



Opinion poll: Awareness of 10 key national leaders among respondents in 30 countries

Basis: 321,541 reports about protagonists in 20 international TV news shows, 4,886 about 10 selected world leaders in foreign news

GMI opinion poll in 30 countries, http://ash.harvard.edu/files/ash/files/reflections_on_a_survey.pdf

After 25 years of working in Africa, if there is a single impression I have, it is this key point: friends on this continent – I have, thank God, many – seem to still be experiencing what the Brits call “splendid isolation.” The simple fact that this idiom is not an African one, but British in origin, should serve as a warning. Whoever thinks he is special or ignored by the world should stop blaming others, but start embracing the fact which is the daily bread of every entrepreneur, politician, musician, and academic in every country on this planet – the world seems to run perfectly with-out them. And it makes no sense to blame the world for this “ignorance.” As in every good relationship, one has to first make the effort to introduce themselves to others and the best success is achieved by demonstrating sincere interest in others. What would make them feel surprised? What do they need?

Changing the perception of an institution, a country, or a continent is grounded in these basics which we were all taught by our grandmas at one point or another.

Nothing has changed. Those who have not forgotten their lessons from kindergarten are the ones with resilient track record of success. Those who think they can use shortcuts or no longer need to employ these basics will sooner or later find their place is the same as where they ended up in primary school: Alone in a corner. Not because others were ignorant or racist, but because others also have a right to be recognized as individuals, with their own rights, interests and needs.

Africa has all ingredients required to be perceived as a solid and unique global partner. But if those in charge try to ignore the basics – which are the same regardless of religion, culture, and tradition – nothing, and certainly not the media narrative, will change.

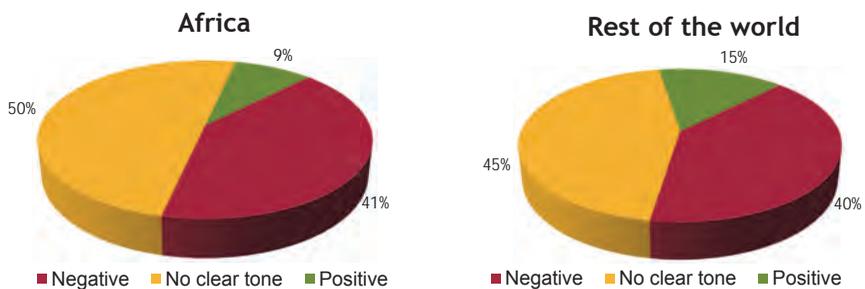
1.2 Towards a comprehensive African image

Theresa Lötter, Michael Matern & Tobias Thomas

Media Tenor

When the international audience thinks about the continent of Africa, major themes that tend to spring to mind relate to terrorism, crime, aridity, hunger and sickness. This is hardly surprising considering that the global media bombards us with images of sickness and death relating to the Ebola outbreak and terrible images of terrorist attacks such as the Westgate shopping mall attack in 2013, while generating limited positivity on the continent (refer to figure 1). Recent news headlines on Africa seem to offer little hope for the continent's future. While it is undeniable that Africa is faced with a number of challenges, it seems as if positive news stories emanating from Africa represent nothing more than a drop in the ocean of coverage on wars, famine, undemocratic regimes and violence. An analysis of 27 international TV news shows illustrates that on average, coverage on Africa is less positive than coverage on the rest of the world.

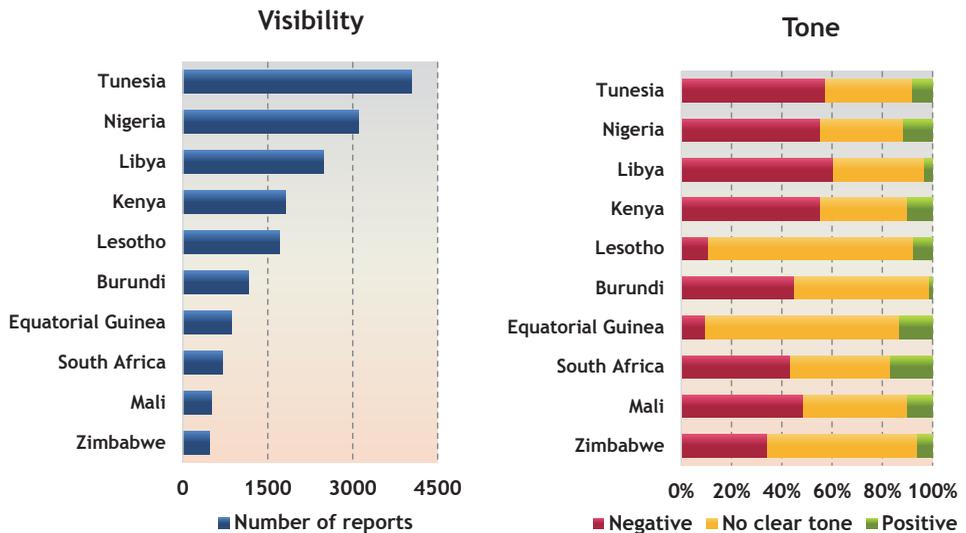
Figure 1: Tonality of reporting on Africa in comparison to the rest of the world



Source: Media Tenor International. Basis: 366,704 reports on Africa and the rest of the world in 27 international TV media, 2015

What causes this apparent disproportionate coverage on Africa? One possible explanation relates to the phenomenon of *bad news reporting*. This refers to when highly sensationalistic, negative news stories are favoured over positive, possibly less hard-hitting stories. While the role of a journalist is to seek out breaking news, we often find that African news coverage is characterised by a preference for the negative, while avoiding the positive stories that the continent has to offer. Figure 2 shows an analysis of the visibility and tone of the top African countries which places Tunisia, Nigeria and Libya in the top spots.

Figure 2: Volume and tone of top African countries



Source: Media Tenor International. Basis: 16,843 reports on African countries in 27 international TV media, 2015

Coverage on the Tunisian beach attack that claimed the lives of 38 tourists focused international discussion on Tunisia. International media honed in on the attack, dedicating a prominent amount of reporting to the matter as a number of U.K. citizens were killed in the attack. While it is to be expected that local media will dedicate

more coverage to events concerning its own citizens, the Tunisia attack is an example of how the world seems to be more shocked by negative events when they relate to developed countries than to developing countries. In terms of positive developments in Tunisia, the awarding of the Nobel Peace Prize to the Tunisian National Dialogue Quartet - a group of four organisations that played an integral part in trying to build a pluralistic democracy in the wake of the Jasmine Revolution of 2011 - was insufficient to boost the country's reputation, as coverage on the matter was largely overshadowed by negative issues. This is a trait we notice for most of the most visible African countries. For example, although Nigeria managed to garner some international claim for holding elections in March 2015, with UN Secretary General Ban Ki-moon saying that the voting had been "largely peaceful and orderly" (BBC News, 29 March 2015), the majority of the country's visibility was driven by coverage on suicide blasts and terrorism activities by Boko Haram. Stories such as the series of suicide bombings in Maiduguri which killed more than 50 people and reports of rape, child trafficking and other abuses at refugee camps in the country far overshadowed positive input.

Out of the most visible African countries, only Lesotho and Equatorial Guinea emerge with a mostly balanced media profile. Lesotho attracted high levels of neutral coverage while also generating some positivity after holding elections in February. Fears of political instability generated negativity however, with the BBC calling the situation a "political crisis" (BBC, 28 February 2015). Equatorial Guinea saw positivity after hosting the Africa Cup of Nations, while President Teodoro Obiang Nguema's warning of a terrorist threat in March was a driver of negativity for the country.

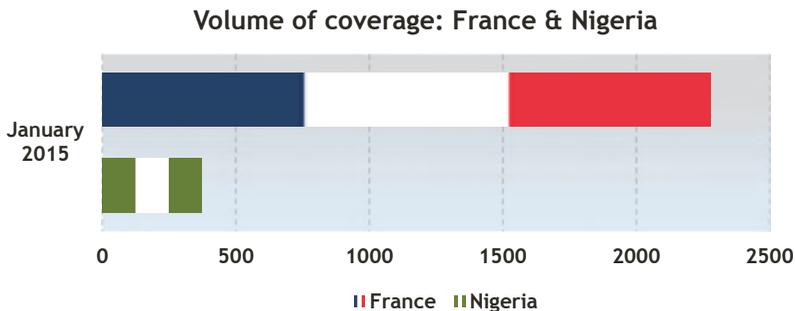
The continent of Africa is not without its problems. It could be argued that Africa garners a negative perception because of the number of negative events that occur on the continent. Be that as it may, global media tends to devote more attention to negative stories than to positive stories. Adding to the problem, it seems as if global TV is significantly less interested in reporting on African stories. It seems as though the majority of coverage tends to focus on the developed world. These high levels of negativity, combined with relatively sparse reporting means that Africa's global image is severely lacking in comparison to other regions of the world. The international audience is seldom exposed to coverage on Africa, and when they are, it mostly re-

flected poorly for the continent as stories of terror threats and wars dominate coverage and overall perceptions.

Examining the global empathy gap

Can Africa's negativity simply be summed up by bad news reporting? Or is it only part of the problem contributing to the overall negative media perception of the continent? Media content analysis shows that not only does Africa have an overall more negative media perception in comparison to the rest of the world, but global media devotes a disproportionate amount of effort to reporting on the developed world than to Africa. What this means is that events occurring in developed countries are in some ways given priority over similar or worse events occurring in Africa. It is as if the developed world has become desensitised to the ails of the developing world. Figure 3 shows the volume of coverage in relation to terrorism that global media dedicated to France and to Nigeria in January 2015.

Figure 3: Volume of coverage on terrorism in France and Nigeria



Source: Media Tenor International. Basis: 2,649 report on terrorism in France and Nigeria in 27 global TV news, January 2015

January 2015 was a month filled with tragedy. On 7 January, two assailants armed with assault rifles launched an attack on Paris, starting at *Charlie Hebdo*, a French satirical newspaper. At the conclusion of the attacks, 20 people were left dead while

a further 22 were injured. The international response to the attacks was overwhelming. On 11 January about two million people met in Paris for a rally of national unity, while about 3.7 million people took part in rallies across France. The Paris rally was attended by over 40 world leaders including German chancellor Angela Merkel and British Prime Minister David Cameron and the phrase "Je suis Charlie" flooded social media sites. In November 2015, France was once again the subject of a terror attack after Islamic State (IS) militants killed 130 people in Paris in response to French airstrikes on IS targets in Syria and Iraq. As before, the tragedy received high volumes of media coverage in international media.



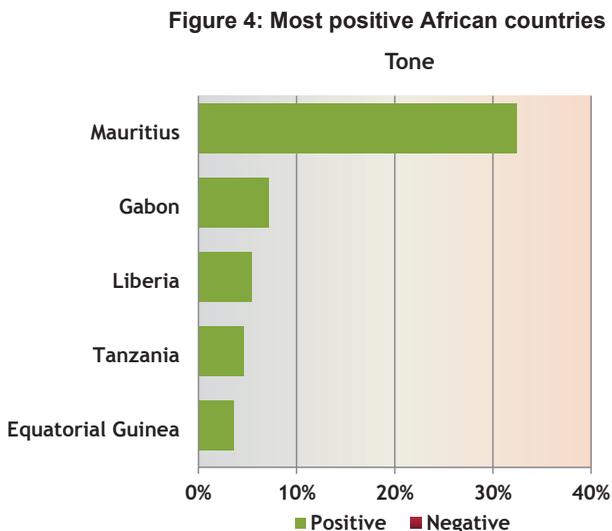
Published on January 7, 2015 on CNN: Paris gathers after terror attack.

Around the same time as the *Charlie Hebdo* attacks, between 3 - 7 January 2015, Boko Haram launched a series of attacks in Baga, Nigeria and surrounding towns. Although the reported number of fatalities range from 150 to 2000, the exact number of deaths is unknown. The 2015 Baga massacre, as it would eventually be known, was one of Boko Haram's deadliest attacks. Despite this fact, global media turned its attention to the Paris attack while devoting very little coverage to terrorism activities occurring in Nigeria. During the month of January, coverage relating to terrorism in France was over six times more prominent than coverage relating to terrorism in Nigeria. That is not to say that one tragedy deserves more attention over another, but this example highlights the problem that global media is overall significantly less in-

terested in telling African stories, and when it does report on African narratives, it normally relates to negative issues. It is almost as if this negativity has become the norm and thus the world is less shocked when a terrorist attack occurs in Africa or the Middle East than when it happens in a developed country such as France.

What can be done to change this narrative and how can we encourage the global media to be more balanced in its reporting? Perhaps one of the reasons relates to the fact that African news outlets are not setting the agenda when it comes to reporting on the continent. Africa's narratives are largely being told by international news outlets who are setting the agenda in relation to terrorism, wars and health issues. A possible solution to solving this problem is by promoting local news providers, helping them tell the Africa story "from the horse's mouth" as it were.

What lies behind the negativity? What stories emerge when we remove the vast amounts of negative coverage? Figure 4 shows an analysis of the most positive African countries that attracted at least 50 or more reports in global TV news.



Source: Media Tenor International. Basis: 3,946 reports on African countries (attracting at least 50 reports) on global TV media, 2015

Based on the above figure, Mauritius emerges as the clear winner. Overall the country was associated with positive stories in 2015. In March - in conjunction with India - the country announced a new security cooperation agreement that would see India working closely with the Mauritius Defence Forces to guard Mauritius and other outer islands. Furthermore, Mauritius was offered expertise and funding to help the country move away from its heavy reliance on sugarcane crops and tourism. In June, the country's parliament appointed its first female president. Ameenah Gurib-Fakim was sworn in as President of Mauritius with local parliamentary members hailing the designation as a historic day for the country. Finally, in October, the country's tourism minister announced that tourism figures are expected to rise by 11 percent in 2015 and that the country is aiming for a steady future growth of six percent. When examining the media coverage of Gabon, we find that it too had an optimistic story to tell in 2015. In April, Gabon was selected as the host of the 2017 Africa Cup of Nations. This will be the second time that the country hosts the event. In August, the country's president, Ali Bongo Ondimba, vowed to give away all of the vast sums of money he will inherit from his father in order to set up a foundation for the country's youth. In the same month, the country announced the launch of Gabon FlyAfrica.com, a Pan-African low-cost airline. The airline is expected to enhance air connectivity across Africa and reduce the cost of doing business in the continent. Finally, in September the AT Kearney African Retail Development Index hailed the country as the most attractive sub-Saharan African country for international retailers due to its strong economic growth and stable middle class. Clearly there is no lack of positive stories emerging from the African continent. The problem is that these stories are often drowned out by the media 'noise' created by reports on conflict and disorder. Furthermore, often times it seems as if these positive stories are only reported on because they involve the developed world in some way.

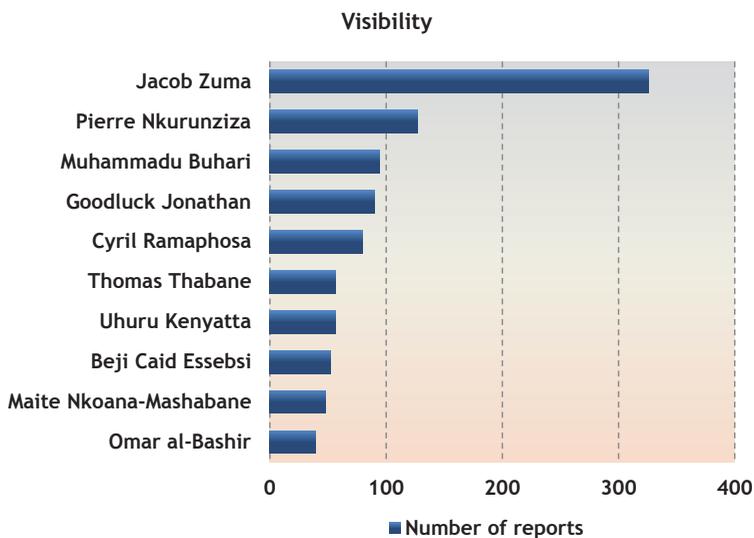
Finding Africa's hidden champions

Who or what else generates positivity on Africa? What other "hidden champions" exist on the supposed "dark continent" of Africa? By "hidden champions" we refer to those individuals/companies/organisations that make a valuable contribution to the economy or to people's lives yet receive little recognition in the global media sphere.

They are the unsung heroes operating in Africa that the global news community is neglecting.

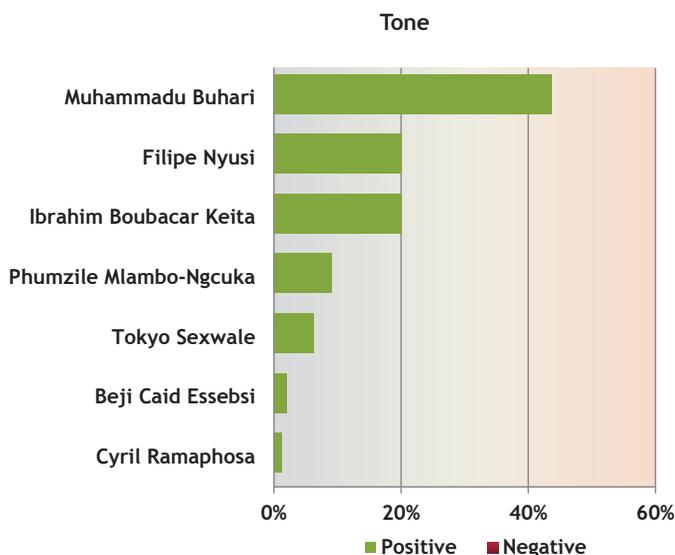
Considering that politicians and members of government within a country shape the perception and image of how a country is portrayed to the rest of the world, having a positive media profile is crucial for these individuals. Figure 5 and figure 6 examine this issue.

Figure 5: Volume of top African politicians/member of government in global TV



Source: Media Tenor International. Basis: 968 reports on African politicians/members of government in global TV news media, 2015

**Figure 6: Most positive African politicians/
members of government in global TV**

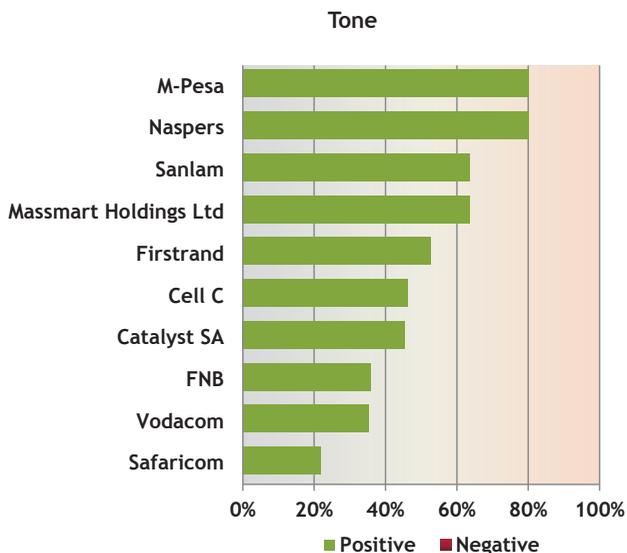


Source: Media Tenor International. Basis: 604 reports on African politicians/members of government (attracting at least 10 reports) in global TV news media, 2015

Muhammadu Buhari attracted the highest level of positivity. This came after he was elected president of Nigeria in March 2015. Most of this positivity stemmed from Buhari’s promise to tackle the issue of terrorism in the country, which faces severe strain from terrorist group, Boko Haram. Filipe Nyusi also attracted positivity after being sworn in as president of Mozambique. Nyusi pledged to prioritise peace in the country as he referred to it as a “precondition of economic development” (Bloomberg, 2015).

Leadership visibility and positivity is not only important for the media image of countries. A company’s leadership is also closely tied to the overall media reputation of the business. Which African companies emerged as hidden champions? Figure 7 examines the most positive African companies.

Figure 7: Most positive African companies



Source: Media Tenor International. Basis: 71 reports on African companies (attracting ten or more reports) in global financial print, 2015

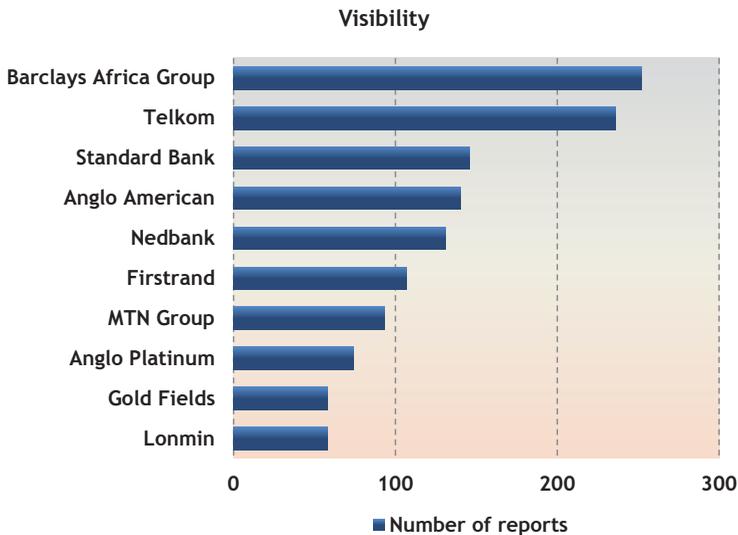
M-Pesa boasts an impressive media profile in global financial print media. M-Pesa is a money transfer and microfinancing service that allows users to deposit, withdraw, transfer money and pay for goods with a mobile device. The company was launched by Vodafone for Safaricom and Vodacom. M-Pesa's success has led to high levels of positivity in global financial print. Although M-Pesa failed to take off in the South African market, it has been highly successful in Kenya. In 2013, 43 percent of Kenya's GDP flowed through M-Pesa, with over 237 million person-to-person transactions (Runde, 2015). In many ways, M-Pesa has revolutionised the way that Kenyans manage their finances, as it reduces the need to carry cash and thus reduces the likelihood of being a victim of crime. Furthermore, the company recently expanded its services between Kenya and Tanzania. M-Pesa has largely been praised for financially empowering the developing world by simplifying transactions and for giving millions of people easy access to financial services. Safaricom also made it into the top most positive companies. Safaricom is a leading mobile network operator in

Kenya and is the company behind the M-Pesa service, a topic which contributed to its positive media profile.

Tied in the first position is South African media company Naspers. Naspers attracted high levels of positivity in global financial print after reports that the company's \$34 million investment in Tencent - a Chinese internet company - has "paid off spectacularly" (Financial Times, 2015a). The company's initial investment to acquire a 46.5 percent stake in Tencent has helped Naspers become one of South Africa's biggest companies.

It is interesting to note that eight out of the top ten most positive African companies are South African. Given the fact that South African companies seem to play such a dominant role in shaping the perceptions of African business (at least in global financial print coverage), let us examine the visibility and tone of the top South African companies, but this time from the perspective of analysts and over a longer period of time. This is shown in figure 8 below.

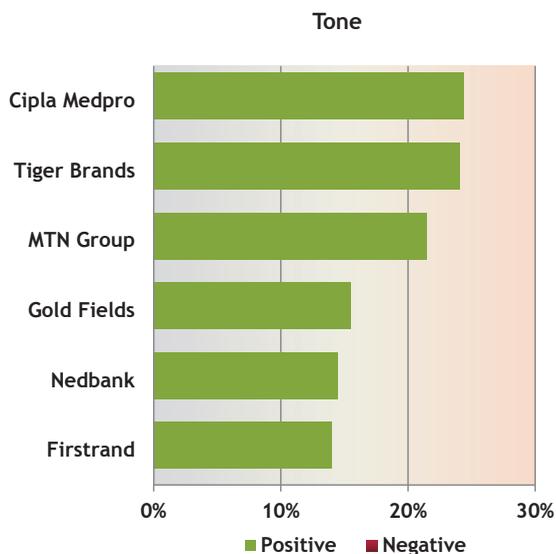
Figure 8: Volume of top South African companies in analyst quotes



Source: Media Tenor International. Basis: 1,295 analyst quotes on South African companies in financial media, 2011 - 2015.

The Barclays Africa Group emerged as the most visible South African company in analyst media. Barclays Africa Group, formerly ABSA Group, is a South African subsidiary of Barclays. In 2013, ABSA announced that regulators have given the go-ahead for the bank to acquire the majority of Barclays Plc's African assets, which was settled with 129.5m ABSA shares. As a result, Barclays' stake in ABSA increased to 62.3% and the new entity was named Barclays Africa Group. Despite the change however the bank continues to operate under the ABSA brand in South Africa. Telecommunications company, Telkom SA placed second in terms of visibility. The company garnered high levels of coverage after the media commented on the retrenchment of a number of employees as a part of the company's restructuring plan. This plan forms part of a major turnaround strategy implemented by CEO Siphon Maseko to allow the company to recover market share and shed high costs. While the loss of jobs was a negative issue, the progress that the company has made since the implementation of the turnaround strategy has been largely well received.

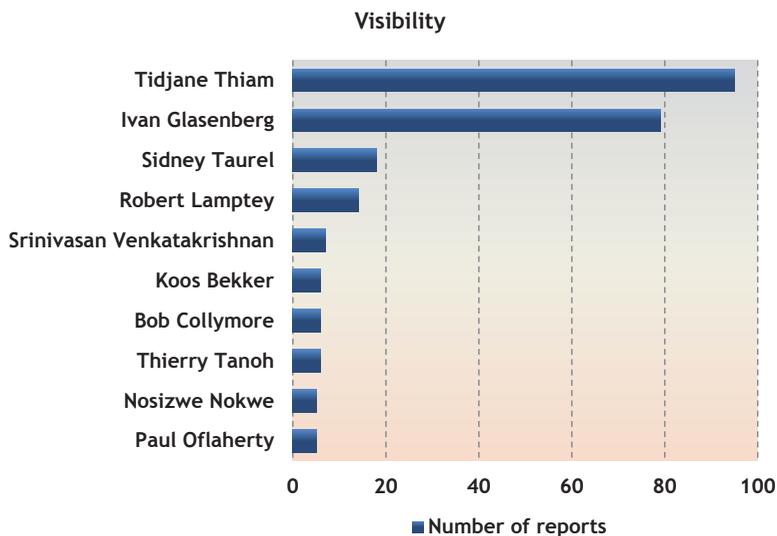
Figure 9: Most positive South African companies in analyst quotes



Basis: 484 analyst quotes on South African companies (attracting more than 40 quotes) in financial media, 2011 - 2015

Cipla Medpro, one of South Africa's largest pharmaceutical companies, attracted high levels of positivity in analyst quotes after predictions of strong future performance and growth. This came in light of reports that the company won a R2 billion order in 2014 to supply antiretroviral drugs to the South African government for the next three years. Tiger Brands - a major packaged goods company in South Africa - also attracted high levels of positivity. This came after the company's successful performance in 2015, primarily due to its core South African businesses. Considering that a company's media image is so closely linked to the media reputation of its leadership figures, let us examine the visibility of top African CEOs in global financial print media. This is shown in figure 10 below.

Figure 10: Volume of top African managers in global financial print



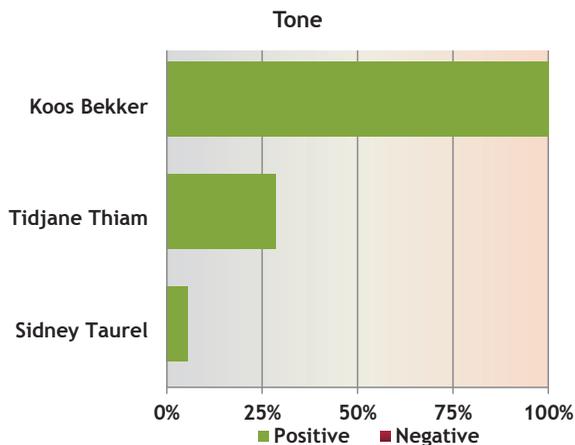
Source: Media Tenor International. Basis: 241 reports on African managers in global financial media, 2015

Emerging as the most visible African CEO in global financial print was Tidjane Thiam. Thiam is an Ivorian businessman and former political. In 2009 he became the

first black individual to lead a FTSE 100 company after becoming the chief executive of Prudential. The majority of his coverage in 2015 was driven by the announcement that he would become the next CEO of Credit Suisse. Since his appointment, the media has reported quite favourably on Thiam after Credit Suisse announced in its quarterly results that it had beaten expectations. Furthermore, an announcement by Thiam that the bank is taking steps to reduce costs was also an area of interest in the media. Taking the second place in terms of visibility is Ivan Glasenberg, CEO of Glencore. Glasenberg attracted some negativity in relation to Glencore's "volatile share price" (Financial Times, 2015b), especially after the company's shares fell by 29 percent in September 2015, causing Glasenberg to lose a large proportion of his wealth due to his large stake in Glencore. Aside from this, Glasenberg was also visible after reports that Glencore sold \$2.5 billion of new shares in September 2015 in order to pay debt and help protect the company's credit rating.

How have African CEOs performed in terms of positivity? The most positive African CEOs as reflected in global financial print media is shown in figure 11 below.

Figure 11: Most positive African managers in global financial print

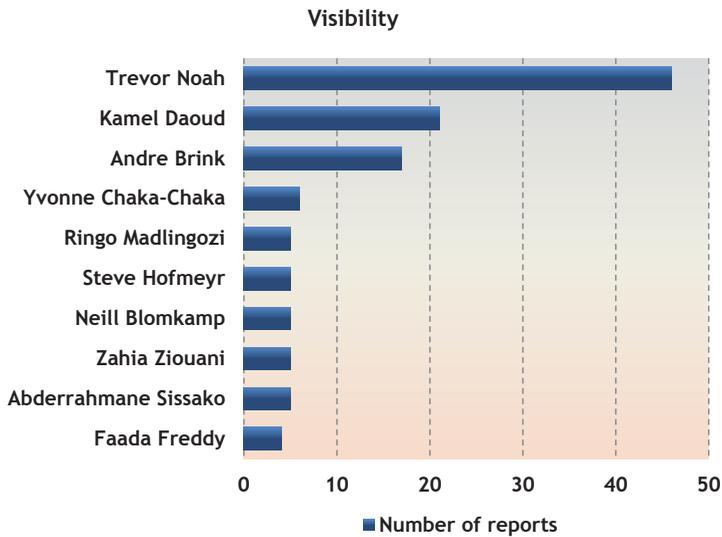


Source: Media Tenor International. Basis: 241 reports on African managers (attracting at least 5 reports) in global financial media, 2015

Interestingly, positivity directed towards African managers was relatively limited, with only three managers emerging with a positive media profile on average. Coverage on African managers was either portrayed with neutrality or overall coverage was limited. This implies that African leadership figures are largely underreported in global media, which is unfortunate as many African managers may have a positive story to share. A notable star performer in this aspect was Naspers CEO, Koos Bekker. As was previously mentioned, Naspers is a major media company that experienced notable growth following an investment in Chinese investment holding company, Tencent. Naspers' growth at the hands of Bekker and the decision to invest in Tencent were prominent drivers of positivity and resulted in Bekker attracting a highly positive media profile in 2015. Tidjane Thiam also attracted positivity, not only for his reputation as a successful businessman and as the first black individual to run a FTSE 100 company, but also for the fact that Credit Suisse reported better than expected profits during the second quarter.

While business and economic issues certainly play a major role in shaping foreign perceptions of Africa, this represents only one aspect of the continent's overall media image. Africa is home to a multitude of people from different cultures, backgrounds and ethnicities. As a result, the continent has a rich cultural diversity, an issue which is expressed in its art forms and cultural activities. This represents an excellent opportunity for the continent to stimulate positivity on its overall perception. In many ways, arts and culture in Africa emerges as one of the continent's hidden champions, acting as a brand ambassador that stimulates positivity. The question remains how visible these hidden champions are in global media and if the world at large takes note of this diversity. Figure 12 shows the visibility of top African artists.

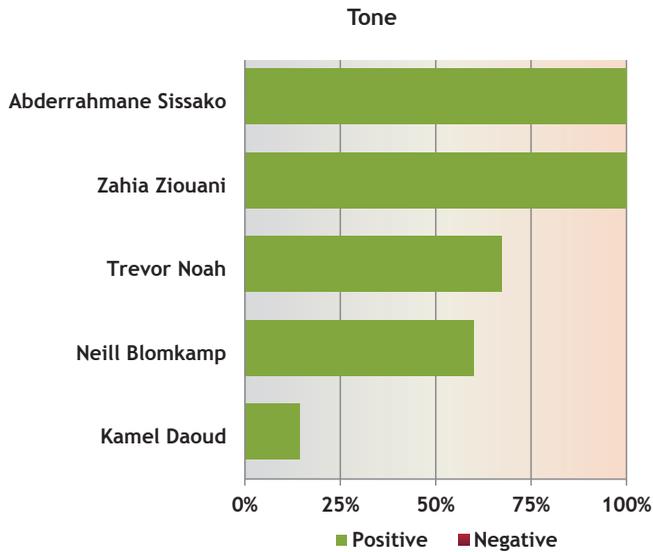
Figure 12: Volume of top African artists in global TV



Source: Media Tenor International. Basis: 119 reports on African artists in global TV news media, 2015

Coverage on Trevor Noah far overshadowed other artists. Noah, a South African comedian who rose to fame locally for his comedy shows and live acts, shot into international stardom in March 2015 when it was announced that he would succeed Jon Stewart as the host of *The Daily Show*, an American talk and news satire television programme. Noah's media profile has since developed into a highly recognised, international celebrity. Placing second in terms of visibility is Kamel Daoud, an Algerian writer and journalist, while Andre Brink placed third. Brink was a South African novelist who was known for using his work as a means of speaking out against the apartheid government in South Africa. Figure 13 examines the most positive African artists in global media.

Figure 13: Most positive African artists in global TV



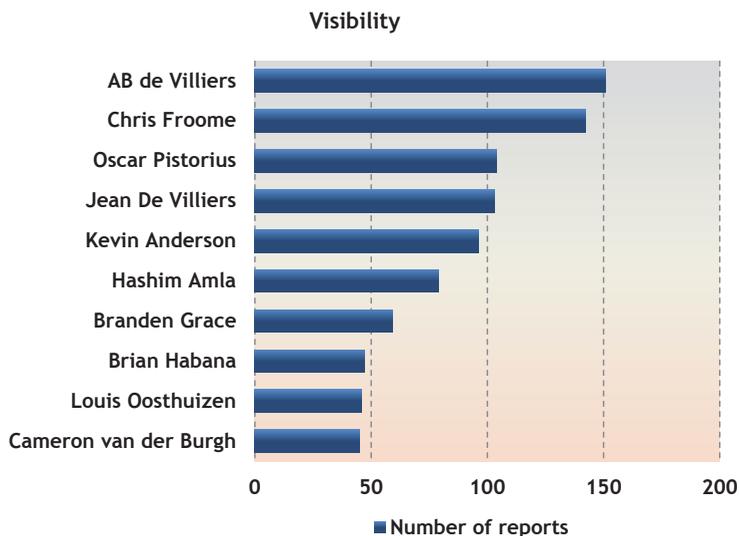
Source: Media Tenor International. Basis: 88 reports on African artists (attracting at least 5 reports) in global TV news media, 2015

Abderrahmane Sissako is a Mauritanian film director and producer who is best known for his film, *Timbuktu*. The film was a notable winner at the Cesar Awards in February 2015, claiming seven awards. Sissako has been largely praised for his work and the result is a highly positive media profile in 2015. Other notably positive figures include Zahia Ziouani, an Algerian conductor; Trevor Noah; Neill Blomkamp, a South African film director best known for his films *District 9*, *Elysium* and *Chappie*; and Kamel Daoud. While it is clear that artistic talent in Africa is far from sparse, overall visibility on these artists remains low. Although these brand ambassadors do attract positivity in the media, it is small in comparison to overall coverage. The result is that this positivity is likely drowned out by the media “noise” created by reporting on other, mostly negative, issues.

Through previous research and previous editions of the Africa Growth Report, it has been found that sport and African athletes tend to emerge as prominent figures who

drive the reputation of Africa. Figure 14 shows the visibility of the top African athletes in global media.

Figure 14: Volume of top African athletes in global TV

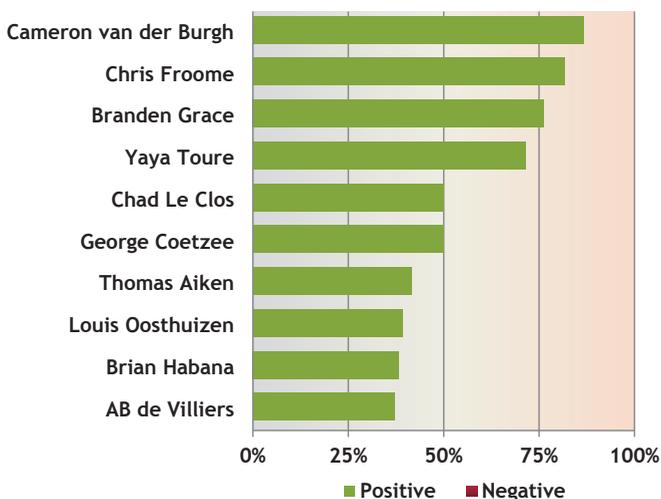


Source: Media Tenor International. Basis: 872 reports on African athletes in global TV news media, 2015

The most visible African athlete in global TV news media in 2015 was South African cricketer, AB de Villiers. He is closely followed by Chris Froome. De Villiers is the captain of the South African One Day International (ODI) team and holds the highest number of records of any batsman in ODI history. Chris Froome attracted coverage after he won the Tour de France for the second time in 2015. Unfortunately, not all of the most visible African sportspeople were associated with positivity. Oscar Pistorius placed third in terms of visibility due to coverage on his murder trial and sentencing.

It is important to note that of the top ten African athletes, eight of these are South African. While South Africa also has its positive story to tell, these results make one question why protagonists from other African countries are not visible in the media. Figure 15 shows the most positive African athletes.

Figure 15: Most positive African athletes in global TV
Tone



Source: Media Tenor International. Basis: 583 reports on African athletes (attracting at least 10 reports) in global TV news media, 2015

Cameron van der Burgh was viewed mostly positively in global news media in 2015. This came after he broke the world record in the 50 metre breaststroke at the FINA World Championships in Russia in August 2015, winning two gold medals at the event. Furthermore, the swimmer placed first in the overall ranking at the FINA Swimming World Cup Series in November of 2015. Once again, eight of the top ten positive African persons in global media were South African. Non-SA persons included Chris Froome and Ivorian footballer Yaya Toure. Sport continues to be a positive driver for the continent, although sports figures from South Africa are primarily driving this agenda, sports presents an opportunity for the continent to leverage further positivity.

Telling the complete African story

While overall, Africa's "hidden champions" are attracting positivity within the global media landscape, the challenge remains to increase their visibility. The continent appears to be in dire need of media ambassadors who will not only tell the positive stories that Africa has to offer, but also provide consistent input on a variety of different topics. The aim of the Africa Growth Report is to do exactly that: To encourage local and international authors to tell the African story and help us change the continent's dominant narrative from one that is centred on "bad news reporting" to one that presents a holistic and accurate image.

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Andreas Freytag is Professor of Economics at the Friedrich Schiller University, Honorary Professor at the University of Stellenbosch and a Senior Fellow of ECIPE. He is also the Director of Tutwa Germany and a Senior Research Associate at SAIIA, Johannesburg. He is also associated to the G8 Research Group at the University of Toronto. Freytag has obtained his diploma from the University of Kiel and obtained his doctorate and Habilitation from the University of Cologne. Prior to his appointment in Jena, he worked at the Kiel Institute for World Economics, the University of Cologne, Cambridge University (as a Visiting Scholar) and the Eesti Pank, Tallinn, Estonia. He has been a consultant for the EU-Commission, the OECD, the IMF and various public and private clients.



Nigist Goytom is the Managing Director of Project Traveller. Born and raised in Ethiopia, she graduated with a degree in Architecture from EIABC, (Ethiopian Institution of Architecture, Building Construction and City Development) Addis Ababa, Ethiopia. She then obtained her masters in Italy, at the University of Roma Tre. Following a year of practical experience in a Swiss architecture firm (Birchmeier Uhlmann Rabinovich Architekten), she worked at the chair of Architecture and Construction, ETH Zurich until August 2015. Subsequently she has been an independent architect, dedicating her time to developing Project Traveller and working on other architectural designs and proposals. Besides implementing Project Traveller together with WeConnex AG, the company has just endorsed her cost-efficient easy-growing architectural design for their building units in Nepal.



Christoph Wilhelm Kannengiesser is the Chief Executive Officer of the German-African Business Association. He is also a member of various Supervisory Boards including the Foundation for the Support of the UN Refugee Program. Kannengiesser studied Law at the Universities of Bonn and Munich and went on to work as an attorney at law. He later joined the German Federation of Employers, the Association of the Technical Inspection Agencies of the German Brands Association in an executive position. He is also a recipient of the Order of Merit of the Federal Republic of Germany.



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Charlotte Maponya is the Chairwoman of Brand SA and Opera Africa. In addition, she is also the Managing Director of the Maponya Group Companies and the founder of Mathari Resources. She is also a board member of Kwezi BoE Asset Management, Kwezi V3, Intertoll Africa and Sitech Systems. In 2009 she was honoured with the Business Woman of the Year Award. Ms. Maponya studied at the University of Natal.



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Roger Nord is the Deputy Director of the IMF's African Department. He oversees country operations in East Africa and francophone West Africa, leads the work on public finance issues in Africa, and is responsible for the IMF's interaction with China on African issues. Previously, he was IMF mission chief for several African countries, including Tanzania, Uganda, Cameroon, and Gabon. Among his recent publications, he was the lead author of *Tanzania – The Story of an African Transition* (2009). Before joining the African Department, he was advisor to IMF Managing Director Horst Köhler and the IMF's regional representative in Central Europe. A national of the Netherlands, he is a graduate of the University of St. Gallen, Switzerland, and of the University of Chicago.



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