

British African Business Association

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African Trade and Investment Guide

Just Media Publications in conjunction with, and with the authorisation of, the British African Business Association, is launching a comprehensive guide to trade and investment in the countries of sub-Saharan Africa.

The British African Business Association, based in London, is the voice of two regional associations, The West Africa Business Association/ Southern Africa Business Forum and the Eastern Africa Association which together have over 500 companies in membership.

The purpose of the guide is to highlight the huge potential and increasing attractiveness of many African economies. Paradoxically most of these countries are not suffering from the financial crisis that has hit the developed world partly because they have kept in place traditional banking practices and discipline even though these were often accompanied by other important economic and pro-business reforms. This is now helping to mitigate the effects of the global economic down-turn from which they are of course not immune.

The guide, which will be published later in the year, will be distributed to some 25,000 opinion formers in business and in government around the world.

We hope that you will wish to ensure that your company features prominently in this prestigious publication. For full details on advertising and on editorial articles please see the enclosed documents from Just Media Publications.

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