

Going Local – African solutions

Changes in exchange rates and uncertainty in global markets can make it difficult to rely on international brands. As a result, some people are going local. It's a way of making good use of resources that are easy to find.

An example is the locally produced bissap drink, made from hibiscus and water that people drink in Mali and Senegal. This is not the only example. Zabbaan juices, a local company launched in 2016, sells a range of 10 juices.

All of them contain natural local ingredients such as mango, baobab and mint. The drinks are becoming popular among the middle class in Bamako. You can now buy them in many supermarkets.

There are numerous benefits to this change in drink sales. These drinks are often cheaper than imported products, and locals say they are very good quality. Perhaps the best thing is that there are no chemicals in these local drinks. They are made fresh all the time.

The fashion for local drinks has also expanded to beer. Before, this market was dominated by large multinational companies. Now there is an increase in local firms producing local beer and companies such as Solibra in Cote d'Ivoire have added this to their range of drinks. They are looking at providing different options for international visitors and for export. The market looks very promising for the future.

But it is not only the drinks industry that is benefitting. New young businesspeople are coming together locally to solve age-old problems.

An example is crowd-farming. Small farmers come together to invest in development projects and help their farms expand.

In Rwanda people use drones to monitor deforestation and illegal mining. They even use them to transport blood to areas difficult to reach such as conflicts or humanitarian disasters.

It is an exciting time for new businesses in Africa.

New words for this article

Exchange rate	the value between two currencies
To go local	concentrate on local commerce
Middle class	a social group

Comprehension Questions True/False

Indiquez si les expressions suivantes sont vraies (True) ou fausses (False).

1. It is hard to predict global markets
2. People are preferring local initiatives
3. All Zabbaan's drinks contain mango, baobab and mint
4. Imported goods don't cost as much as local ones
5. Beer is produced for the international market

5	False
4	False
3	False
2	True
1	True

Comprehension questions

Answers