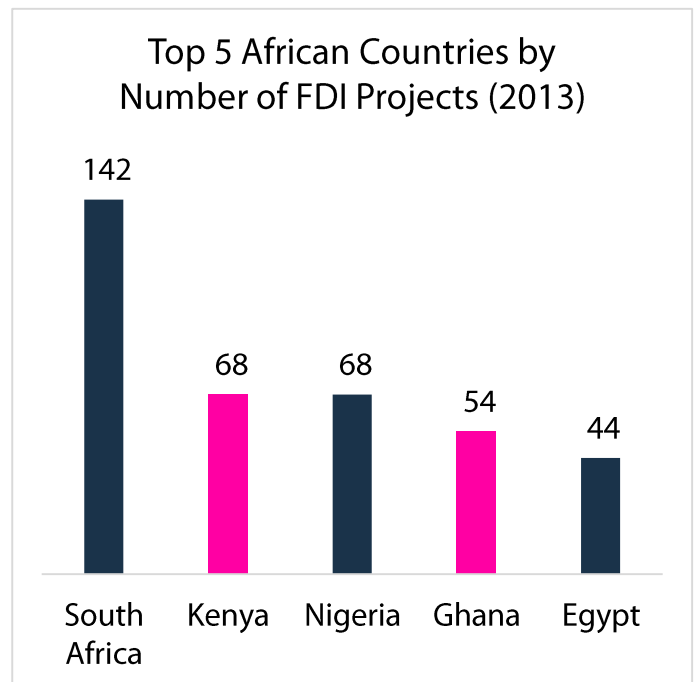


# Africa is perceived as the second most attractive region for investment in the world

Ernst & Young says Africa’s perceived attractiveness as an investment destination has improved greatly over the past decade, moving from the third-from-last position in 2011 to the second-most attractive investment destination in the world in 2014 – second only to North America. The 2013 total Foreign Direct Investment (FDI) into Africa was valued at US\$52.6 billion, which is a 13% increment from 2012 and constitutes 5.7% of all global FDI projects, up from 3.6% in 2003.



23% of all FDI in Africa is from other African countries (Intra-African Investment) and it is second only to Western Europe as a source for FDI on the continent. It is also the second-largest source of job creation on the continent. South Africa is the most active intra-African investor, followed by Kenya and Nigeria. At regional level, Sub-Saharan Africa was the dominant overall FDI destination with 621 FDI projects in 2013 as opposed to North Africa’s 129.

