



PM&P forms strategic alliance with CRANE Consulting House in Kenya

September 2015

In September 2015, PM&P and CRANE Consulting House have agreed on a strategic alliance in order to extend the consulting services for their clients in one of the most interesting emerging regions globally.

Companies interested in developing business or expanding in East African markets like Kenya or Tanzania.

Opportunities in East Africa

Over the past few years, business leaders and investors have become increasingly aware of the vast potential in Africa's burgeoning markets. The continent, now home to more than 1.1 billion people, will account for one-fifth of the world's population by 2025. 60% of the population is 25 or younger. More and more Africans are entering the consumer class, with tens of millions emerging from poverty in recent years. Consumer spending is expected to grow by over \$550bn between 2008 and 2020.

Within Africa, the Central Eastern countries Kenya, Tanzania, Uganda, Rwanda and Ethiopia (East Africa) are some of the most interesting markets in Africa.

Fast moving consumer goods (FMCG)

Especially the urban centers with a considerable purchase power, become more and more attractive as consumer markets. For example, Nairobi's GDP per capita is three times higher than the national average. Its increasingly wealthy urban population represent a demanding consumer group for fast moving consumer goods (FMCG) and other consumer products.

Electricity sector – Renewable Energy

Another attractive business field is the electricity sector in East Africa. It is in a substantial process of change. Fast growing electricity demand combined with the current dominance of expensive diesel-engine-generated electricity puts an enormous pressure on all stakeholders of the energy sector to transform the power generation and utilize its ample natural non-fossil resources. In addition, to drive resource efficiency is a key opportunity in entire Sub-Saharan Africa.

PM&P/CRANE Business development support services

PM&P and CRANE can provide a range of consulting and support services for companies interested in expanding in East Africa, including local market research, market entry strategies and assistance for the entire implementation process. The alliance combines PM&P's more than 40 years' experience in international business development with CRANE's unique local expertise and business network in the East African region.

About PM&P

PM & Partner Marketing Consulting GmbH (PM&P) is an independent consulting firm, consisting of marketing professionals and marketing research specialists. The company provides strategic and operative marketing and business development support to industrial companies, as well as to investment promotion institutions. PM&P is part of a worldwide network of independent Consulting and Market Research companies, including CRANE Consulting House in Kenya.

About CRANE Consulting House

Crane Consulting House is a Market Entry Consulting firm that champions economic change in Africa. The firm consists of Africa-focussed market entry specialists who champion this positive change by providing in-depth local market knowledge of Africa's opportunities while creating valuable business linkages between African and European businesses. This is through intercontinental alliances with global consulting firms; PM&P being very key among them.