

Kenya offers a gateway to East African boom

The East African economy is on the brink of a new era of opportunities, growth and development. There is growing investor confidence in a better performing economy, with the Kenya Investment Authority data showing new investments of US\$68 million in the second quarter of 2013 compared with \$58.8 million in Q1.



The Kenyan capital, Nairobi.

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The African Development Bank says the economy grew by 5.2% in the first quarter, compared with 3.9% in the same quarter last year, with a projected growth of 6% in 2013, driven mainly by increased investments and increased tourism and exports.

The World Bank recently raised its economic outlook for sub-Saharan Africa for the next 12 months, predicting that the region will grow by more than 5% because of strong domestic demand and higher production of commodities. This adds to the International Monetary Fund's prediction that growth rates for emerging economies will be higher than in advanced economies.

Beyond Africa Logistics Consultants, which has its head office in South Africa and established its Kenyan branch in January 2013, provides logistical solutions to those wanting to enter this vibrant market.

Michelle du Toit, director of operations, says, "Our target industries are the very ones that are driving the expected growth of Africa in the 21st century - food & beverage; mining; drilling & exploring; power & water; engineering & construction; agriculture; pharmaceuticals and telecommunications.

"Having serviced Kenya and now Tanzania, Burundi, Rwanda, Uganda, DRC and the South Sudan by road, we are able to offer the complete logistics solution from air or sea destinations across Africa.

"Our local presence, expertise and hands-on knowledge take away the challenges of entering new areas and, by continuously introducing new ways to improve our systems and processes; we improve our customers' experiences."

Beyond Africa Logistics Consultants Develop aims to establish collaborative relationships with customers and suppliers to improve communications and efficiency in the overall management of trade flow logistics from supplier to purchaser, using air, road, sea or rail options.

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