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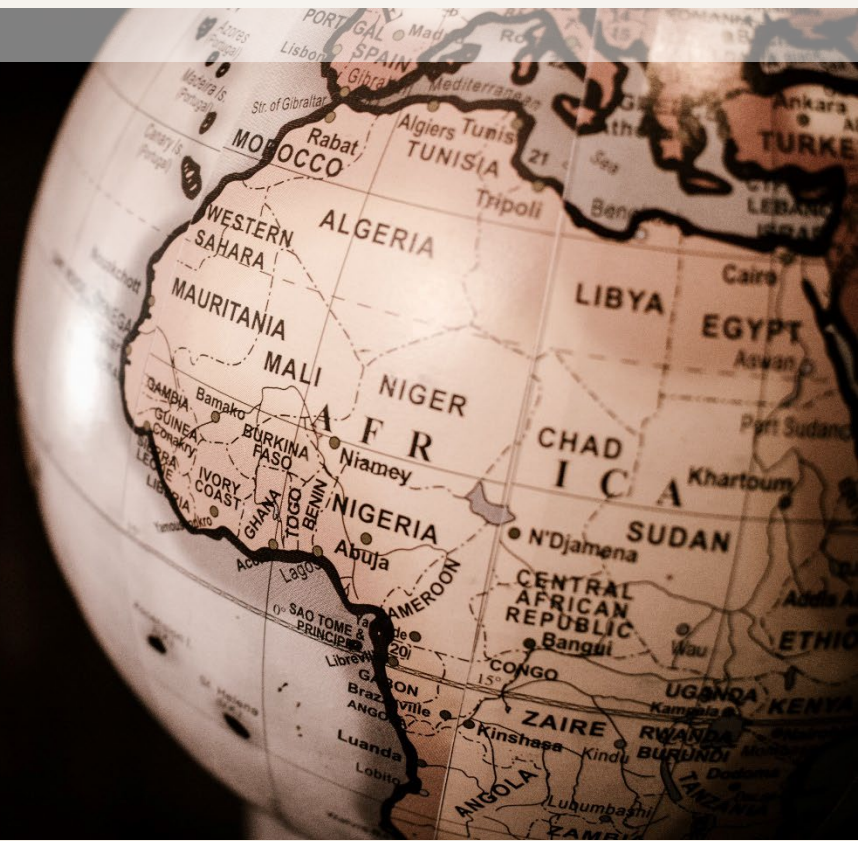
**BEYOND
BORDERS**

AFRICA: OIL, BEER, AND ALL THE RULES TO FOLLOW

Find out what industries are planting deeper footholds in Africa, what's changing with international assignment policies in the region, and what to expect if you're working with an on-the-ground provider.

For insights into the relocation trends and challenges in Africa, Bristol spoke with Kim Becker in Johannesburg, South Africa. Kim is the CEO of our valued supplier partner, Africa Mobility Services, an expert single-source service provider for all moving, relocation, and logistical needs in Africa. Services span from international logistics, insurance, home finding assistance, local cultural training and more.

Bristol is an independently owned and operated global relocation management company headquartered in Phoenix, Arizona. Bristol's autonomy allows our associates to focus on delivering a complete breadth of domestic and global mobility services with our full attention and flexibility. We excel when it comes to intelligently integrating all mobility constituents in ways that create consistent value on behalf of our clients and meaningful move experiences for their relocating employees. The experience Bristol delivers isn't just fueled by the data of best practices nor the expertise gained through our 25 years in mobility, but a genuine need to connect with our clients and their relocating employees in a meaningful way. This is our relationship-centered philosophy of **Connecting with, versus Controlling PeopleSM**.



TRENDS & EXPANDING OR EMERGING MARKETS

THE PRICE OF OIL INCREASING INBOUND MOVES



Gas prices are influencing move activity for certain industries. For instance, as a result of the price of gas increasing so dramatically, an **energy company** based in Angola has increased the numbers assignees moving there to start productions at their deep-sea drilling oil production facility. As companies are well over the break-even point of price per barrel, it makes sense to move assignees back to start or enhance productions.

This is a reversal of the actions taken two years ago in reaction to COVID-19, when many of organizations moved their technicians that worked on the deep-sea drilling rigs out of the country because of the pandemic and the price of oil getting quite low.

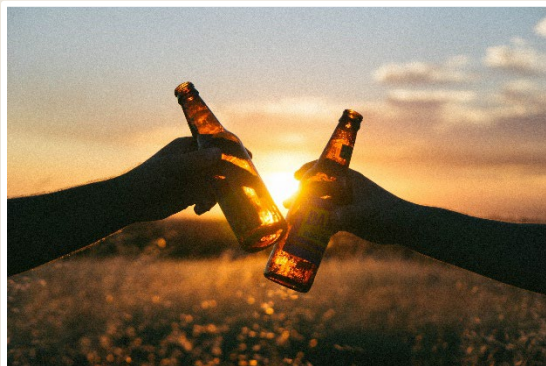
Uganda has found oil and now has an energy company investing there, so increased move activity into the country is also expected.

THE DEMAND TO BE CONNECTED AND WIRELESS

Communications companies are expanding their business in Africa as there is now a very young population, and as everyone has access to mobile phones but coverage needs to keep up for the phones to be usable, the demand is intense at the moment. The other motivator for communication companies is the emergence and need for Wi-Fi in rural communities so that individuals may have access to virtual learning, for example. This is burgeoning and in its very early stages, so there is a lot of money to be made.

THE BUSINESS OF BEER AND CIGARETTES

Distilleries and brewing organizations are expanding their business in Africa. The breweries are purely



production-focused for local consumption. A tourist/hospitality component (i.e., a venue to spend an afternoon sampling beers on site) is not linked to the breweries as we see being the business model in some other countries.

Some African countries are also seeing a large investment from a **tobacco company** to grow, manufacture, and export their product to the Asian and European markets.

Angola

- Located on the western coast of Africa
- Substantial oil and diamond reserves
- Economy is one of the fastest growing in the world

Uganda

- Located on the East African Plateau
- The supply of expat housing is increasing over the years

Source: wtrMobility from WTR

TRENDS & EXPANDING OR EMERGING MARKETS

CHANGES TO POLICY PROVISIONS

Ethiopia

- Second most populated African country
- Uses the Ethiopian calendar, which includes 13 months
- Difficult to find a working internet connection outside of bigger towns

Source: wtrMobility from WTR

A communications company moving many new assignees into Ethiopia has decided to change their policy to provide fully furnished rental apartments instead of paying for the movement of household goods effects. From the perspective of the destination services provider (DSP), the focus has now shifted from sourcing a home and moving the household effects to instead fulfilling the requirement of full-furnished rental apartments. This organization's assignees will now only be given a full air freight, which accommodates just about the essentials (e.g., bedding/pillows, clothes, books, favorite pens). This is expected to be a rising trend as freight charges are a lot higher, so companies will go the route of providing assignees furnished apartments to save on relocation costs.

THE CURRENT IMPACT OF THE COVID-19 PANDEMIC

COVID-19 is not influencing many businesses or relocation practices at this time. Many African countries are lifting their COVID protocols and restrictions. For example, South Africa just lifted the restriction that you have to wear a mask when walking through the streets, but it is still required in a shopping center. Sports stadiums are now allowing 50% capacity. For any assignee coming into South Africa that is not fully vaccinated, they need to have a negative PCR test that is not older than 72 hours. In most cases, this is the same standard across Africa.

South Africa

- Largest economy in Africa
- 11 official languages
- Renowned for wine and gold production
- Absorbed a significant number of refugees from other African countries

Source: wtrMobility from WTR

HOW SUSTAINABILITY FACTORS INTO THE PROVISION OF SERVICES



One of Africa Mobility Services' partners has asked the organization to respond to a questionnaire regarding the packing materials they use. A focus of the inquiry is to determine if they are doing away with plastic (i.e., bubble wrap). They are, in fact, and as they are seeking sustainable alternatives to bubble wrap, they are also researching how the traditional plastic tape used to close boxes can be replaced by a greener option. Most of their packing material is recycled with the exception of their tape.

In Angola, Africa Mobility Services' warehouse is sustainable in its reuse of their bay water and the use of a solar system that generates their electricity. They also make sure to store and dispose of oil in the required manner if they are servicing a vehicle.

At the moment, the focus on sustainable initiatives from Africa-based providers may not be as concentrated as it is in other locations, for a number of reasons.

DOING BUSINESS IN AFRICA: WHAT TO KNOW

CHALLENGES & BEST PRACTICES

The biggest challenge with doing business in Africa is that every one of the 54 African countries has its own set of rules regarding custom regulations visa applications, tax, etc. Rules and regulations change quite regularly so it's best for companies sponsoring relocations within the region to communicate with their on-the-ground DSP who can walk them through the process. Africa Mobility Services divides African countries among their move managers, so they will have a move manager whose specialty is The Democratic Republic of Congo, for example, and that individual will have all of the information that a company requires to appropriately and efficiently manage a move.

Companies would be wise to work with reputable organizations that are familiar with the laws and regulations in a particular African country. In developing familiarity with the laws and regulations, these DSPs develop the appropriate communications with the relevant authorities to ensure that the shipment is delivered, that the taxes are paid, and that there are no backhanders or referral commissions, etc. Africa Mobility Services ensures that this is done, but does caution that it can be a slightly slower process if companies are used to DSPs that may have leveraged corrupt practices, for which Africa is renowned.

A reliable DSP will also be sure to stay on top of the latest news and updates. For instance, there is an uprising in Somaliland at the moment. This is something that the DSP would communicate with its clients, coupled with suggestions to either put moves on hold or even continue with the move as planned because the situation is not as serious as the media makes it out to be.

Working with a DSP with the latest technology can be a great help to organizations as well. Africa Mobility Services also keeps pace with the digital world we are in. They work with a sophisticated software program designed for the relocation and moving industry. They can conduct virtual surveys and have the capability to convert inventory lists into different languages.

Thanks to CEO Kim Becker and the Africa Mobility Services team for the information!

“When we are given the opportunity to provide a service, we prove what differentiates us from other organizations.”

– Kim Becker, CEO



Questions or comments? Contact author Sarah Bollert, Senior Director, Proposals and Project Management at sbollert@bristolglobal.com



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