



# Square Strategy

Seize business opportunities and secure your assets

## Africa, the new investment continent

### SQUARE STRATEGY

Strategy consulting company supporting international clients' decision-making processes and operational strategies implementation on emerging markets.

### PARTNERSHIPS

Square Strategy develops partnerships with international and local experts all around the world to support its international operations.

### PROJECT SUPPORT

Market and risks analysis, Power Mapping, identification and vetting of local partners, influence leveraging through our local networks, strategic recommendations and support for projects implementation.



### AFRICAN GROWTH AND BUSINESS OPPORTUNITIES

Africa is rich in opportunities and potential. It is home to some of the world's fastest growing economies. Also, with 70% of its population under 35, Africa will enjoy an extraordinary demographic dividend as their energy and talents drive economic growth and development.

The IMF is even predicting that no continent will grow more strongly over the coming years.

### POLITICAL PROGRESS

With Governments across Africa working to improve the business climate, there has never been a better time to invest. Africa continues to become more open and democratic. Of course, the quality of many African democracies needs improvement, nevertheless the move toward democracy is well embedded.

### SECTORS

Africa is becoming an increasingly attractive hub for foreign investors in light of various economic, political and social reforms, resulting in a much improved business environment conducive for foreign direct investment in sectors including: food, construction, energy, mining, telecommunications, education, consumer goods and transport.

### SQUARE STRATEGY IN AFRICA

International strategy, security engineering and social media strategy.

