



A one-hour documentary. A whole new way to see Africa. www.africaopenforbusiness.com

For Immediate Release
www.africaopenforbusiness.org

Contact: Jimena Blanco
202-321-0570

Africa is Open for Business

New Film Shows Other Side of Africa – an Africa that Works

Washington, DC, April 11 -- A groundbreaking new film, *Africa Open for Business*, premiered today at the U.S. Chamber of Commerce, showing an Africa almost never seen in the media – an Africa that is viable, has capacity on the ground, and can compete in the global economy. Unlike the usual images of wars and disasters, this film shows a vibrant Africa that is striving to take care of itself, to build a middle class, and to find African solutions to African problems.

Africa: Open for Business offers ten portraits of African entrepreneurs as they tell in their own words how they overcame tremendous challenges to succeed in this unusual business climate. Covering ten countries on a “tour of the continent,” the film features businesses large and small from a mix of industries. Taken together, these entrepreneurs are inspiring stories of human force of will.

In *Africa: Open for Business*, there are no government officials touting the party line. These are the real people on the ground who are building Africa one business at a time. The goal of the film is to change people’s perceptions on Africa by showing an Africa most people don’t know exists.

Africa’s negative image in the media comes at a cost, as investors will not invest in places they cannot envision as an investment destination. What is surprising is that Africa offers the highest return on direct investment in the world. According to the Overseas Private Investment Corporation (OPIC), Africa offers average returns of 30-percent on direct foreign investment.

Following high profile screenings in Washington, DC and New York City, the film will be shown at events throughout the U.S. and around the world, leading up to a Pan-Africa launch just prior to the World Economic Forum regional meeting in Cape Town in June.

Africa: Open for Business was directed and produced by Carol Pineau, a journalist with more than a decade of experience reporting on Africa. “There is an enormous gap between what people know about Africa and the facts on the ground. Yes, there is poverty and disaster, but there are also stock markets, high rises, internet cafes, cell phones and people who are driven to build a better future for their children. In short, an Africa that is not so foreign from the United States or Europe,” said Ms. Pineau.

The film was produced with funding from The World Bank. “We were pleased to support the making of this film as entrepreneurship is key to our primary objective of alleviating poverty throughout the world,” said Gobind Nankani, Africa Region Vice President at The World Bank.

###