

African Continental Approach and Challenges

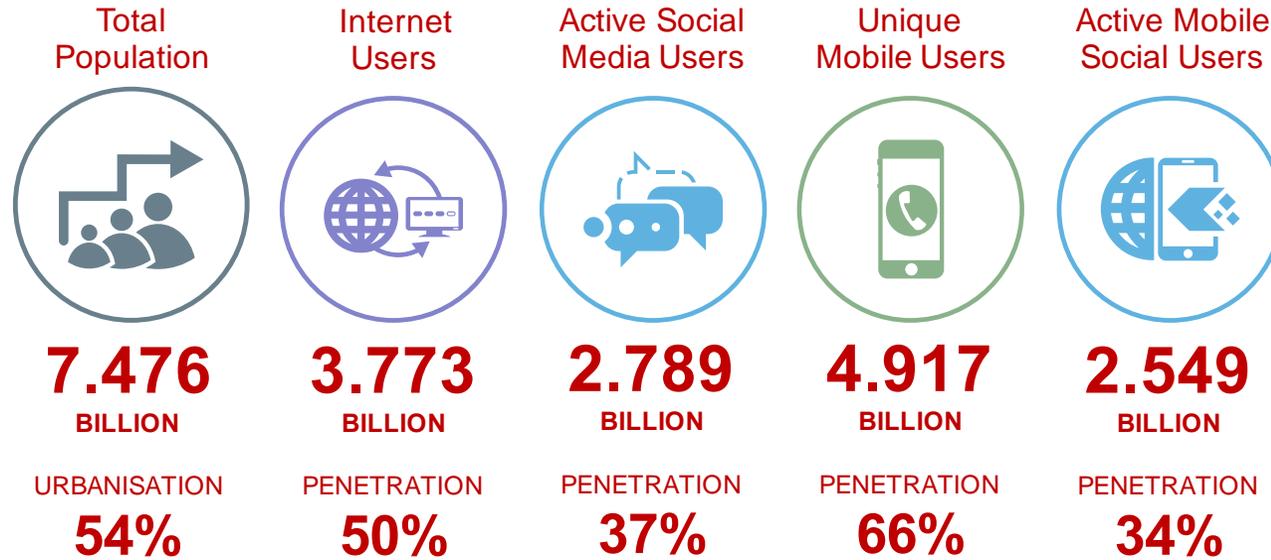
ICAO ADD Wojciech Soltysiak

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Africa Digital Evolution or Upcoming Revolution?

GLOBAL DIGITAL INDICATORS



Average Internet Speed

6.2 Mb

Monthly mobile Data usage

1.8 Gb

Smartphone vs Feature Phone

55% vs 45%

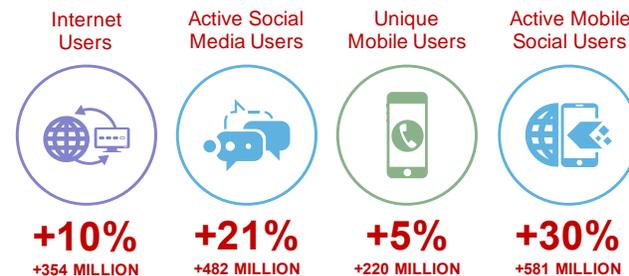
Pre-paid vs Post-paid

70% vs 30%

Web Traffic Shares



Growth Rates



Sources: Various

Africa Digital Evolution or Upcoming Revolution?

DIGITAL AFRICA 2017

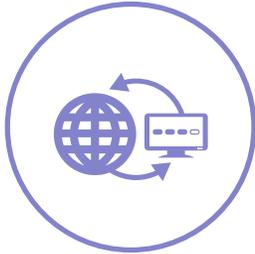
Total Population



1.231
BILLION

URBANISATION
41%

Internet Users



362
MILLION

PENETRATION
29%

Active Social Media Users



170
MILLION

PENETRATION
14%

Unique Mobile Users



995
MILLION

PENETRATION
81%

Active Mobile Social Users



150
MILLION

PENETRATION
12%

Growth Rates

Internet Users



+4%
+13 MILLION

Active Social Media Users



+32%
+42 MILLION

Unique Mobile Users



+1%
+9 MILLION

Active Mobile Social Users

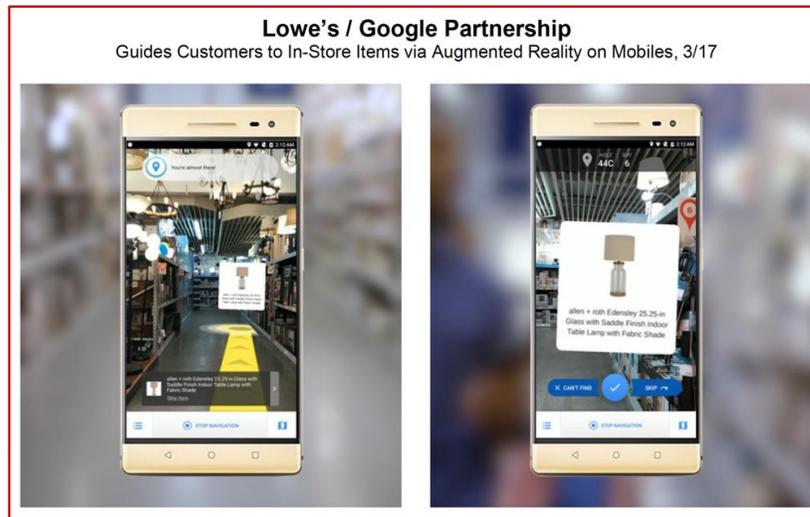
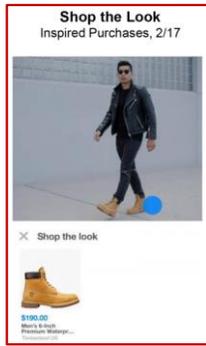
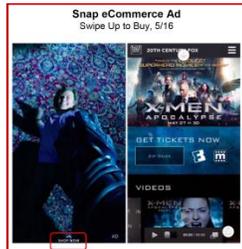
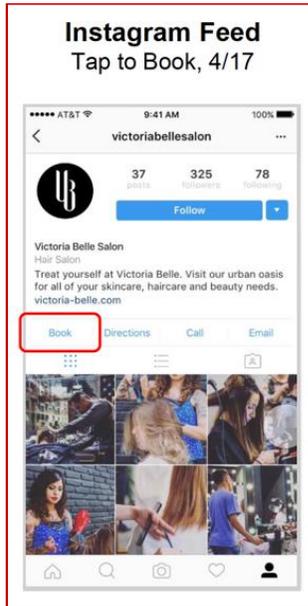


+47%
+48 MILLION

- **Mobile Continent**
- **Very high growth in Social**
- **Ethiopia**
 - **+223% internet growth**
 - **84% internet used on mobile**
 - **Underused social**
 - **47% mobile subscription**

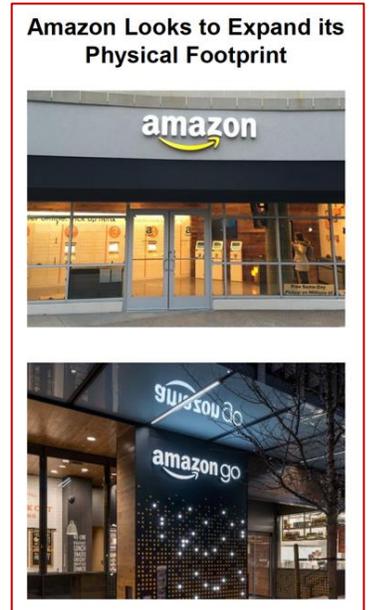
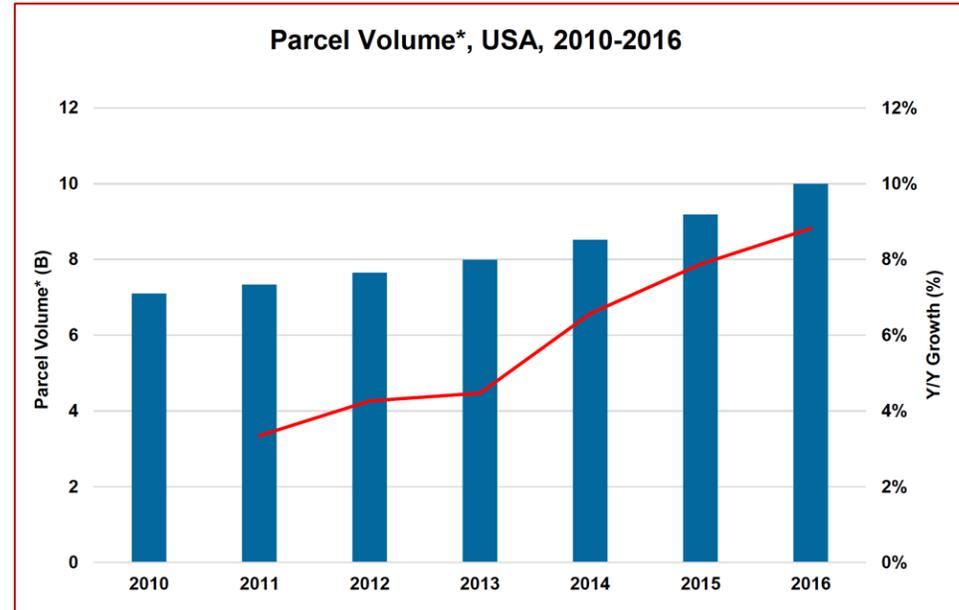
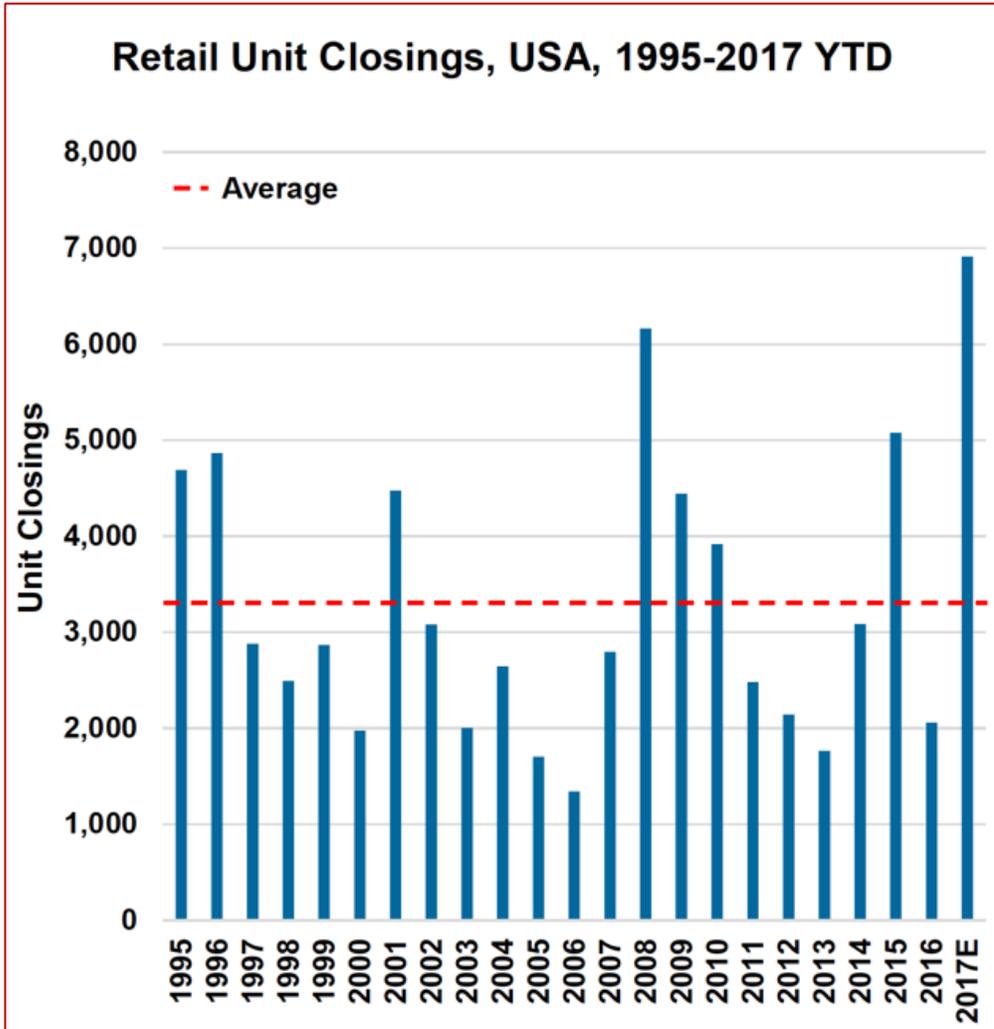
Sources: Various

Current trends and evolution in e-commerce



Sources: Kleiner & Perkins

Current trends and evolution in e-commerce



- Africa is still heavily relying on physical
- Young people are becoming brand aware
- More advertising on Feature Phones
- Move from Large format to Mall
- Mobile shops are the future direction
- Buy and collect

Sources: Kleiner & Perkins, Various

Is Air Cargo, more important for Africa than other regions?

- 1. Mobility and Social – Unleash the Potential**
- 2. Single Window – Public/Private partnership**
- 3. Upcoming Technology democratization**

Thank you for your attention

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