



Case Study

Emerging Market Analysis: Following the Money

BUSINESS CHALLENGE

A leading multinational corporation involved in agri-business faces stagnant sales in Africa. DFI is brought on board to consider how current and future investment flows – both donor and private sector – could impact on the demand for their offerings over the coming five years. In short, will Africa be the location of the next “Green Revolution”?

APPROACH

Development Finance International economists develop a value chain of the priority subsectors. DFI analysts review nearly 600 projects from the four leading multilateral institutions active in Africa, as well as leading bilateral donors, foundations, and foreign direct investors. Data on how current and planned spending will impact on future demand for Client products is analyzed against the backdrop of the targeted countries’ macroeconomic performance and trade policy developments. The results are presented to senior management.

High-level in country missions are then arranged. DFI staff accompanies Client to the field for consultations with top donors, investors, and decision makers. Based on past-visit review and analysis of outcomes, recommendations are made to corporate management regarding investments and priorities.

DFI TOOLS UTILIZED

DFInsight™

DFI EXPERTISE INVOLVED

- Extensive knowledge of international development agencies, NGOs/Foundation, private sector engagement;
- Agriculture sector expertise;
- Value chain analysis / SME development
- Demonstrated success in training and communications
- In-country consultations / field mission experience

PARTNERS

- Local Governments
- NGOs
- Foundations