



# **GLOBETREND** CONSULTING GROUP

*Alternative Investment Solutions  
Branding & Strategic Communications*



**THE GLOBETREND GROUP IS COMMITTED TO PROVIDE SOLUTIONS THAT SUPPORT THE  
GROWTH OF AFRICAN ECONOMIES AND OFFER ALTERNATIVE ANSWERS TO THE NEEDS OF  
THE AFRICAN FINANCIAL MARKETS**

Seeking the highest alpha in the most unlikely places...AFRICA

The opportunities are outstanding!

## OUR MISSION

Globetrend Consulting Group is the premier consulting firm dedicated to bring alternative investment solutions to the African Capital Markets. Our ultimate goal is to provide unparalleled investment opportunities that offer unmatched returns for our investors by breaking the traditional boundaries into the new investment frontiers.

## OUR BUSINESS UNITS

Globetrend Consulting Group provides the tools that support the African Capital Markets.

We research and discover opportunities for our clients and facilitate the transactions to make investing in Africa a seamless process...

Globetrend Consulting Group operates two separate lines of business that work collaboratively by sharing important information but are yet independent with two distinctive teams of analysts:

**GLOBETREND INVESTMENT & GLOBETREND MEDIA.**

## THE GLOBETREND GROUP APPROACH

Our core philosophy is to support economic growth in Africa and spearhead the development of the African capital markets. We highlight the success stories from Africa by promoting countries that have demonstrated exemplary qualities for economic progress and rewarding companies with a strong business model and a successful operation.

### GLOBETREND INVESTMENT

- Government Projects
- Investor Relations
- Private Equity / Capital Raising
- Financial Risk Consultancy

### GLOBETREND MEDIA

- Positioning and branding strategies
- Strategic communications strategies
- Nation branding consultancy
- Strategic government communications
- Public diplomacy consultancy
- Image and reputation management
- Media representation
- Media and news service consultancy

[www.GlobetrendInvestment.com](http://www.GlobetrendInvestment.com)

[www.GlobetrendMedia.com](http://www.GlobetrendMedia.com)



## ECONOMIC RATIONALE

- Africa's growth acceleration was widespread, with 27 of its 30 largest economies expanding more rapidly after 2000.
- Future economic growth will be supported by Africa's increasing ties to the global economy.
- Today the rate of return on foreign investment in Africa is higher than in any other developing region.
- The rise of the African urban consumers also will fuel long-term growth.

## GLOBETREND GROUP

**We deliver results that focus on well tailored investment solutions based on each client's specific needs.**

**We build government reputation and deliver investor communications that help achieve national programs.**

**The GLOBETREND GROUP is used to refer to the two lines of businesses that we operate under our GLOBETREND BRAND and the broad range of services that we offer to cater to specific clients. Please refer to each business line for details about our activities.**



# GLOBETREND INVESTMENT

*Helping clients achieve unmatched returns with our unparalleled service*

## OUR SERVICES

- Government Projects
- Investor Relations
- Private Equity / Capital Raising
- Financial Risk Consultancy

## OUR SECTORS

- Infrastructure
- Agro-processing
- Mining, Oil & Gas
- Healthcare
- Telecommunications
- Energy/ Renewable Energy
- Real Estate & Land Development
- Retail & Consumer

## What We Do

Our investment policy is flexible regarding geography, industry and stage, enabling opportunity maximization and greater risk diversification. It offers the benefits of top down and bottom-up perspectives.

Globetrend Investment is the answer to the following business needs:

- Government financing of development projects (BOOT, BOT, BOO)
- Understanding the benefits of being a publicly traded company with more access to capital
- Exposure to international investors and institutions which ultimately increase shares' value
- Alternative solutions that offer risk diversification and better returns
- Investment advice and recommendation
- Investor Relations and communications to reach a larger audience
- Help companies achieve investment goals
- Identify, Measure and Manage Risks
- Company restructuring that helps streamline ineffective processes
- We help foreign companies with the listing process on US stock exchanges
- We help governments attract foreign investments and superior know-how

## How We Do It

- Our team understands the African culture and we have roots in the countries we invest in
- Our company has established the relationship you need to conduct successful business operations in Africa
- Our team is independent and well versed with decades of professional experience in Africa, USA and Europe
- Our company has top notch partners and affiliates that add strong value to our work
- Give your company the exposure to thousands of international investors from our network including fund managers, individuals and institutions
- Understanding the movers and laggards of each local economy
- Conduct an exhaustive due diligence on the companies that we recommend
- Our team is dedicated to the needs of our clients that we serve with unparalleled commitment
- We deliver informed, pragmatic and timely advice, through clear, concise and easy to read reports
- Our approach provides investors with clear and focused information to assist them in their investment decisions and future planning

# BRANDING & STRATEGIC COMMUNICATIONS

*We protect the reputation of our clients where it matters the most*

Governments are recognizing the power of branding to increase awareness of their programs and missions. Globetrend Media protects the reputation and promotes the economic programs of our clients. In a globalized economy with scarce resources, competition is fierce and governments need highlights and exposure to attract investments.

## 1. Brand Analysis

Through our partnerships, we offer countries, tools for analyzing how they are perceived by the world and among their peer Africans. Through the brand analysis we can help countries build on their strengths and address their weaknesses with our branding and communications programs.

## 2. Branding and Communications

Once you know the strengths and weaknesses of your brand, we can help you undertake a branding process that will help you achieve your optimal positioning and communicate an attractive set of images and messages to your target audience. Our services include:

- Positioning and branding strategies and programs
- Strategic Communications strategies, plans and campaigns
- Nation branding development and consultancy
- Strategic government communications
- Public diplomacy consultancy
- Image and reputation management
- Media and news service consultancy
- Public Relations

## 3. Conferences

Globetrend Media organizes international conferences on issues that are important to individual countries that we represent. The conferences are designed to bring investors, political and business leaders, policy experts and other interested parties together to exchange ideas and information and develop policy recommendations for governments to support their economic programs.

## 4. Media Representation

Our international presence with offices in USA, Europe and Africa puts Globetrend Media in pole position to negotiate on behalf of our clients and lobby their causes when needed to create international awareness about their programs. Our strategic positioning also allows us to quickly access world media news outlets, newspapers, blogs, radio programs and other media products.

## “LIONS ON THE MOVE: THE PROGRESS AND POTENTIAL OF AFRICAN ECONOMIES”

By McKinsey Global Institute  
(Reference: <http://www.mckinsey.com>)

## “THE IMPACT OF REGIONALISATION IN THE AFRICAN CAPITAL MARKETS SECTOR AND THE MOBILIZATION OF FOREIGN CAPITAL FOR SUSTAINABLE DEVELOPMENT”

By Nicholas Biekpe  
(Reference: <http://www.un.org>)

Key statistical facts and highlights from the McKinsey & Company report: “Lions on the move”

### Today:

- Africa collective GDP was 1.6 trillion and roughly nears that of Brazil or Russia in 2008
- A combined spending of 860 billion in the same year in 2008
- Number of new mobile phone subscribers between 2000 and 2008 has reached 316 million
- Africa has 60% share of the world total amount of uncultivated, arable land
- Number of cities in Africa with a population of more than 1 million each is over 52
- Number of companies in Africa with a minimum of 3 billion in revenue each has surpassed 20

### Tomorrow:

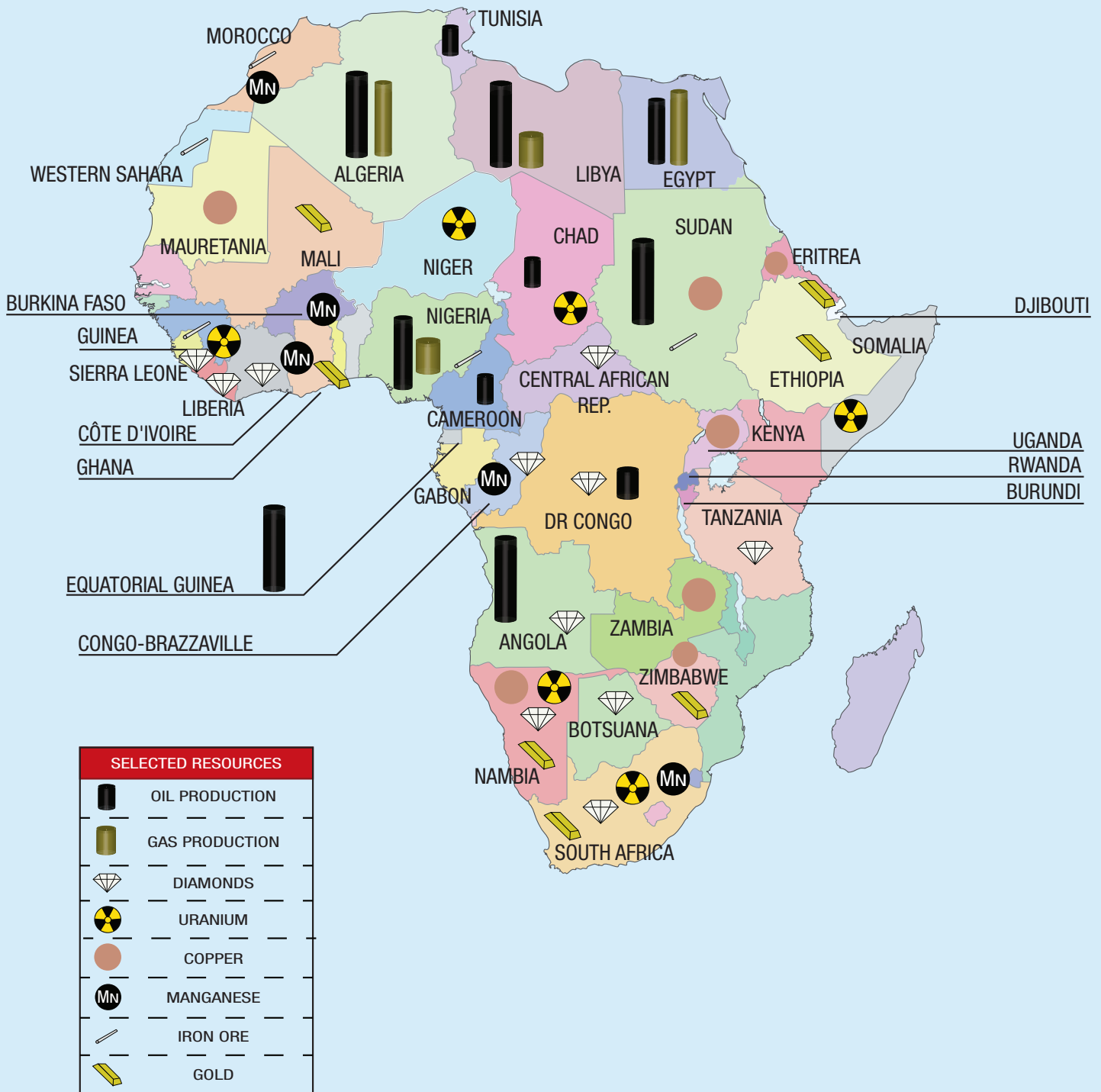
- Collective GDP by 2020 is estimated to be 2.6 trillion
- Consumer spending is projected to reach 1.4 trillion
- The number of Africans of working age by 2040 is estimated to be 1.1 billion
- African households with discretionary income will reach 128 million by 2020
- 50% of Africans will move to major cities by 2030





Africa has an abundance of natural resources but much of them are still undiscovered or barely harnessed

# AFRICA: NATURAL RESOURCES





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