

# Africa Business App launched by KPMG

A new Africa Business App has been launched by the KPMG Global Africa Practice. It will provide businesses and investors with seamless access to the very latest Africa information about doing business across the continent.



"With the KPMG Africa Business App, we are not just delivering the most up-to-date information on country profiles, fiscal information and keen insights into operating in some of these countries - we are providing businesses with a unique, highly interactive and bespoke user experience," explained Bryan Leith, COO of KPMG Africa.

Through the application, users will have access to content that includes the latest African country profiles with the most recent country information - everything from fiscal guides to business climate and more - and at no additional charge for utilising the app beyond their service providers data charges.

Users will also have full access to KPMG's insights into doing business in Africa - from latest surveys and reports across industries. What's more, the firm has included a unique and first to market service via this app. Appropriately named and trademarked, the KPMG ClientTalk™ functionality gives users easy access to the firm's subject experts across markets and sectors by providing quick links as to who to contact at the firm should users have any questions or are looking for advice about investing, expanding or entering the continent.

## Official news aggregator

Additionally, [osargenews.com](http://osargenews.com) has been brought on board as the official news aggregator - providing up-to-date news and stories from across each region, as well as pan-African and global news of relevance to Africa and as the news breaks. Founder of osargenews.com, Morell Maison, said: "Accessibility of news is paramount to decision making. Our news aggregation saves time and ensures the most relevant news is available to decision makers and visitors to Africa, when it's needed. Our aim has always been to facilitate the flow of information, not just within pan-Africa, but pan-diaspora. And this partnership with KPMG aligns perfectly with our strategy and philosophy."

"Africa is a complex and diverse continent, but it is also home to many companies that boast remarkable talent, a great track record and a more-than-promising future. Naturally, investors from elsewhere would like to partner with them and share in their growth potential. Within our Global Africa Practice, we find ourselves devoting an ever-increasing amount of time and resources to 'matchmaking' - introducing investors to suitable African partners - and in roughly 90% of cases a successful 'marriage' results. The waters can be difficult to navigate, but we are committed to helping clients and potential clients capture business opportunities available in the African market, understand the landscape and mitigate the risks - and the app is just another channel that allows us to do exactly that," concluded Seyi Bickersteth, Chairman, KPMG Africa.

The KPMG Africa Business App is available for download on the [Apple iStore](#) and the [Google Play Store](#) (for android and IOS devices).

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