# Table of Contents

Foreword ........................................................................................................................................ viii

Preface ........................................................................................................................................ x

Acknowledgment ...................................................................................................................... xiv

Introduction ................................................................................................................................... xvi

Chapter 1
Africa ............................................................................................................................................. 1
1. Africa Defined .......................................................................................................................... 1
2. African Trade and Co-Operation .......................................................................................... 7
3. A Manager’s Note ................................................................................................................. 9

Chapter 2
The Perspectives of African History .......................................................................................... 11
1. Introduction .......................................................................................................................... 11
2. The Slave Trade Period ......................................................................................................... 12
3. The Colonial Period .............................................................................................................. 18
4. The Independence and Immediately Post Independence Period ..................................... 23
5. The Structural Adjustments and Governance Changes Period ...................................... 29
6. The Manager’s Note ............................................................................................................. 36

Chapter 3
Africa in the Global Economy ................................................................................................. 43
2. Africa in the Global Economy .............................................................................................. 49
3. Africa in Global Competitiveness ....................................................................................... 53
Chapter 4
The Rising and Compelling Imperatives to do Business in Africa
1. Why Look into Africa for Business Opportunities?
2. The Theory of the Purchasing Power Parity

Chapter 5
The African Regional Integration and Trading Blocs
1. International Trade Theory and Perspectives as a Basis for Regional Integration in Africa
2. The Potential and Need for Regional Integration and Trade in Africa
3. Schemes and Levels of Regional Integration Process
4. Major World Regional Integrations and Trading Blocs
5. Advantages and Disadvantages of Regional Integration and Trading Blocs
6. Regional Integration in Africa and African Regional Trading Blocs

Chapter 6
Doing Business in Africa and African Business Opportunities
1. Doing Business in Africa
2. Enabling Business Opportunities in Africa
3. Legal Framework and Institutional Support when Doing Business between the USA and Africa
5. Cost of Doing Business in Africa
6. National Literacy Levels and IT Literacy
7. World Trade Organization (WTO) Membership
8. Reforms and Ease of Doing Business Rankings
9. Multilateral and Bilateral Debt Write Offs and Credit Ratings of African Economies
10. Links to China and India
11. Africa-Asia Trade
12. Specific Business Opportunities and Investments in Africa
13. African Countries Classified in Terms of their Economic Performance, Ease of Doing Business, and Business Opportunities

Chapter 7
A Strategic Model for Entering African Markets
1. Introduction
2. Basic Company Orientations in Choosing an Entry Strategy
3. Site and Foreign Markets Evaluation Criterion
### Chapter 10
**Overcoming the Challenges of Doing Business in Africa**

1. Introduction
2. Effective Leadership and Governance in the African Environment
3. Reformed Institutions and Economic Freedoms
4. Increasing Competitiveness in the African Economies
5. Economic Growth
6. International Trade
7. Private Sector Growth
8. Shared Growth Strategies
9. Strategies for Poverty Eradication in Africa
10. Imperatives in Health and Education Improvements
11. Developing Indigenous Companies in Africa
12. The Importance of Investing in Knowledge, Skills, and Innovation by African Countries
14. Elimination of Horizontal Inequalities
15. Role of the International Community
17. Performance Contracts
18. Role of the African Media in Changing the African Image
19. Role of the African Union (AU)
20. Learning from Indian and Chinese Experiences

### Chapter 11
**Summary and Conclusion**

1. Summary
2. Conclusion

### Compilation of References

### About the Author