

WHERE TO INVEST IN AFRICA 2021

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TOPS THE LIST OF WHERE TO INVEST IN AFRICA

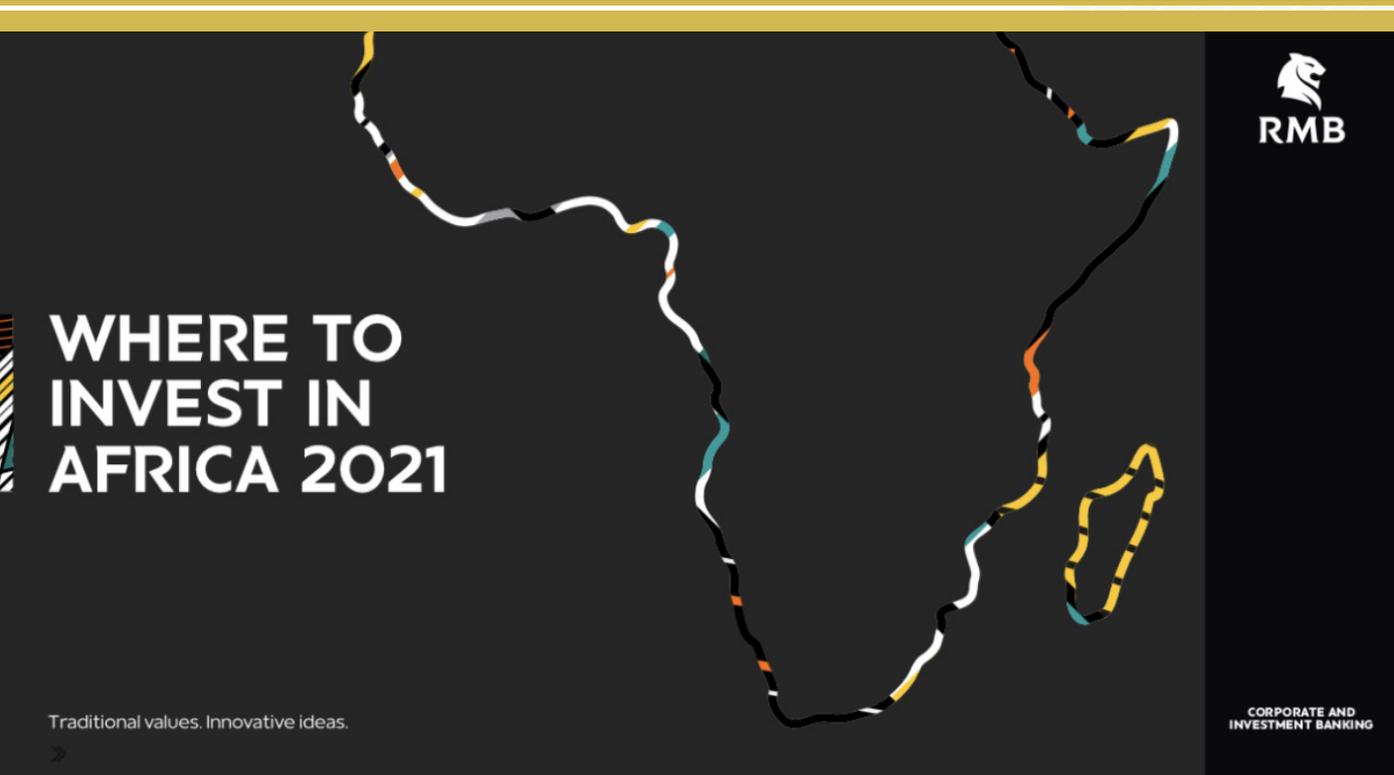


Egypt's location at the northeast corner of Africa bordering the Mediterranean Sea has made it a cultural and trading center, and in the face of social and political uncertainties slowing foreign investment, Egypt has made great strides improving the living conditions for its people, and helping ease financial pressures over the past few years; addressing the country's unemployment, poverty, income disparity and illiteracy issues.

This upgrade, and the achievements led by President Abdel Fatah al-Sisi to facilitate the procedures and measures of establishing projects, have successfully managed to put Egypt at the top of the "Where to Invest in Africa" report by RMB.



WHERE TO INVEST IN AFRICA 2021



Issued annually by Rand Merchant Bank (RMB), a leading African corporate and investment bank and part of one of the largest financial services groups in Africa, The report “Where to Invest in Africa” offers expert analysis and in-depth research to unpack what this means for Africa and investing on the continent.

The report takes into account several factors, where the ranking is based on countries’ operating environments.

RMB’s Where to Invest in Africa 2021 report positions Egypt as Africa’s top investment destination, with Morocco following and South Africa in third place.



COVID-19 TAKEN INTO ACCOUNT

The impact COVID-19 had on the RMB methodology in assessing investment attractiveness comes under the spotlight in this year's report.

“a new world called for a new approach to the publication. Where previous reports positively projected Africa's prospects, COVID-19 compelled the team to adapt their methodology.”

The pandemic ushered a new world and a new approach to this year's list, including a new set of rankings that incorporated some of the unavoidable COVID-19-induced challenges.

While Egypt's economy was hard hit by the pandemic, it was also one of the first to bounce back to a path of growth. This, owing to the swift measures it introduced and the fact that it had been on a stronger footing at the outbreak of COVID-19, helped Egypt maintain its apex spot with an improved business sector.





EGYPT'S RANKING ACCOMPLISHMENTS

Egypt has successfully managed to maintain the first place since 2018, moving up from 6th place, before the start of President Al Sisi's presidency in 2014.

One of the key tenets for its development are the efforts that have been made to support small and medium enterprises through monetary policy reform. This would support the country's efforts as it continues its expansion into sectors such as information technology.

Egypt is accomplishing giant national projects in the infrastructure domain and took measures for luring foreign investments in addition to the establishment of more than 20 new smart cities simultaneously and the industrial zones alongside the Suez Canal Economic Zone.

Egypt's attractiveness to foreign investments is obvious, with the consensus of international institutions, and the optimistic expectations that it will continue to increase in the coming years, thanks to the economic reform that continues to reap its fruits despite the repercussions of the Coronavirus crisis.



THANK YOU !