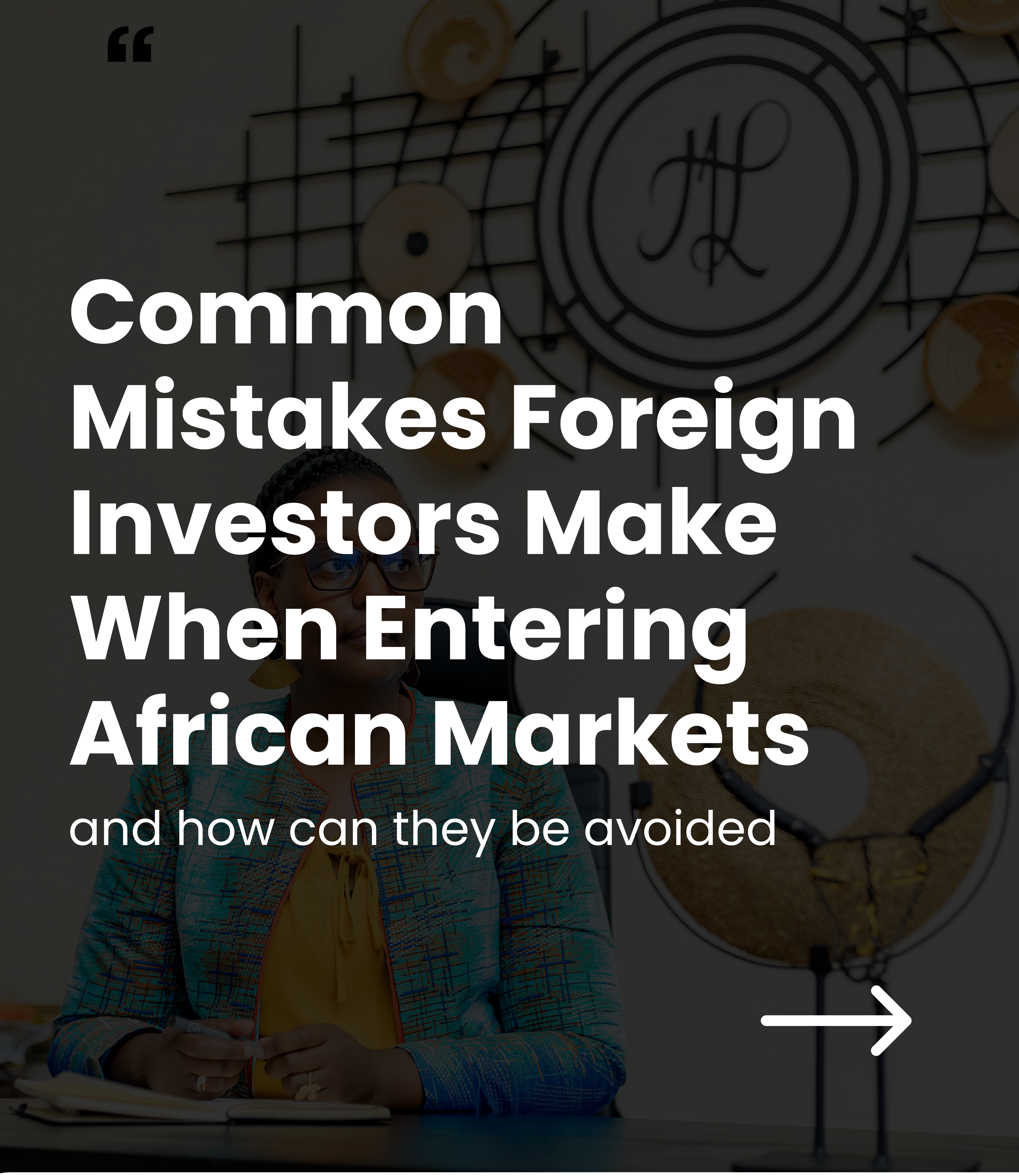

Common Mistakes Foreign Investors Make When Entering African Markets

and how can they be avoided

Lydie Mururunkwere

Africa is a land of opportunity, but too many investors lose money, waste time, or fail entirely because they make avoidable mistakes.

Here's what NOT to do:

One-Size-Fits-All Approach

❌ Assuming strategies that worked in one country can be directly duplicated across Africa

✅ Solution: Take time to understand the local market, culture, and unique business ecosystem

Lack of Local Insight

❌ Relying solely on external research and not engaging with local experts

✅ Solution: Work with local firms and individuals who understand the market, conduct thorough ground-level research, and be open to learning

Unrealistic Expectations

❌ Expecting quick million-dollar returns within months

✅ Solution: Be patient, understand that business growth takes time, and be prepared for a gradual, sustainable approach

Which of these mistakes do you think is the most common among foreign investors?