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Frontier Markets in Africa – Promising Avenues for the Long Run [Atwood Bailey](#)

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Africa is at the centre of attention when it comes to investment options and financial decisions. It has not traditionally been focussed upon as an attractive alternative to investments, as long as the advanced economies had their growth rates intact and had their returns delivered as promised. However, with tough times ensuing and with recession having had its toll on the rate of growth experienced among the European economies, the time has come for investors to focus on what are called Frontier Markets in Africa. While Africa in general is now being looked upon as the preferred destination of global financial growth and investment, the Frontier Markets in Africa have been picking up steam of late, as they stake their claim at being the second generation of emerging markets to be attracting investments from around the world.

The term “emerging markets”™ has long been used to denote organisations that have the potential to grow far and wide and offer an excellent scope for growth of funds and returns on investment. They essentially represent the opportunity for investors to invest and be part of the emerging economies that have been experiencing and promising exciting growth. Frontier Economies are thought of as being the markets that are relatively smaller in comparison with the emerging economies and tend to be less liquid in comparison. The Frontier Markets in Africa represent eight Sub-Saharan economies in Africa that are fast getting into the emerging market club and are capable of continuing with sustained growth in the long run.

With the global financial meltdown affecting the United States and the European economies the most, there has been a distinct opportunity spotted by savvy investors to focus their investments in the Frontier Markets in Africa, where the potential for growth and sustained returns at attractive rates have been offered by sound fundamentals associated with the region. To put things in perspective, the Frontier Markets in Africa have been featuring growth rates that could well be compared with the high levels of growth of the ASEAN economies in the 1980s™. The growth in the region, reflected in the funds and their appreciation of investments, is made sustainable by the growing consumer base that forms an attractive market for industries from all over the world. A young population and the abundance of natural resources would be other factors that would weigh in on any investment decision made in the promising Frontier Emerging Markets in Africa.

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