



AGS urges businesses to get into Africa

Alain Taïeb believes there is great potential for investors in the African continent



The global business community has been urged to give greater support to Africa as a continent with vast potential, despite a recent regional health crisis and from time to time political instability in a few countries.

Alain Taïeb, chairman of the AGS Group, whose company aims to have branches in every single African country by the end of 2016, believes a skewed perception of Africa is still keeping much investment away. And new enterprises would be able to greatly contribute by – and benefit from – having a presence on the African continent.

‘Don’t forget that Africa comprises 54 countries, and you certainly don’t have

problems of any significance in 48 countries where we have a presence, or all 54 nations at once,’ he told FIDI Focus.

‘When you watch television you sometimes get the impression that Africa is always in crisis, but this is grossly misleading...on TV there will be news about Africa, because it is vast and diverse, but somehow the media like to portray the sensational rather than the good news.’

Although the perception of “constant crisis”, whether due to the recent ebola outbreak, civil wars, political unrest or corruption, is keeping certain companies away; Alain Taïeb believes that multinational corporations have now

realised Africa’s potential. Africa is the second largest continent spanning more than 30 million km², it is a leading mineral supplier with key growth markets and is home to a dynamic, young, population.

Some countries may be unstable, but the situation is constantly changing, says the AGS chairman, who was himself born in Africa.

While the “Arab Spring” saw huge upheaval in northern African countries like Egypt and Tunisia, these nations had generally been stable for decades before. And following the unrest due to the civil war of recent years, the Ivory Coast is now ‘back on track’, says Alain Taïeb.

He added: ‘This continent will have two billion inhabitants by 2050, the middle class is growing, as in China, meaning more wealth, and we are not even talking about the natural resources of Africa.

‘People are starting to become more educated, there are people who have the will to live well; you can see Africa is continuing to change and develop in a positive energetic way every day.

‘This is why we have our Africa 54 project – to have a solid, physical presence in every African nation, a project which all our staff believe in.’

Three celebratory events are being planned for Johannesburg, South Africa, London and Paris in October 2016, after AGS Movers achieves its target of spanning the entire continent.

Guests will include key corporate clients, partners from the industry and diplomatic staff from various countries. The intention is to send a positive message to encourage more entrepreneurs to back Africa.

‘A family business in the moving industry will have done it. This is also an invitation to many other businesses to do the same,’ says Alain Taïeb.

■ A full interview with Alain Taïeb will be in April's FIDI Focus



For more information on AGS' Africa 54 project, please visit www.agsmovers.com/africa54

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