

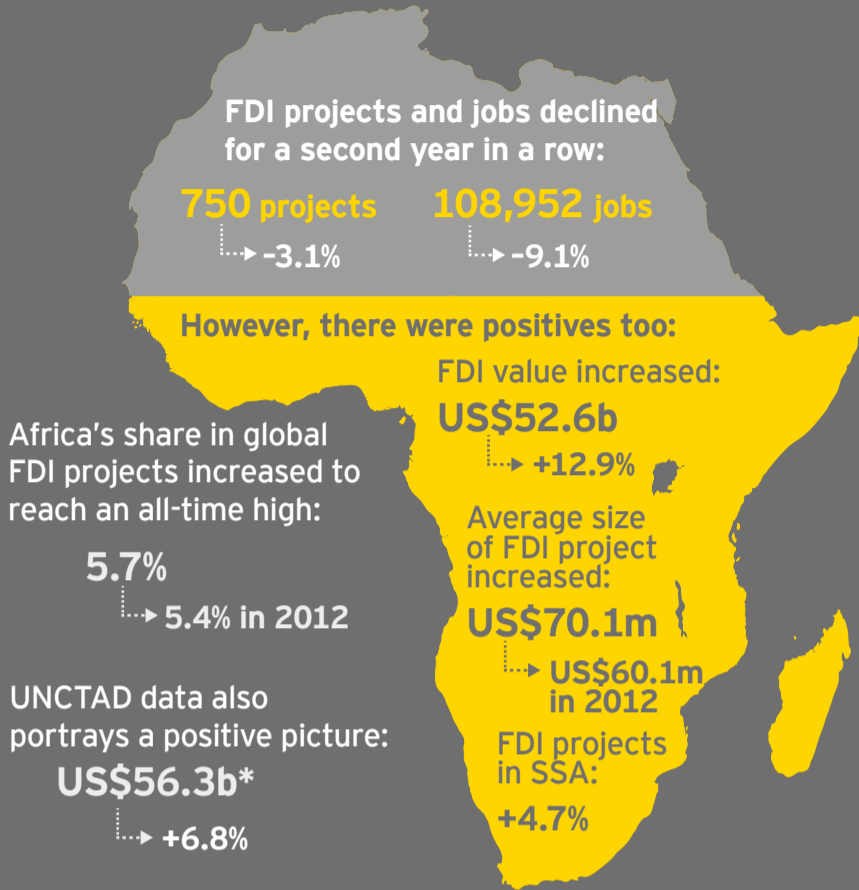
# EY's 2014 Africa attractiveness survey

## Executing growth



### FDI in Africa today

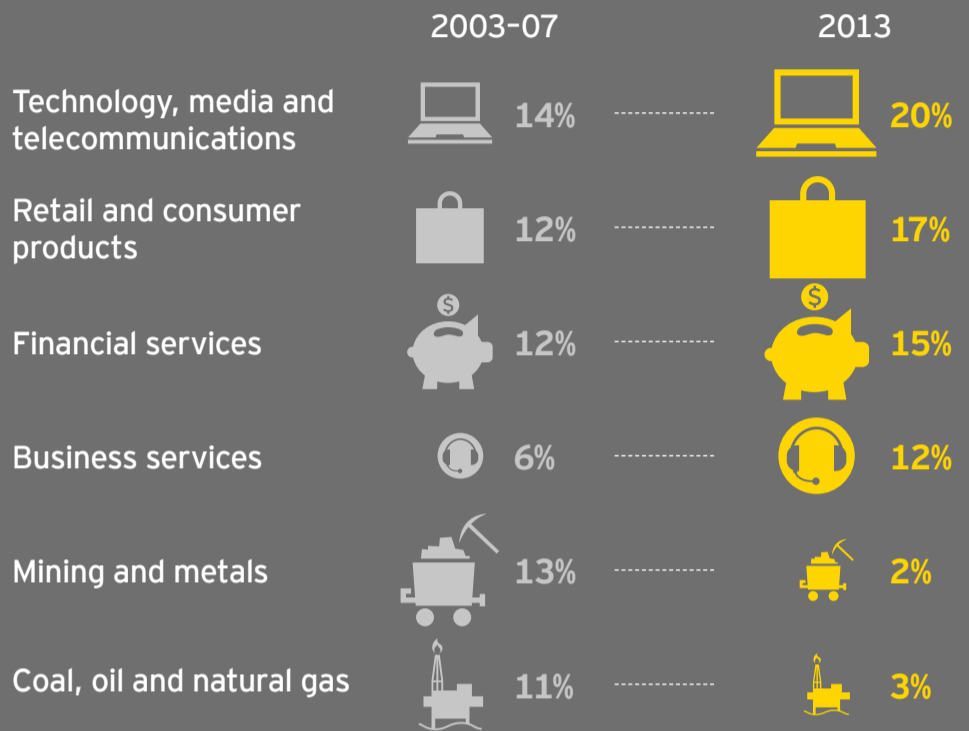
FDI in 2013: a mixed picture



Source: fDi Intelligence.  
\* UNCTAD.

### Consumer-facing industries rise in prominence

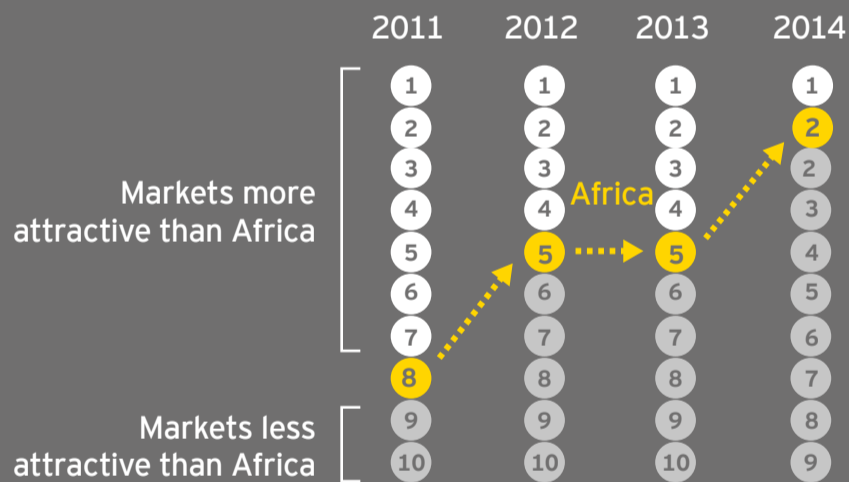
Share of extractive sectors in FDI projects in Africa hit an all-time low in 2013



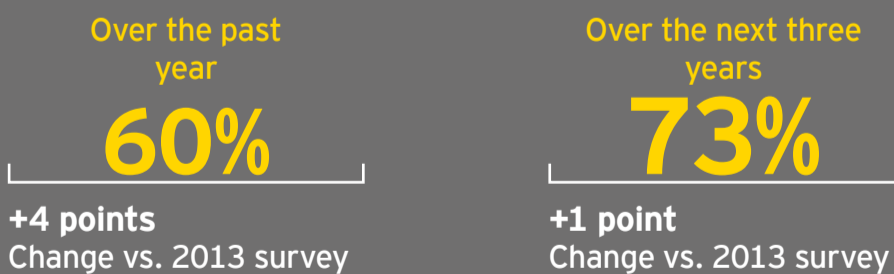
Source: fDi Intelligence.

### Steadily moving ahead

Improvement in Africa's relative attractiveness



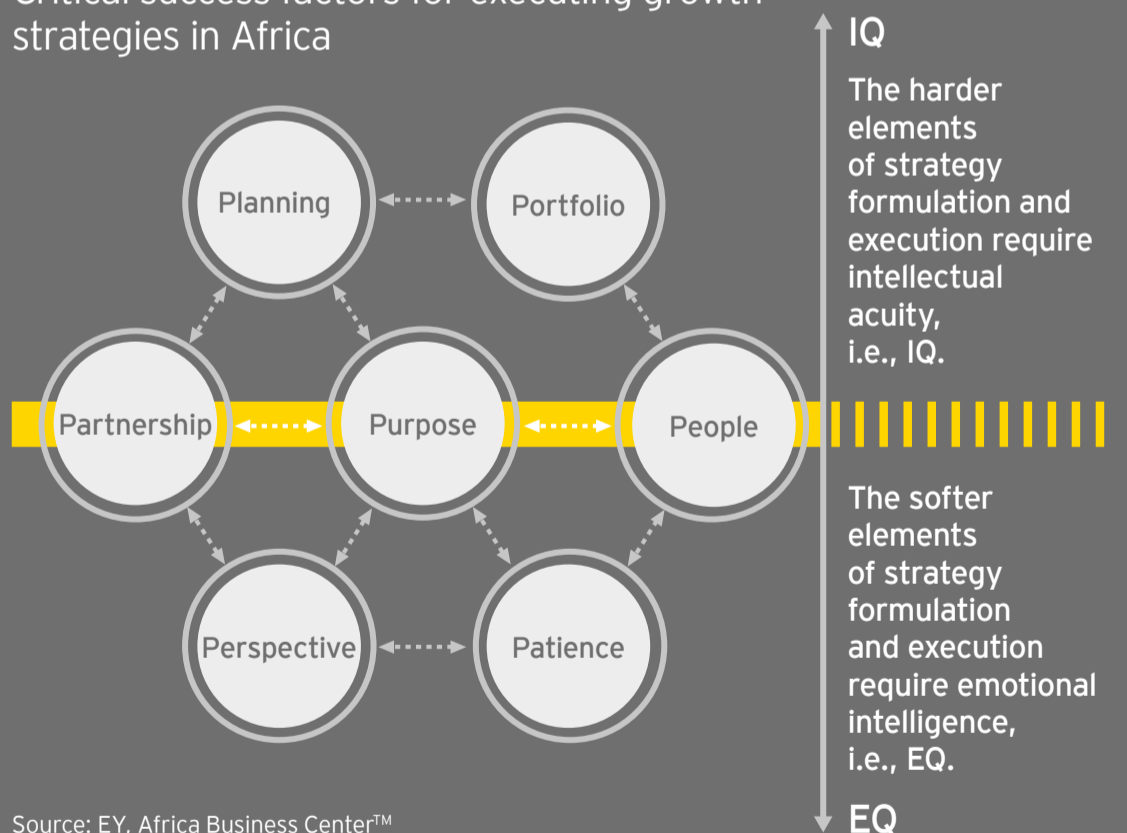
Respondents citing an improvement in Africa's attractiveness as a place to do business



Source: EY's 2014 Africa attractiveness survey (Total respondents: 503).

### EY's 7-P model

Critical success factors for executing growth strategies in Africa



Source: EY, Africa Business Center™

### Perception gap remains

A stark perception gap between investors must be tackled



Source: EY's 2014 Africa attractiveness survey (Total respondents: 503).

**Learn more about opportunities in Africa**

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