

ANGOLA 2015

ECONOMIC DIVERSIFICATION REMAINS THE COUNTRY'S MAJOR CHALLENGE AS ANGOLA TURNS 40 ON NOVEMBER 11th



Photo: FIL Tubos



People who do...

- preparation
- constructions
- subsea
- offshore
- contracts
- drilling
- piping
- welding
- painting
- inspection
- energy...
- better.**

grupoepalmo.com

Simplifying Angola.

Portugal - Porto & Lisboa (+351) 229 773 650 • epalmo@grupoepalmo.com
Angola - Luanda (+244) 222 325 393 • epalmo.angola@grupoepalmo.com

INDUSTRY & MANUFACTURING

FORTY YEARS AFTER GAINING INDEPENDENCE ANGOLA'S INDUSTRY IS MAKING A COMEBACK



Just in time for its 40th anniversary as an independent nation, Angola is making progress towards its long-term goal of diversifying the economy as the world price of petroleum, the country's main source of foreign exchange and economic driver, is dropping.

But make no mistake - the oil and gas industry will still be the main source of income for many years to come.

However, those riches which propelled Angola's ambitious development of infrastructure, mining, fishing, agriculture, education, housing, tourism and government services spawned other industries which are now coming to the fore.

Helped by government incentives aimed at fostering sectors outside the oil and gas industries, most of these businesses are continuing to prosper, despite the troubles from the drop in petroleum income.

Demand from Dams

One such company in Angola experiencing steady business is Maxam CPEA, the local division of the Spanish explosives maker MAXAM, which supplies many of the country's largest infrastructure projects.

Its biggest client is the Lauca hydroelectric dam, located 350 kilometres from the capital Luanda, which when completed will provide more than 2,000 megawatts to the national grid, boosting the country's power

generation to light cities, towns and villages and run industries. Budgeted at \$4 billion, the dam is scheduled to begin operations in 2016.

"At Lauca, we are providing our Rioflex bulk explosives which are manufactured in two phases: the matrix is produced at our Luanda facilities and then sensitised at the blast front," explains General Manager Carlos H. Silva Aguincha.

"That way it can travel safely and not pose a danger to anyone on the way or on site until it is ready to be used. At Lauca, we are working with the latest technology, German equipment and fully Angolan staff and engineers.

"In addition to our work at Lauca, there are several more dam projects in the planning stages but it is still unsure if the oil price situation will affect those," he says.

Maxam CPEA was founded 11 years ago through a strategic alliance with an existing Angolan company and today serves the country's extensive mining, quarrying and infrastructure companies.

Along with Angola, within Africa Maxam has manufacturing facilities in South Africa, Mali, Cameroon, Ghana and Ivory Coast. Globally, the Spain-based company is the third largest in the world in blasting products and services.

On Angola's 40th anniversary as an independent country, the general manager stresses the nation's potential and provides some insight into how it could progress even further by expanding its non-oil foreign exchange earners.

"There is oil and some diamonds, but Angola has a huge primary sector with cotton, sisal, coffee, corn, rice and fish that could be developed. And then there is also light industry," he points out.

"And Angola has great mining potential, practically all known minerals and main ones like copper, gold and iron. We are prepared to participate in these endeavours as Maxam has the technical and human resources."

"Our only problem, and it affects other companies as well, is access to foreign currency from the national bank because of the fall in the oil price so we have to rely on commercial banks."

According to the executive, the company is enjoying around the same level of demand for its products and services as last year and he notes that other big ticket government projects like highways, refineries and others will need Maxam's explosives.

Bullish on Angola, the multinational is betting on the country's future by training



- ✕ Explosives
- ✕ Initiation systems
- ✕ Clay shooting and hunting cartridges

MAXAM CPEA produces and commercializes civil explosives and hunting cartridges for a huge variety of applications. Our full line of products, allow mines, quarries, and other civil works operations to obtain the best results in the extraction of raw materials that once processed, become part of everyday elements in our lives.





FILIPE NUNES
GENERAL DIRECTOR OF CERÂMICA INDUSTRIAL E COMERCIAL S.A.

“THE ANGOLAN ECONOMY HAS ITS PEAKS AND VALLEYS, IT’S LIKE A MOUNTAIN RANGE”

Angolans who constitute 100 per cent of the 90-strong work force and most of whom are young.

“We pay above average and we understand that we have to pay for those who do a good job. We pay our taxes, are major contributors to the state and fortunately we have a sustained economic and financial stake in this country.”

Improved Connections

Regarding the current fall off in demand for his company’s principal product, bricks, CIC - Cerâmica Industrial e Comercial S.A. -General Director Filipe Nunes notes that such ups and downs are normal in Angola.

“The country’s economy is like a mountain range – it has its peaks and valleys and has been volatile since independence 40 years ago,” he says.

“And as far as the government efforts to diversify economic activity, this is not something which can be carried out in two or three years. It will take decades.”

Based in Luanda, Cerâmica Industrial e Comercial S.A. was founded in 2007 to supply building materials to the construction industry which was then just beginning the boom years with government and private sector projects for everything from schools and clinics to affordable housing.

As the largest ceramic brick producer in the country, CIC has been instrumental in contributing to these projects and the



general director expects the company will continue in that role despite the apparently temporary downturn in business.

“We did very well last year but now we’re experiencing around a 40 per cent drop in demand,” Nunes explains. “Construction is at a standstill.

“However, we did note an upturn in business over this summer and a gradual improvement so maybe this year will turn out better than we had expected.”

Nunes says a real recovery could take place in 2016 which he describes as potentially “an excellent year.”

“There is much work to do from the National Development Plan approved by President José Eduardo dos Santos so the commitment by the government to, for example, build many thousands of housing units, is real.”

Another major infrastructure project is the government’s plans to link every one of the nation’s 18 provinces with a state-of-the-art network of highways

“This will bring an incredible improvement to the economy as Angola is a very large country and it will help spur business development and trade in all the regions.

“And as far as our company is concerned, our average time transporting bricks from our production centre in Luanda will be cut

by more than half, from 10 or 12 hours to four or five hours, saving not just time but also fuel and manpower costs,” Nunes predicts.

Another government success, he says, has been boosting electrical power output, enabling his company and other heavy energy users to cut their reliance on diesel or gas powered generators, thereby reducing their energy bills by up to a third.

“Since independence 40 years ago, the government has made great strides in things like attracting foreign investment and creating jobs,” the general director says, although like other business people he does complain about the difficulties regarding access to foreign exchange.

“I hope that things will continue to improve as it is well known that Angola has a lot to offer and its government and citizens are eager to see the country stakes its right place in the world.”

Business Culture

Also feeling the effects of the woes impacting the petroleum sector and government spending is the Ponto Um Group which publishes text books and is involved in advertising.

“Our textbooks are supplied to the Ministry of Education and so we have seen a

decrease in the quantities of the textbooks ordered by the government,” says company Finance Director João Mouta Liz.

“But I think this is a temporary situation with the world economy in a somewhat fragile moment which I believe will recover very soon. We have to remember that Angola has many high quality companies and it is a very competitive and dynamic market.”

Ponto Um Group is a case in point. It began back in 1992 as a small photo and photocopy store and now operates out of an industrial park, employing around 140 people.

Its annual turnover is some \$10 million.

The advertising division is one of Angola’s biggest and concentrates on outdoor billboards promoting the everyday consumer products aimed at Angola’s burgeoning middle class.

The Group established the country’s first outdoor advertising company in 1993, which operates throughout the capital and the provinces.

Beginning with standard billboards, the firm now offers the latest state-of-the-art, outdoor display structures such as three-sided, rotating signs, large format ads for building exteriors and others.

Outdoor advertising is particularly effective in Africa where there is heavy vehicular and pedestrian traffic along city roads and rural highways. The Group also offers consumer product advertising solutions in small shops, supermarkets, restaurants and other businesses.

Its clients include advertising agencies handling such multinational brands as Sages and Cristal beer, Ballantine’s whiskey, Oreo biscuits and Hawtai automobiles.

According to Mouta Liz, foreign inves-



LURDES SILVA

CEO OF
FIL TUBOS
ANGOLA

“THE ECONOMY REQUIRES FURTHER DIVERSIFICATION TO KICK ITS RELIANCE ON OIL”

tors considering setting up in Angola should have lots of patience.

“You have to be very calm,” he says. “One has to remember that this is not a European country and it has a completely different culture, people and customs. You have to be patient and determined and that way you can achieve your goals.”

“When oil prices rebound, the economy will return to stability and companies will have learned to be more efficient and effective, bringing further opportunities.”

Enriching Experience

Also looking forward to a full recovery is Lurdes Silva, the president of Fil Tubos Angola, part of Portugal’s Fersil Group, which has been turning out plastic pipes, tubing, fittings and accessories for construction use for more than 35 years.

“We’re looking for a slight improvement late this year because the second half of the year is always better for business in Africa,” she explains.

“This is because budgets are approved and the effects through government spending begin to be felt in the later months of the year.

Silva says that demand was up over the summer compared to the first half of 2015 and a real improvement will be noticeable by 2017 with sales gradually rising by then.

Fil Tubos Angola is headquartered in Luanda with an additional presence in Viana, Huambo, Lobito and Lubango, supplying the country with its plastic pipe and tubing needs.

Products include pipes of a wide range of sizes for waste water, rainwater, hot and cold water, sanitation, water supply, gaseous fuels, electrical cable protection, telecommunications and optic fibre.

Fil Tubos also manufactures agricultural and garden irrigation an drainage pipes and tubing and all from its specialised factory using the latest technology for design, development, production and quality control.

The company was the first manufacturer in Africa to employ co-extrusion that enable it to turn out high quality, high strength and easily installed products economically.

This technique is particularly valuable in manufacturing double wall and corrugated pipes for sewer systems and those buried underground for electrical cables and other sensitive uses.

Despite the temporary fall in demand as the construction industry contracts, the CEO says the company continues to produce, relying on its stock of raw materials so

Rua Rainha Ginga, nº 80 - 3º Andar
Luan da - ANGOLA
T: (+244) 912 774 269 / (244) 222 396 895

FIL
TUBOS ANGOLA

www.fil-angola.com

CONSTRUIMOS UM FUTURO MELHOR.
BUILDING A BETTER FUTURE.

as to have enough product on hand when economic conditions improve.

Like other executives in Angola, Silva urges the government to address several problems currently affecting business and trade.

“I would like to see further liberalization of the banking system as it needs to be more agile and industry cannot have the kind of restraints currently in practice. Plus, credit insurance needs to be improved to guarantee that companies are paid for what they sell.

“Also, there has to be a larger commitment to developing human resources and most of all, the economy requires further diversification to kick its reliance on oil and develop more industry,” she argues.

“Working in Angola is a very enriching experience, not only on a personal level but also on a human level,” she concludes. “There are new opportunities, new challenges and the ability to help make things better for others.

Positive Outlook

“We just have to continue giving Angola a chance.”

IMEX Indústria, based near the capital Luanda, is one company which has embraced diversification in its manufacturing line, turning out both construction sector products and consumer goods.

Founded in 2002 as a mattress manufacturer under the brand name Smartflex, the company is now a producer of a wide range of polyethylene products with industrial, government and private applications under the Hipo brand name.

“We started with the manufacturing of foam mattresses in old plants which we rented in Luanda, then started producing plastic tanks for water and opened a branch in Lobito,” explains general manager Ramzi El-Houchaimi.

“In 2009, the market began to grow and we decided to make this huge investment in modern machinery with the latest technology,



gy, enabling us to other areas of the country.”

With a staff of around 200 local Angolans and 25 ex-pat staff, IMEX Industria had an annual turnover of some \$17 million before the plunge in oil prices affected sales.

Smartflex is now one of Angola’s leading spring and foam mattress brands while Hipo is a major supplier to government and private sector customers with its moulded plastic special tanks for water, chemical and diesel fuel tanks, septic sumps, pallets, waste containers and road dividers and traffic cones.

And Hipo’s polyvinyl chloride (PVC) and high-density polyethylene (HDPE) piping systems for sanitation, potable water supply, chemicals and corrosives, key to the country’s booming construction industry, are also driving the company’s growth.

Sales remains strong for IMEX’s construction products despite competition from abroad and the executive says that demand fell when the building sector slowed.

“Our outlook is positive but the manufacturing process is not always easy,” El-Houchaimi explains.

“A reliable supply of electrical power,

sufficient water and efficient transport are vital to this industry and there could be improvements in all of those, a task which the government is now undertaking.

“However, we still see no obstacle to developing our brands through expanding our line of products as there is still a lot of room to grow in, for example, the PVC pipe sector. And there are some interesting opportunities in the mattress sector. But everything needs time and money.”

Introducing new products while maintaining IMEX’s sterling reputation and creating jobs are the CEO’s main goals.

He stresses the fact that Angola is a great place for foreign investors who know how to make the right moves and take the correct attitude before setting up shop.

“Investors should come to Angola and study the markets as there are a lot of opportunities. The government is keen to help industry and we see evidence of those efforts more and more.

“There is a bright future here for foreign companies that know exactly what they are doing with their product in their particular market,” El-Houchaimi says.



CONSTRUCTION

AFTER TWELVE YEARS OF RAPID GROWTH ANGOLAN COMPANIES GET READY TO ADAPT TO LEANER TIMES



After years of incredible growth, Angola's construction sector is taking a breather, slowing down as the fall in petroleum prices impact both government spending and private endeavours.

Ministers are taking a second look at highway and road construction as the revenue belt tightens, other mega-projects are being curtailed or placed on hold and private sector operators in the construction industry are maintaining a wait-and-see attitude.

But some analysts say this could be a good thing. The sector has expanded by double digits since 2010, posing some problems in obtaining credit, while bringing in significant foreign investment for the industry.

Indeed, in these last twelve years Angola has created Africa's second-biggest number of construction-related jobs at foreign-owned or linked companies, only after South Africa.

And those in the industry argue that the downturn will give the sector a chance to consolidate, weed out the weaker companies and help the survivors to become leaner and fitter for the expected rebound.

Expatriates Still Needed

"We haven't lost any customers and our market remains the same," says Mario Fonseca, the general director of Trêsglobal Lda, a Portuguese-run, Luanda-based construction, architectural and engineering firm which is also involved in carpentry, remodelling, air conditioning and power, water and sewage systems.

"All we have noticed was a drop in orders. After the impact of the oil price plunge, the country did not stop. The pace slowed but Angola moves ahead, just with less work."

According to the executive, the company will see a decline in orders this year of around 25 percent as Trêsglobal has traditionally focused more on private sector clients and not on the big-ticket, publicly-funded civil engineering projects which are being scaled back.

Its work in Angola, where it began operations in 2006, has included apartment blocks, banks, shops and suburban housing developments. It is also active in Portugal and recently opened operations in Mozambique.

With the slowdown in public works, many construction firms are turning their attention to private projects, increasing the competition for companies like Trêsglobal and offering much reduced prices.

"Angola has gone through crises before and I hope that this time the recovery arrives fairly quickly," he says. "Unlike many companies, we have tried to keep on all our employees, both expatriates and Angolan nationals, who wish to remain and only lost three workers who had problems with currency transfers."

Foreign currency exchange headaches are Fonseca's chief complaint, saying that his company and others have problems paying foreign suppliers, delaying work that relies on materials from abroad.

His other main concern is easing visa

procedures for expatriates who want to work in Angola.

"I'm Angolan but I recognize that I have to bring in expatriates in order to train the locals. Of course, the government doesn't need to allow in more stonemasons and the like but rather educated foreigners like engineers or section heads.

"Addressing this problem will send a clear message to potential investors that Angola is a serious country and needs people who want to invest and create jobs, not just come here and sell goods and services."

"These investors would create wealth for the country and help make it less dependent on oil exports. We need to invest especially in areas like agriculture and industry," he argues.

African Promise

Mota-Engil is another Portuguese construction and related services company with wide experience in Angola and Africa in general. Gilberto Rodrigues, the CEO of Mota-Engil Africa, notes that this past year has been particularly interesting.

"2015 has been a year of challenges and not only for Angola. But even in this more difficult and cyclical framework, we've been able to find solutions to carry on with our activities," he says. "Our latest paving project on the outskirts of Luanda, for example, shows that the work continues despite the spending restraints due to the economic situation."

Founded in 1946, Mota-Engil grew quickly, and along with construction is now in-

Dundo-Lucapa Road - Angola

Africa is a natural market for the Mota-Engil Group given its presence in the continent for more than 6 decades. As Mota-Engil Africa, we develop an extensive range of activities in areas such as engineering and construction, environment, logistics, energy, transportation, concessions and mining.

MOTA-ENGIL AFRICA
The African Solution for Africa's Challenges

www.africa.mota-engil.com

MOTA-ENGIL AFRICA

ANGOLA
MALAWI
MOZAMBIQUE
CAPE VERDE
SAO TOME & PRINCIPE
ZAMBIA
ZIMBABWE
SOUTH AFRICA
GHANA
GUINEA
ERITREA



GILBERTO RODRIGUES

CEO OF
MOTA-ENGIL
AFRICA

“ANGOLA IS AN IMPORTANT PLAYER IN AFRICA, AS IT IS THE THIRD LARGEST ECONOMY”

involved in engineering, environment and services, transport concessions, mining, tourism and industry.

Most of its activities are carried out in the 22 countries where it has operations in Europe, Africa and Latin America.

Mota-Engil's construction branches works on such projects as airports, ports, highways and railways, as well as public and commercial buildings, offices, factories and agricultural facilities.

Along with Angola, in Africa the company is present in Malawi, Mozambique, Uganda, Ghana, Zimbabwe, Zambia, South Africa, Cape Verde, Sao Tome and Principe and Rwanda.

“We adopted a strategy in 2012 to expand into Africa and now with 11 countries we are looking to add a few more for a total of 15. Our plan here is to find the right balance amongst the markets so the political and economic cycles of individual countries don't have a big impact on the company,” Rodrigues explains.

“In this way when a crisis hits a commodity in which one country relies for most of its revenue, we'll be protected as we'll also be working in another country where the economy is doing well.”

The CEO maintains that Africa gets a bad rap in the international media and the reality of the continent has little to do with the general perception. Africa, he argues, is a land of promise for its people with rich potential.

“Africa is a continent on the rise now and

in the future, a continent of opportunities. It's taking definite steps towards development, society is becoming more integrated and its economy is beginning to be more diverse.

“Imminent challenges include issues like population growth but it is a place where investments can be safely made. Really, there is a big difference between the reality on the ground and the misconception of what Africa is all about,” he says.

And in many ways, Angola is a perfect example of Africa's striving to embrace the future.

“It is a very modern and sophisticated country which is thriving, growing and diversifying. It is a very important player on the continent and has the region's third-largest economy, as well as peace and prosperity.”

Financial Solidity

Also bullish on Angola despite the current challenges is Helder Araújo, the general manager of Casais Angola, the local operation of the Portuguese construction, engineering, industrial, real estate and environmental services giant Grupo Casais.

“The oil price situation clearly forced the government to take structured policy measures in order to protect the interests of the country and this had obvious consequences for public and private development,” he says.

“We had some difficulties with some contracts being cancelled but others were signed. We're confident because we've been in Angola already for six years and we experienced similar problems in the crisis of 2008 and 2009.”

Araújo points to foreign currency access as one of the main concerns for the business community in Angola, which proves, he says, that companies operating here must be strong and able to weather the vagaries of doing business there.

“This has demonstrated that the company must financial capacity with a medium and long-term perspective, along with the



HELDER ARAÚJO

GENERAL
MANAGER OF
CASAIS
ANGOLA

“STRUCTURED AND HEALTHY COMPANIES THAT KNOW THE MARKET CAN ENDURE THE CRISIS”

ability to handle such situations.

“Companies that are structured, which know the market, which are economically healthy can endure this crisis,” he says.

Grupo Casais has extensive international experience. It first branched out of its home Portuguese market in 1994 when the company began operations in Germany and is now active in Belgium, Gibraltar, the Netherlands, France, Brazil, Morocco, Mozambique, Cape Verde, Algeria and Qatar.

Locally, its construction division has built supermarkets, condominium complexes, schools, shopping centers, apartment buildings, hotels and a range of other structures.

As Angola celebrates the 40th anniversary of independence, Araújo praises the country's achievement in establishing social and political stability.

“But,” he cautions, “the country has a huge challenge ahead, to industrialise and diversify the economy away from oil to gradually reduce imports. This is vital.”

OLYMPIC GRUPO

General Trade, Industry and Construction

Rua 21 de Janeiro s/n, Bairro Morro Bento, Luanda | ANGOLA

+244 924 11 11 00
info@Olympic-Grupo.com
www.Olympic-Grupo.com

f i n t OlympicGrupo



Hedging its Bets

Angola, and Africa in general, has been profitable for the Novo Modelo Europa & Afri-lindo Group based in Braga, Portugal, which manufactures carpentry, iron and aluminium products for the construction industry

The group's products are used in a wide range of building projects including housing complexes, hospitals, schools, cinemas, warehouses, churches and hotels.

Like other Portuguese firms, the group turned to foreign markets when business dried up because of the deep economic crisis in its home market.

"It was very difficult for us when the economy turned bad and we were affected," recalls group president Manuel Correia. "Many businesses closed and did not pay us so we almost ran out of money. It forced us to go overseas and this has been very positive."

The president describes the Angolan market as "still growing very much." Business, he adds, "is going very well there and the Angolan government pays on time as do our private clients there."

"Our only problem in Angola is moving foreign currency into and out of the country. They are also delays in payments."

Novo Modelo Europa is also exploring opportunities in another former Portuguese



MANUEL CORREIA

PRESIDENT OF
NOVO MODELO
EUROPA &
AFRILINDO

"WE WERE ONE OF THE FEW PORTUGUESE COMPANIES HIRING LOCALLY IN 2014"

colony, Mozambique, although the executive says company needs to better identify its potential market there.

"They say there is a lot of work but I went

there and did not see as many possibilities as everyone was talking about. However, I was mostly in the capital, Maputo, and so I didn't see what was going on in the rest of the country.

"Another African market which is very interesting to us, has a bright future and lot of money is Algeria," Correia says.

"And now we are noticing that there is some recovery in the domestic Portuguese market but very little so we are studying the broader European market and are now doing a lot of business in France and Switzerland, and trying to open up Croatia and Corsica."

Correia credits the success of the group to its employees, most of whom were trained by the company with some working there for

 <p>Novo Modelo Europa, S.A. Carpintaria Serralharia</p>   <p>CARPENTRY METALWORKING IRON ALUMINIUM STAINLESS STEEL</p>	 <p>Afri-Lindo Lda Engenharia e Construção</p>  <p>CIVIL CONSTRUCTION CARPENTRY METALWORKING IRON ALUMINIUM STAINLESS STEEL</p>
<p>www.nmeuropa.pt</p>  <p>PORTUGAL Av. S. Tiago de Priscos - Priscos 4705-557 Braga PORTUGAL T: +351 253 305 580 E-mail: geral@nmeuropa.pt</p>	 <p>ANGOLA Pólo de Desenvolvimento Industrial da Catumbela (PDIC), 2ª Fase Luongo Catumbela - Benguela - ANGOLA T: +244 933 529 844 / 926 350 106 E-mail: geral@afri-lindo.co.ao</p>
 <p>SUIÇA Novo Modelo Europa, S.A. / Succursale de Nyon Serrurerie Metal / Aluminium Charpente Mobilier Bois / Menuiserie Int. / Ext. Route de Saint-Cergue 24, 1260 Nyon E-mail: carlos.couto@nmeuropa.pt / T: (0041) 0787414635</p>	 <p>FRANÇA Novo Modelo France 7 Cité des Fleurs / 75017 Paris, FRANCE E-mail: geral@nmeuropa.pt paulo.costa@nmeuropa.pt T: (0033) 603307698</p>



**JOSÉ ARSÉNIO
MANUEL**

CHAIRMAN OF
UNIPREV GROUP &
N'YANGO YETU

“50,000 HOMES IS A HUGE PROJECT, AND WE HAVE FIVE YEARS TO COMPLETE THEM”

many years. “We must be one of the few Portuguese businesses here that hired people in 2014 as most of the companies were letting people go.”

But, he cautions, people trained to the appropriate technical level are hard to find in Portugal as so many have left the country in search of work abroad.

“What I have learned from all of this is that you should never throw in the towel no matter how bad things get. We faced the problems of the crisis and came out on top. Also, you need team work and a good leader and those two elements are key for any business to succeed.”

All in This Together

One of the biggest construction schemes currently underway in Angola and one which will directly benefit the people is the N'jango Yetu housing cooperative, a multi-billion-dollar project to provide 50,000 homes around the country for Angolan military personnel and their families.

“It’s a huge project and we’ve given ourselves five years to complete it,” explains José Arsénio Manuel the chairman of the board of Uniprev Group which is the main contractor.

“Our housing units, of medium and high cost, are intended for all ranks of the Angolan Armed Forces and are to be financed by a Spanish company. Right now, we are carrying out the architectural designs, legalising the land purchases and licensing the various support projects.”

The total investment is forecast to be between \$2 billion and \$3 billion, with the initial investment of around 20 to 30 percent with the rest financed through sales of the homes.

Individual mortgages will be on offer with buyers in their twenties paying for their homes over 30 years and buyers in their forties taking on 20-year payment plans.

The Uniprev Group has long experience in such endeavours, having built the Jardim de Rosas residential complex in Luanda, a gated development with single homes, semi-detached residences and townhouses, luxury

apartments, shopping area, clinics, schools and public areas.

Similar projects spearheaded by the group include the Parque de Acácias, Tempo-21 and Tulipa Negra residential developments, which have helped the country alleviate its housing crisis with demand fuelled by rising incomes and an emerging middle class.

“In Angola, only 20 percent of the population live in decent homes so this is our contribution to President José Eduardo Dos Santos’ policy on building 1 million decent housing units which means homes with water and electricity and the usual basic for a comfortable life,” the director goes on to add “Our whole concept is property development with assured maximum quality”

Uniprev began in a nine-square-metre room in the chairman’s small house in Luanda and now boasts a 1,200-square-metre office. It started as a housing cooperative because purchasing power was low and that was one key to Uniprev’s early success.

“Our private sector housing units are good quality at a good price and while they are more expensive than those built and sold by the state, they are within reach of those Angolans who enjoy an average purchasing power,” he says.

Arsénio Manuel sees the current challenges from the oil price crisis as temporary and predicts that the real estate business in Angola will still be a winner over the next 20 years.

“Now we are in a crisis, but in a few months things will improve and our work will go on.”

“The name of this project, N’jango Yetu, is an expression used throughout the country and means ‘Our Home’. This reflects the feeling among Angolans that we are all in this together,” the chairman explains.

“We use our strength and the will of all the citizens to achieve our goals of creating a standard of living so everyone can enjoy everything that life has to offer.”

Largo Tristão da Cunha nº 10/11 Caixa Postal 2430
Luanda - Angola

Tel: +244 222 392 344 / 222 332 889
Fax: +244 222 330 747
equador@netangola.com /
equador@netcabo.co.ao

Uniprev GROUP

PROMOTORA DE PROJECTOS DE DESENVOLVIMENTO URBANÍSTICO

Tulipa NEGRA
JARDIM DE ROSAS
Parque das Acácias
ESPLendor DAS ACÁCIAS RESIDENCE
Bela Vista RESIDENCE LUANDA

(+244) 222 949 334 214
geral@uniprevgroup.com
Estrada Circular Benfica-Viana, Distrito Residencial de Camama
Luanda - Angola
(+244) 2612 23 008 | 927 848 019 | 927 848 020
Bairro Lucrecia, Avenida Silva Carvalho, S/N
Lubango - Angola

SERVICE SECTOR

IN THE FORTY YEARS SINCE ANGOLA'S INDEPENDENCE THE SERVICE INDUSTRY HAS TURNED INTO A THRIVING ECONOMIC SECTOR

With income from the oil-based economy, government mega-projects, a rising middle class and foreign companies rushing in to serve Angola's growing needs, the country's service industry has never had it so good, even in these times of lower spending because of the recent decline in petroleum prices.

As oil and gas income fuels business spending, it is still filtering down to many of Angola's 19 million people, boosting such sectors as transport, information technology, tourism, construction and industrial consulting and consumer goods.

Getting Ready

But in the current situation, everyone has been forced to adapt to the new economic reality such as the company Seatrade which provides maritime transport mainly to the oil & gas industry.

"We've had to focus more on domestic business within the country as we've seen some drop off in activity," says president José Manuel Ferreira. "But as everyone knows, the business world is made up of ups and downs and our export operations are still healthy."

Seatrade works closely with Sonangol, Angola's state-owned oil giant responsible for the exploration, production, refining, transportation and marketing of the country's hydrocarbons.

And while large budget cuts put into place by Sonangol have impacted on his

company, Ferreira says it has managed to carry on and remain financially healthy by reducing costs, making operations cheaper, streamlining and boosting efficiency.

Running a company which relies so heavily on the oil sector, the president is fully aware that the days of \$100 a barrel are probably over and warns that the government should move now to make the economy less dependent on petroleum earnings.

"This oil crisis was predictable and we have to prepare ourselves for prices over the next five years or so of around \$40 to \$50 per barrel and that will not be good for Angola.



JOSÉ MANUEL FERREIRA

PRESIDENT OF SEATRADE

"WE HAVE HAD TO FOCUS ON THE DOMESTIC SHIPPING BUSINESS WITHIN ANGOLA"

"So we have to get ready over the next four or five or seven years or we risk suffering severe financial problems which could become a constant," he cautions.

One of his key suggestions is for the government to double down on its efforts to diversify the economy away from hydrocarbons which so far have not been enough. Ferreira cites the mining and financial sectors as needing further development.

"I also believe that we have an immense job ahead of us in the services industry and legislation impacting that sector has to be less restrictive. Politically, we need more and smarter parties to act as a counter balance which would make the country more democratic."



VIRENDRA CARсандÁS

CEO OF MULTIÁFRICA

"WE HAVE ACHIEVED SOCIAL, ECONOMIC, EDUCATIONAL & HEALTH GOALS IN 40 YEARS"

Strong Confidence

One company, Multiáfrica, has carved out a unique niche in the consumer goods market with its offerings of a wide range of food and liquor baskets for special occasions such as the Christmas holidays, and has recently moved into the real estate sector.

"Angola is undergoing an unfortunate situation at the time, but we can put up with it as it is only a passing phase," says Multiáfrica CEO Virendra Carsandás. "And it is not only Angola, but worldwide."

Also active in restaurants and hotels, Multiáfrica moved into food distribution in 2007 and now markets its high-end food and liquor baskets featuring such renowned brands as Johnny Walker, Grant's, J&B, Martini Rosso, Gordons, Nestlé, Milka, Milaneza, Sagres and others.

And taking pride of place in the baskets are examples of some of Portugal's leading red, white and rosé wines, along with other traditional products from that country such as cured ham, sausage, tuna, olive oil, cheese and baked goods.

"There has been a hitch in the supplies from some of our importers, but we are able to continue this important product line



ENGCONSULT
ENGINEERING, CONSULTING & BUSINESS

ENGINEERING /
CONSULTING & ENVIRONMENT

www.engconsult-ao.com



imexindustria.com
info@imextrade.co.ao

Our brands:





Estrada de Catete, km 38 - Luanda - Angola
Tel. +244 923 596 121 | +244 914 442 266

Zona Industrial - Huambo - Angola
T. +244 993 152 672 | +244 937 175 971

Zona Industrial - Catumbela - Angola
T. +244 939 159 020 | +244 914 836 986



thanks to the stocks we have on hand," the executive explains.

"So all of our projects we launched still remain on track, including our plans for the housing development even though it may be delayed until next year."

Carsandás argues that confidence remains strong among members of the Angolan business community and all are sure of a full recovery of the economy.

"Globally, this country is very strong economically as our leaders have done a lot of hard and excellent work for the good of Angola and its people," he continues.

"After 40 years of independence, we have stability in all the important areas – the economy, the social situation, health and education. The government is making a great effort which is not always immediately apparent but eventually we'll see the results."

After working almost two decades in Angola, Carsandás says he has faith in the country's future. His only complaint is that more attention needs to be paid to developing the country's huge potential in human resources.

"Lots of Angolans are training in many industries and we are seeing good results. But the government needs to be more lenient regarding allowing in foreigners to assist that training effort and I think we're

moving in the right direction on that."

Pleasant Surprises

Human resource development and training is just one of the services on offer from MersaGroup, the new name for MS Projects & Solutions which has been at the forefront of Angola's high-tech industry for many years.

"We're in a transition phase and we decided to carry out that transition gradually, following the model of the same group divisions but under a different structure and a different name," explains CEO Shahid Merali.

"Our IT division, MersaTec, and Megatronica, which handles IT Infra-Structure and business management software, expected some fall off in business because of the oil price situation but in fact it was just the opposite as there has been real growth in both."

The group's other divisions are MersaPro, which provides protection against lightning strikes and other electrical phenomenon; MersaDis, which distributes technological equipment; and human resources and training division MersaDev.

The latter is the group's newest division and was established when executives noticed a gap in the human resources and recruitment consultancy sector in Angola. MersaDev staff work closely with clients to determine their exact requirements and design custom-made training programs.

"We discuss with company executives what they believe they need regarding the programs, then study it very carefully to see what is really needed and develop the course 'made to measure'," Merali says.

In its recruitment efforts, MersaDev's staff focuses primarily on Angolan nationals with job seekers undergoing at least three interviews and several testing phases to make sure they are the perfect match for clients.

"We've been pleasantly surprised at the reaction from the business community. There has been a lull due to the economic situation but there has been a lot of interest and the



SHAHID MERALI

CEO OF MERSAGROUP

"NEWCOMERS WILL NEED TO OFFER SOMETHING CREATIVE AND UNIQUE TO THE MARKET"

potential for this endeavour is certainly there."

MersaGroup's executives have been mildly disappointed with MersaPro's growth, and MersaDis has strong sales one month, but weaker sales the next. But there signs of a brighter future with several business prospects lining up.

Concerning prospects this year for the entire group, the CEO says he expects growth of around 25 percent over 2014.

"The Angolan market is difficult to predict as it has its ups and downs," he cautions. "It has become a very competitive environment which requires people to be more creative and come up with new or distinctive offerings in the service sector."

"We saw the same thing during the crisis of 2008, although this time around it is stronger."

Merali argues that although the country is going through a rough patch, indicators suggest that things will improve as the economy makes adjustments and begins to stabilize.

"This year and the next will be critical and we just have to endure. Now, the Angolan market forces you to think in a more professional manner and those companies for which simple trade was their business model have to improve their management, cut costs and make better use of their resources," he says.

The CEO expands on this advice for those companies wanting to set up in Angola. "This is probably not the best time to come here but if they do want to jump in, they will need to offer something unique and creative for their particular market."

Information & Communications Technologies Solutions
Lightning & Surge Protection Systems
Technology Equipment Distribution
Training, Consultancy & HR Development
Business Software Solutions



MERSAGROUP
TECNOLOGIA AO SERVIÇO DA EFICIÊNCIA E DA PRODUTIVIDADE
WWW.MERSAGROUP.CO.AO



 **MERSATEC**
 **MERSAPRO**
 **MERSADIS**
 **MERSADEV**



Address Rua Nossa Senhora da Muxima, 59 - 4. Andar | Luanda | Angola Phone +244 222 441 040 Mobile +244 932 398 020 | +244 912 398 020 Email info@mersagroup.co.ao

Private Focus

Engineering and consulting firm Engconsult has largely escaped the fallout from the oil situation by redirecting its business towards the private sector, although general manager Cláudio Francisco says there has been some impact.

"We are not immune to the drop in petroleum prices but starting last year we began focusing on the private market in our sector and worked to develop contacts, come up with a new management policy and establish new priorities," he recalls.

"Consequently, we were not so exposed to the drop in public sector works funding and that means we are not laying off workers or cutting salaries like so many other companies involved directly or indirectly in construction and engineering."

Betting on the private sector seems to have worked. The second half of this year has brought a bump in business to Engconsult's four divisions: inspection, projects, consulting and environment.

Its inspection division provides construction management and supervision such as tender preparation, project coordination, license monitoring, plans and documents review, rules and regulations compliance and budget estimate, cost control and invoicing verification, among other services.

Traffic, mobility and public transport studies are just some of the more than thirty types of services carried out by its project division along with electricity, gas, water, lighting and drainage infrastructure planning, as well as topography and land measurement work.

Engconsult's consulting services are based on the Integrated Project Delivery methodology which integrates people, systems, structures and business practices in collaborative process and covers feasibility and investment analysis, as well as market research and process and legal analysis, whi-



le the company's environment division offers environmental impact assessment, consulting, auditing, inspections, waste management planning and consulting on workplace health and safety.

"At the moment," the general manager says, "we are in the initial stages of working on more tourism-related projects, along with others in the agriculture and agro-business sectors. These are right now just in the development stage, transferring ideas from plans on paper to practice."

Francisco lauds Angola's progress over the past 40 years since independence, especially the stability that has allowed investors, both foreign and domestic, to put their money into developing the country.

"But we still have the challenge which all newly-independent democracies face such as a lack of management experience which can sometimes lead to obstacles, such as decentralization."

The general manager sees Angola's future as a major hub for the entire Southern African region with its ports and railways linking the Atlantic Ocean with its landlocked neighbors and he believes that potential investors should take note now of such great opportunities.

"There are opportunities now and things could be more difficult within two or three years. They need to move fast."

Portuguese Know-How

New companies coming into the country inevitably need to hire top-notch management and technical staff, which is the main activity of Epalmo Angola, the local division of Portugal's Grupo Epalmo which besides human resources management and training is also active in outsourcing and industrial management.

"We haven't been directly affected by recent events and in fact there has been a moderate level of growth," says Grupo Epalmo general manager Paulo Santos. "There was a good reduction by some of our clients, measures to boost efficiency and demand optimization for systems and services, but no direct impact on us."

In addition, Epalmo Angola's main client base is the petroleum industry, which despite the decline in the price of its product, is still the country's principal industrial sector which the entire economy relies on.

Santos notes that the group's presence in Europe helps balance reliance on its operations in Angola, arguing that while the oil price situation has not been beneficial to producing nations, for petroleum consumers it has helped their economies.

"But just to be on the safe side, we are continuing to position ourselves in new markets particularly in African countries like Mozambique, Congo and even Tanzania where we were already working."

CONNECT YOUR BRAND TO THE MARKET

Publimeios

+244 942 696 010

+244 912 517 775

YOUR OUTDOOR ADVERTISING PARTNER IN ANGOLA FOR 20 YEARS

VISIT US AT WWW.PUBLIMEIOS.COM



"There has been a lot of talk about Mozambique and its oil and gas potential which has triggered a kind of gold rush to the country and it is good to get a foot in the door so one can be in market in two or three years when things might get really interesting," he says.

Santos' only real complaint is what he claims is a lack of support by the Portuguese government for companies like his working abroad and which are employing Portuguese, or in Epalmo's case, matching Portuguese with high-paying jobs overseas.

"We recruit and offer a comprehensive mobility package to our customers for extremely technical professions which are difficult to fill and very well paid," he explains.

"A high percentage of these people pay Portuguese income tax and contribute greatly to the economy. And I'm not talking about financial support from the government, but rather legislation to make our work easier."

Diversification is Key

Another company which is doing business as usual is Equador Group, which along with vehicle rental is involved in freight and petroleum products transport. It recently expanded into the hospitality sector with the opening of a hotel.

"Nothing has really changed for us and

our projects continue. Sure, some of them are not moving along as quickly as we'd like but we're on track for everything in our portfolio," says managing partner António José Branquinho Maia.

"Our hotel, for example, will get finished but it's just taking more time than we planned because the items we're importing are late, and the import situation is also impacting our road transport division."

Also affecting that division is a general slowdown due to a drop in demand linked to the oil price decline. Branquinho says some clients, as a consequence, are asking for price reductions.

"But things are not as bad as we feared when the crisis first began and we are hoping that some new projects on the drawing board will go ahead and make up for any lost business," he explains.

The managing partner predicts that the petroleum transport business will remain healthy as that is Angola's chief industry and he is looking forward to the 200-room hotel opening scheduled for next March.

Like other members of the local business community, Branquinho says the major problems they face are financial, specifically currency conversion and decent interest rates.

"These both affect investment which is



something Angola needs for so many reasons but primarily to ease unemployment. Another challenge we have to address is diversifying the economy and increasing the development of fishing and agriculture.

"In farming, we have two harvests a year whereas in Europe they only have one. Plus, Angola spends billions of dollars a year on importing food which can be grown and produced here. Before independence, remember, we actually exported agricultural products," he says.

Despite these concerns, the managing partner says Angola is a promising investment destination due to its political stability and the government's proven track record on improving the country's prospects and the business-friendly environment.

"This is a country that has everything it takes to develop and enhance the capacity of the Angolan people."

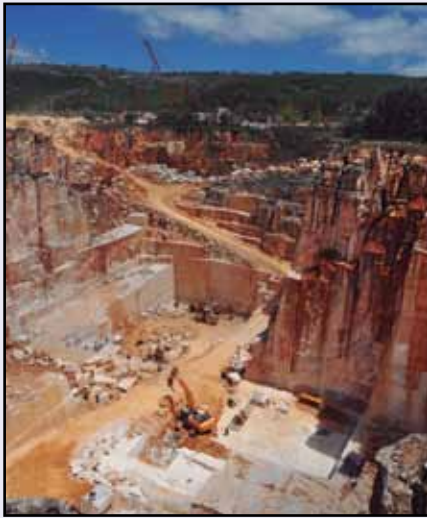
HERE, PEOPLE ARE THE BEGINNING AND THE FUTURE.

At Banco Económico people are at our core, whether they are our staff or our customers. Our experienced teams know our clients, their needs, goals and ambitions. Right from the start we have prepared ourselves to offer you a great future.

For more information, please visit one of our agencies, call [EconomicoDirecto \(+244\) 222 693 610](tel:+244222693610) or browse www.bancoeconomico.ao



**INTERVIEW WITH
FILIPE MIGUEL
GENERAL MANAGER of Marfilpe**



QMP- How did Marfilpe enter the Angolan market?

F.M.- In 2008 we felt the need to expand our activities to other emerging markets, so we entered the Angolan market through the ANIP, the Angolan National Investment Agency. We decided to set up a transformation unit of ornamental stones there, and I must say that, as in all emerging economies, there have been many difficulties in terms of logistics, personnel, etc, yet we have achieved our main objectives.

QMP- Are you entering any other African markets as well?

F.M.- We have done some prospection in Equatorial Guinea, as well as in Mozambique, where we are seriously considering an investment soon. We are also in the process of developing a new project in Brazil related to exporting a variety of ornamental stones from Portugal.

QMP- What are currently the main obstacles that you find in Angola?

F.M.- We are having many difficulties in transferring hard currency to Portugal where we are based. The difficulties regarding the working visas has been a problem for some time now, as bureaucracy is an issue in Africa which delays many decisions.

QMP- Where would you like Marfilpe to be in five years in Angola?

F.M.- I would like to have a running plant working on the very rare White Kp Marble, which is one of the most exquisite white marbles in the world. By then, I would like also to be exporting from Angola to other markets while I cater for the local demand.

**INTERVIEW WITH ARTURO JORGE
ALBERTO GONÇALVES
CEO of Sociedade Mineira do Cuango**

QMP- In the light of low oil prices, is the interest in the mineral sector spiking?

A.N.- I believe so, if you look at the last forty years, the diamond sector in particular has been a net contributor to the state coffers and today it is even more so. Yet for the mineral sector to be developed we need to attract more foreign investment, for which a new Mineral Law is urgently needed. Now a Road Map needs to be laid out to give assurances to these investors that are interested in exploiting the mineral riches of Angola. That Road Map is the consequence of the Mining Plan being set out by the Ministry.

QMP- In terms of the activity of SM do Cuango are the prospects positive?

A.N.- As you know we extract diamonds at the riverbeds of the Calonda river, in the region of Lunda Norte, and we have so far discovered enough economically viable deposits to keep us working for at least the next five years.

QMP- What are the main challenges of working in such a remote region?

A.N.- First and foremost, the human re-



sources. This industry is indeed dependant on skilled technicians on a variety of fields, many of which need to be very experienced engineers. There's currently a deficit in turning out engineers worldwide and that makes difficult for everybody to have the right team in place. We are tackling this problem with a number of policies, the one that I would like to emphasize is the number of scholarships and study grants that we give to young Angolans.

QMP- Do you have any message regarding Angola's 40th anniversary?

F.M.- A 40-year-old country is still a young country, and a developing one. This is a country with a great future ahead and which deserves the trust from investors, and I am fully confident in the future of Angola.

The best and cheapest brick Angola!

C I C
CERÂMICA INDUSTRIAL E COMERCIAL, S.A.

Estrada Luanda/Catete KM 49
Município de Icolo e Bengo
Província de Luanda
Catete - Luanda
+244 913 536 065
+244 913 054 501
geral@cic.co.ao
WWW.CIC.CO.AO

trêsglobal,lda.
construção . arquitetura . engenharia

**Reliability, Responsibility and Competence in
Construction, Architecture and Engineering**

Tresglobal,lda.
Rua da Missão nº 93 1ºE, Luanda, Angola

Tel.: +(244) 222 000 402 / Fax: +(244) 222 38 788 **www.tresglobal.com**

INTERVIEW WITH SANJAY BHASIN
CEO of BANCO ECONÓMICO

Banco Económico's new CEO explains what challenges he has overcome as he leads the transformation of the previously called Banco Espírito Santo Angola, while setting new goals and regaining the trust of their customers, with the sound backing of Angola's premier company, the oil behemoth Sonangol.



QMP- What have been the biggest challenges in taking the reins of Banco Económico, formerly BESA?

S.B.- *The last couple of years have indeed been difficult and very challenging for us. Our main focus has been to make sure that all the players and stakeholders rely on the bank strategy to address the market, starting with a new corporate identity and a new brand positioning.*

QMP- How important was the change in name for achieving this goal?

S.B.- *We are now effectively an Angolan bank and our major shareholder is the Sonangol Group with 39.4% of the stock. We want to convey the message that we are a new bank, focused on the Angolan economy, and for that we needed a new name, new branding and new positioning to our clients. So hence the new name, Banco Económico, is fundamental.*

QMP- How advance is Banco Económico in this transformation?

S.B.- *If we look at a timeline of four to five years, I would say that we have achieved between twenty or twenty-five percent of our objectives. We still have a long way to go, partly because of our recent past, partly because of the vision we want to implement of what an Angolan bank should be.*

QMP- So what kind of bank is Banco Económico trying to be?

S.B.- *Let me share with you how I perceive banking in Angola. The banking sector in Angola is simultaneously developed and underdeveloped. Most banks seem to have the technology, yet there is tremendous untapped*

"WE'VE BEEN PLEASANTLY SURPRISED, ONCE WE HAD CHANGED OUR NAME CUSTOMERS DECIDED IT WAS TIME TO SPEAK AGAIN"

potential in working with the customers. So we are trying to look at both sides, evaluating where we are in the banking industry and where we want to be - a highly competitive Angolan bank.

QMP- To what extent has the recent drop in oil prices changes your objectives and their timing?

S.B.- *The impact of low oil prices has been significant for everybody. When you are building a new brand, customers expect you to deliver an appropriate level of service. The macro-economic conditions which impact dollar availability create an understandable dissatisfaction in our customers that we wish we could prevent, but it is not within our power to do so. In terms of timeline, the effect is likewise making the original timing of our goals longer to achieve.*

QMP- Is the hard currency situation likely to improve in the short term?

S.B.- *I believe it will remain unchanged in the months to come. This economy imports a great part of its inputs, for which it needs dollars, and that is not likely to change in the short term.*

QMP- Is local production picking up to guarantee market supply?

S.B.- *Yes, the government is indeed pushing hard for import substitution, on the other hand entrepreneurs are taking the opportunity to produce more things locally.*

QMP- Has there been a great loss of client base during the transition?

S.B.- *We have been pleasantly surprised. Once we changed the name and the brand image some customers decided it was time to speak to us again. People recognize that there has been a change in management, that we are now a solid and strong bank, which they are willing to relate with. In the next twelve months we have an aggressive plan on three fronts, covering service, branches and products, to address actual and future customers.*

QMP- Has Angola lived up to your expectations from when you worked in the UK?

S.B.- *I found that Angola is a pleasant and safe country with a reasonable ease of doing business. Angola has the opportunity now to jump ahead into the party, leapfrogging old technologies, for instance moving directly into telebanking and other banking products and services.*

Produced by Quality Media Press
www.qmpress.com

CUANGO

SOCIEDADE MINEIRA DO CUANGO LDA

Our Mission: to continuously assure the company's sustainability and profitability at the economic, social and environmental levels, and to contribute to the improvement of the quality of life of our workers and their families, together with the country's development as a whole.

Our Vision: to consolidate our leadership as the company of reference in the riverbed mining and exploration sector in Angola.

Web: mail.smcuango.com / **E-mail:** cuango@smcuango.com

INTERVIEW WITH ALI A. SAFA
CEO of OLYMPIC GROUP

Challenging times bring new and exciting business opportunities, while traditional business can still grow by exceeding customers' needs, explains the dynamic Olympic Grupo's CEO Ali A. Safa



QMP- How has the new economic scenario changed your business?

A.A.S.- Angola is still very much an economic powerhouse in Africa. Despite the fluctuating oil price and consequent challenges which flow, it remains a dynamic and positively challenging environment with enormous entrepreneurial potential.

We at Olympic Grupo remain committed to our customers and the Angolan market as a whole.

One of the primary challenges which has emerged is a shortage of dollar currency. A large number of Angolan enterprises rely on dollars to settle their suppliers' accounts. This year alone has been a particularly cumbersome and costly in that regard. The delay, irregularity and heightened level of inflation surrounding overseas transfers has forced many companies in Angola into a state of crisis.

In our case, however, our sales have steadily increased over the years despite the aforementioned complications. In addition our relationship with our suppliers is very important to us and over the years we have cultivated long and committed relationships with traders and suppliers. Together we have managed to circumnavigate past this temporary hiccup.

QMP- So after this period do you expect to cement your market position?

A.A.S.- Absolutely! As they say the bigger the challenges the bigger the opportunities and the dynamic market environment has allowed Olympic Grupo to continue to polish its business proposition. Our company continues to grow due to two factors, namely: our length of presence in the market, but also by better understanding the market dynamics.

We remain flexible, and committed to continued growth. The keyword here is to "develop". Angola is a developing market and one has to

"ANGOLA ACCEPTS ONLY THE BEST IN EACH SECTOR TO PARTAKE IN ITS SUCCESS"

develop oneself to become more of an improved and efficient business partner to our customers.

QMP- I understand that you are opening new business lines this year?

A.A.S.- Our main business in Angola has always been on the steel side of the construction sector. We are foremost steel industrialists.

This continues to remain the case as we begin increasing our presence and scope in Angola. We continue to strive to become a one-stop-shop where our clients from the construction sector are also able to purchase made-to-measure aluminum, glass, as well as electrical appliances and furniture.

Towards the end of the year we will be exploring opportunities in a new sector catering to the needs of infants and children, a segment that comprises sixty percent of the Angolan population.

We will be providing the best available products for the youth market at our current showroom in Talatona, Luanda. An exciting new development for our company.

QMP- Does the Olympic Group remain committed to Angola?

A.A.S.- I firmly believe that Angola will remain an economical powerhouse in Africa for many more decades to come.

Of particular note, the upcoming 40th Anniversary of the Angolan Independence will act as a symbolic display of the successes and achievements of Angola to date, and will provide an insight into where the country is going.

We hope to contribute and be part of that success story.

QMP- What are in your view the main achievements of 40 years of independence?

A.A.S.- After only 27 years of civil war, Angola has managed to improve its economy to such an impressive extent that it is now comparable to that of South Africa and Nigeria.

Furthermore, Angola has positioned itself in such a way that it can handpick the individuals and companies that are fully committed and can help take the country to its next level of excellence. The market accepts only the best in their sectors, those who have the skills and the resources to partake meaningfully in this success story.

QMP- What do you think Angola will achieve in the next 40 years?

A.A.S.- The next 40 years will see the emergence of a large and healthy middle class which will have increasingly sophisticated consumer demands. This will present further tremendous business opportunities for those willing and capable of satisfying those demands.

Angola will have also diversified into other sectors. There will be continued business opportunities abound as time prevails. Angola has plenty to offer to the world.

There's no limit to Angola's potential. It is an exciting time and I am sure that in the next few years the question will not be "How well has Angola done?" but rather "Can it still get any better?"

As mentioned earlier, we at Olympic Grupo are also looking forward to diversifying our own portfolio in order to satisfy future consumer demands. We have always adopted the attitude that there is opportunity for every difficulty faced. After all we have not been in Angola for just under twenty years for nothing and we look forward to twenty more!

ANGOLA

www.casaisangola.co.ao
casaisangola@casaisangola.co.ao

Promoting the growth and development of Angola since 1999

In Angola, as in several other parts of the world, we are moved by the desire to continue to be a reference of knowledge and solidity in the area of Engineering and Construction.

CASAIS
ANGOLA