# Contents

| Illustrations | vii |
| Acknowledgments | xi |

## ONE
The Evolution of African Economies and Their Tremendous Business Potential 1

## TWO
Africa's Consumer Markets and Distribution Transformation and Potential 19

## THREE
Africa's Agriculture and Food Industry Transformation and Potential 47

## FOUR
Africa's Information and Communications Technology Transformation and Potential 71
Contents

FIVE
Africa’s Manufacturing and Industrialization Transformation and Potential 97

SIX
Africa’s Oil and Gas Transformation and Potential 125

SEVEN
Africa’s Tourism Transformation and Potential 157

EIGHT
Africa’s Banking Transformation and Potential 183

NINE
Africa’s Infrastructure and Construction Transformation and Potential 217

CONCLUSION
Seizing the Tremendous Business Potential of Africa by 2050 247

Notes 251

References 279

Index 329