

African Business Successes

Which companies in Africa are the big successes?

There are many big companies which are successful in Africa, like Sasol, MTN Group, Bidcorp and First Rand group. Many companies are in big countries like Nigeria and South Africa.

But there are many successful businesses in West Africa too. In West Africa, Dangote Cements is the biggest company. Anglo Gold Ashanti from Ghana is the second biggest, and Nigerian breweries is the third biggest company in West Africa.

Let's look at successful businesses in Mali and Cote d'Ivoire.

Mali

In Mali the economy is growing strongly and there are many successful companies.

Malitel is a mobile phone company which is very successful. There are 7 million people using the Malitel phone service, with special services for paying people using your phone. It is part of a bigger company, SOTELMA, which is the biggest phone, internet and communications company in Mali.

Africable is a television company. It started in 2004. The company broadcasts TV channels with news from different countries.

ORTM is the national TV and radio company in Mali. The radio start in 1957 and the TV station started in 1983. It has programmes in French but also in Bambara, the local language of Mali.

Produits du Sud is a new and special company in Mali. It started in 2007. It is organised by two Malian businessmen, Amidou Sissako and Charles Ndoeye. It is an agricultural business, and works in the villages. They had a good idea to help poor people in the villages of Mali. Many villages cut down their trees to make space for cattle. But this is bad for the land. And many of the trees contain a special product – gum arabic – which the company can sell. The company helped 300 villages to make a new business, taking gum Arabic from the trees and making it into commercial products.

Mali Air Express is an airline company, but it is very small

Cote d'Ivoire

In Cote d'Ivoire, some of the big successes are Orange and Solibra.

Orange Cote d'Ivoire is a big mobile phone company. It started in 1996 and the CEO at the moment is Mamadou Bamba. The company has a very successful service called Orange Money. You can use your phone to buy things and pay people.

Solibra is a big company in Abidjan, Cote d'Ivoire. Its longer name is the Societe de Limonarderies et Brasseries d'Afrique.

The company started in 1955 and many people work for Solibra.

It makes beer and soft drinks like Youki, Sprite, Coca Cola. It sells bottles of water, with the names Cristaline and Awa, and energy drinks like XXL.

One of the Solibra beers also has the name 'Drogba' – it is the favourite beer of Didier Drogba, the famous footballer.

RTI is the TV and radio station in Cote d'Ivoire. Its long name is Radiodiffusion-Télévision ivoirienne. It started a long time ago in the 1960s. It is growing now – it has 13 broadcasting stations around the country and it is building 14 more. So it will be easier for people to get radio and TV programmes in their homes in Cote d'Ivoire.

New words for this article

1	brewery	company making beer
2	to broadcast	to send TV and radio programmes through the air to people's homes
3	agricultural	working with farmers and the land
4	cattle	cows
5	gum arabic	it comes from inside special trees. It makes food and medicine

Comprehension Questions

- 1 What does Africable do?
- 2 What does Solibra do?
- 3 Who is the owner of Malitel?
- 4 What is Youki?
- 5 What languages does ORTM use in its programmes?

Answers
Reading comprehension questions
 1 It runs a TV company
 2 It makes beer and soft drinks like Youki
 3 SOTELMA is the owner of Malitel
 4 A soft drink
 5 It has programmes in French but also in Bambara