

Harnessing the Power of the African Diaspora

Meeting Series jointly organised by
ODI, the Africa All Party Parliamentary
Group and the Royal African Society

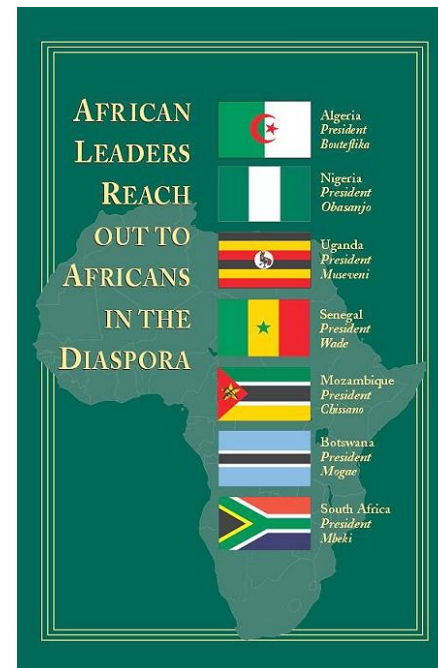
16th November 2004

Dr Banjoko Africa Recruit

The African community in the Diaspora has a major role to play in the new task of transformation, reconstruction and regeneration. Their experience, values, knowledge and creativity are very much required to join with home-based efforts to ensure the overall improvement in the African condition. Rebuilding Africa is a collective challenge.

“ I came to appreciate the sheer quantum and quantity of Nigerians resident abroad and working as professionals and academics, whose expertise in my view could be harnessed for national development”

*H.E President Olusegun Obasanjo –
Current Chairperson African Union*



The African Union, New Partnership for Africa's Development (NEPAD) and individual African governments are all exploring ways of harnessing the African Diaspora. Rather than looking at the negative aspects of capital flight the emphasis is how to capture the benefits.

Changes in the laws – dual nationalities

Facilitating and enabling remittances

Building links and setting up Diaspora departments within the government



African Diaspora- One of Africa's greatest offshore asset

Approximately 40% of all African professionals have left the continent's shores over the decades (20,000/yr in the 90's) approximately 3.8 millions Africans live outside Africa mainly in Europe and North America. Over 50% boast tertiary and or postgraduate qualifications. AfricaRecruit survey in 2003 showed that over half of the 1st generation Diaspora respondents were educated in Africa

African countries are becoming more heavily reliant on the stable foreign direct investment and the increasing remittances from its indigenous population abroad as a source of finance. In 2002 formal remittances to Africa accounted for 15% (\$12bn) of the total remittances to the developing countries (\$80bn).



Context- Content

- Globalisation
- Market forces e.g. exchange rates
- Peace and security
- Good governance



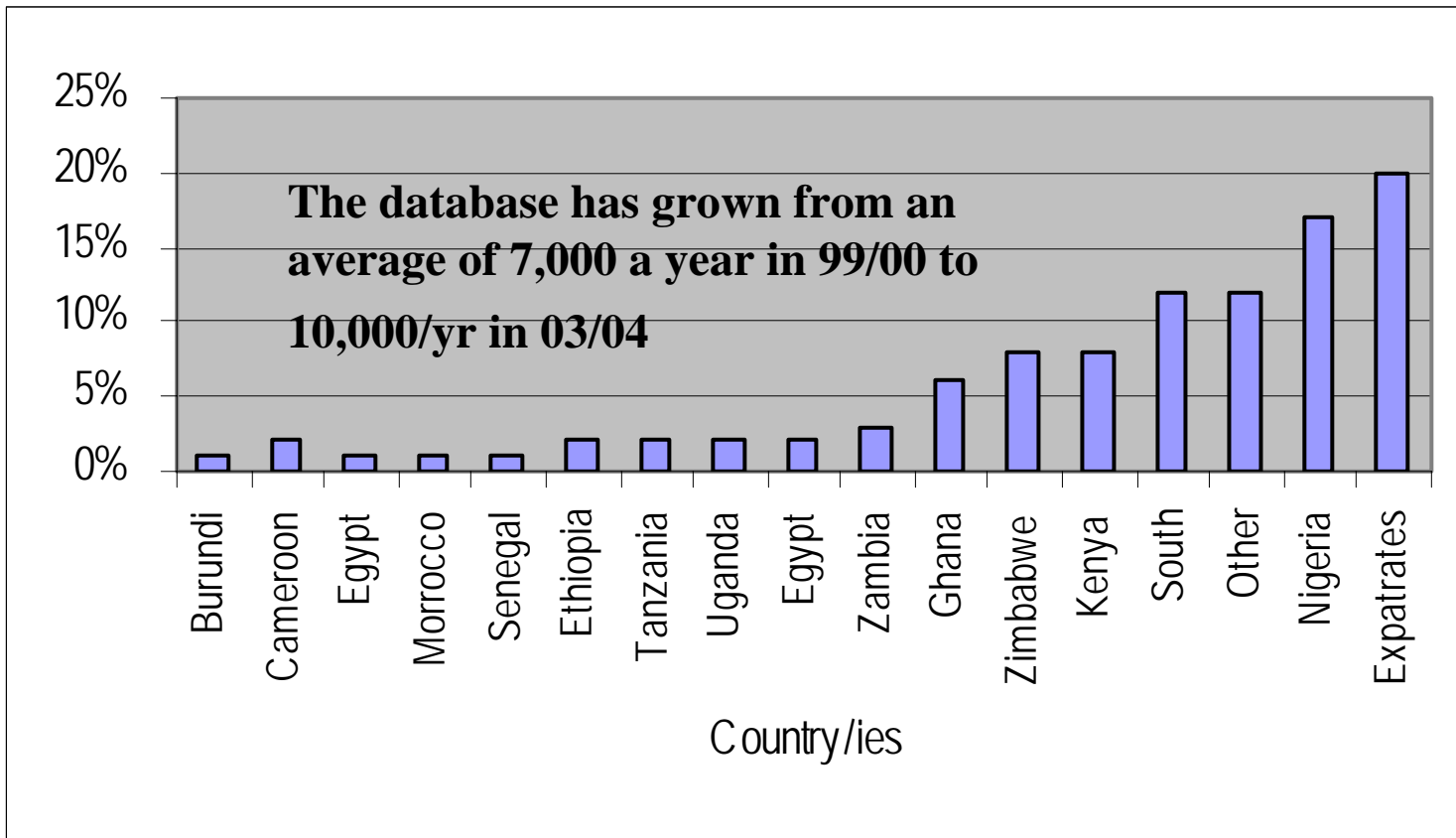
Benefits

- Creativity, innovation, knowledge, links – cost effective passionate consultants
- New markets
- Information technology
- Local → Regional → Global perspective
- Ability to influence socio-economic-political perspective

HUMAN CAPITAL
FINANCIAL CAPITAL
Others-political and social

Human Capital

breakdown of the 39,703 CV's at Findajobinafrica.com(16th September 2004)



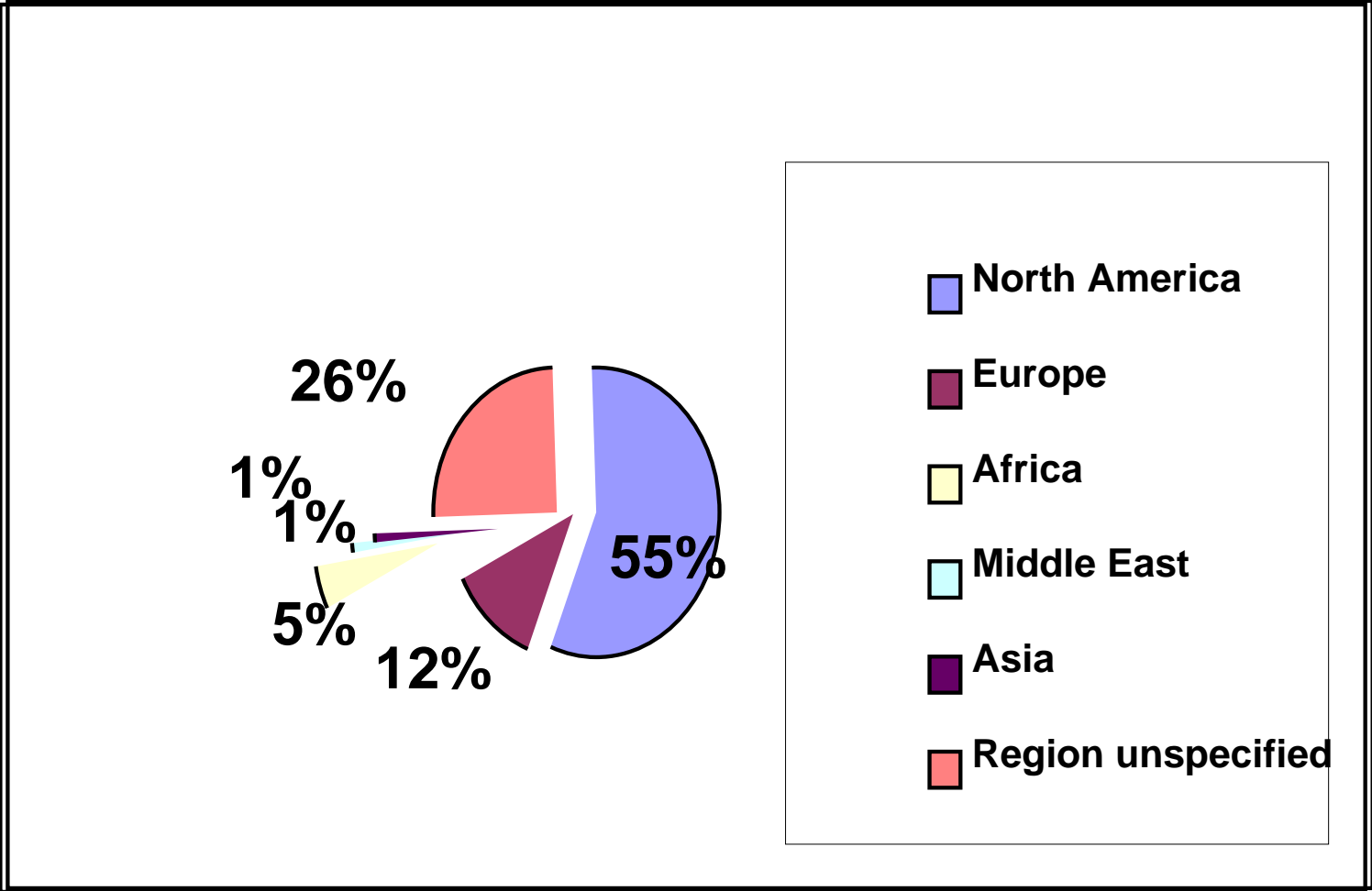
Skills in the Diaspora

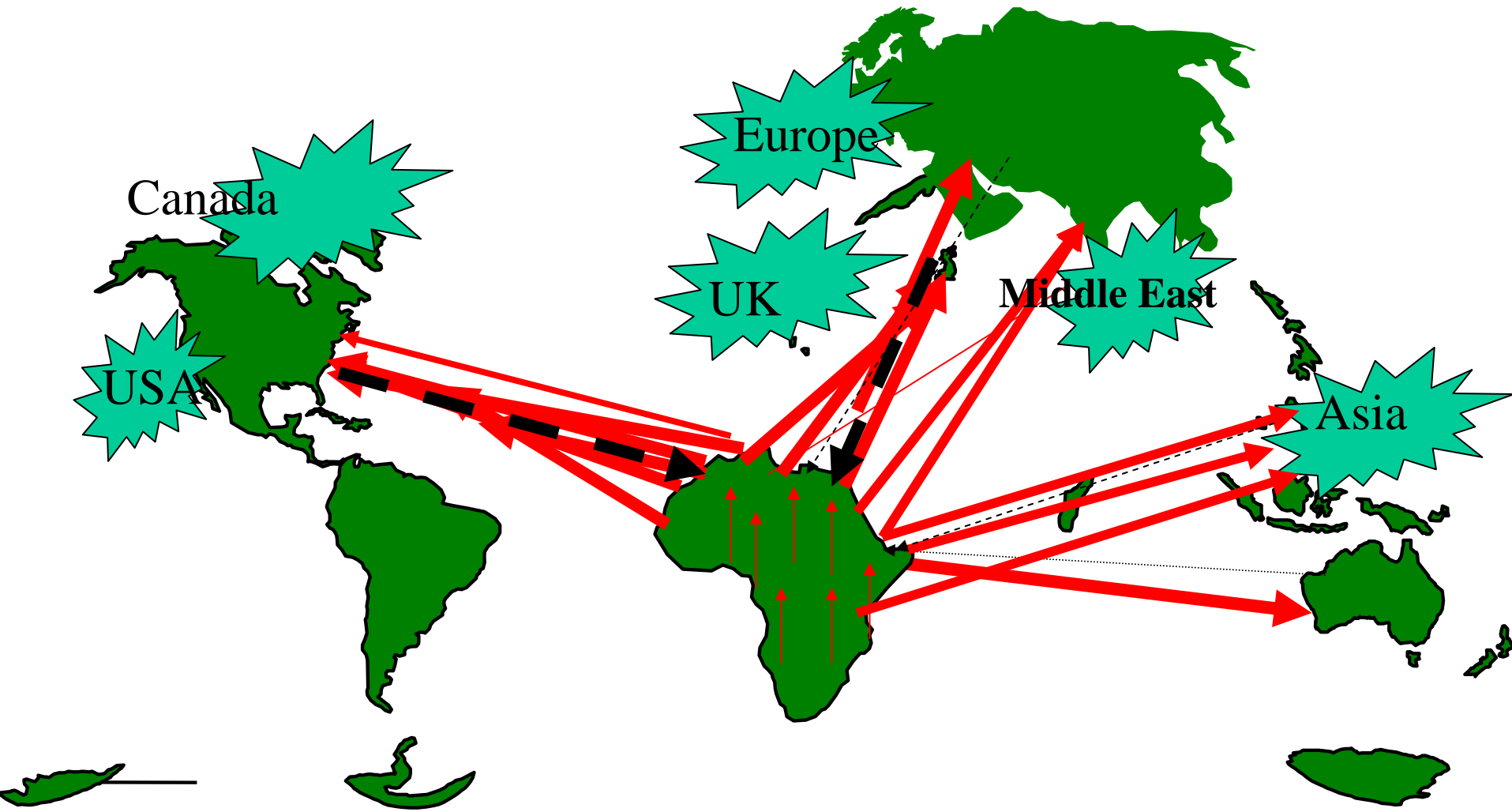
- **Ghanaian - USA**
- Qualifications-MA, MBA
- 5 years experience (including JP Morgan)
- **Nigerian - UK**
- Qualifications- B.Sc MBA
- Experience- 5 years investment market (London Stock exchange)
- **Ethiopian - USA**
- Qualifications- B.A Finance MBA
- Experience 3 years Merrill Lynch (AWARDS: Merrill Lynch Achievement Award)
- **Senegalese in Germany**
- Qualification- BA
- Experience- 10 years Rural Planning Expert Consultant

Skills in the Diaspora-2

- **Ugandan in North America**
- Qualification- B.A MPS
- Experience in ICT 3 years
- **Gabon –USA**
- Business Administration 1-2 years experience
- **Senegalese in UK**
- Qualification- General Practitioner, Diploma in Family Planning & Experience- over 8 years experience
- **Kenyan- USA**
- Qualifications-PhD medical physiology
- Experience- Research
- **Benin- USA**
- Qualifications Economics and Planning

Breakdown of 1 million hits per month by continent





**AfricaRecruit's database consist of over 1,000 Africa
Diaspora organisations structure around various interest
such as nation, professional, alumni, community, business
or values**



Successes.....so far

Over 14,500 jobs in Africa made globally accessible- public, private and NGO sector

Successfully facilitated the return of over 250 Africans in the Diaspora to employment back in Africa in one year

"As a first time user I was quite impressed by the responsiveness .We got a far greater response than we expected and I believe that we exhausted the market which is what every employer wants. **Cameroon**

Findajobinafrica.com has given me candidates that I can immediately interview for both technical and managerial positions. I will be able to begin interviews as soon as I land in Lagos; and, hopefully, have positions filled within two weeks after my arrival. Your service has provided the opportunity for my company to "hit the ground running". **Nigeria**

As you now know, this is the first time that we have used your service and the response has been exceptionally good. We will not only use your services again, but will pass the word round to others.

Sierra Leone

We managed to attract one Ugandan back to fill a key head of department position **Uganda**



Successes.....so far- 2

Increasing demand by recruiters inside and outside Africa for access to the Diaspora either on or offline e.g Private companies in Angola, Morocco

Increasing number of Diaspora interested in various job opportunitiesGood news spreads and makes an impact !!!

Challenges

Dual nationality

} → 2nd generation

Barrier such as - youth service

Access – both Diaspora and recruiters

Communication

Perceptions and negative images

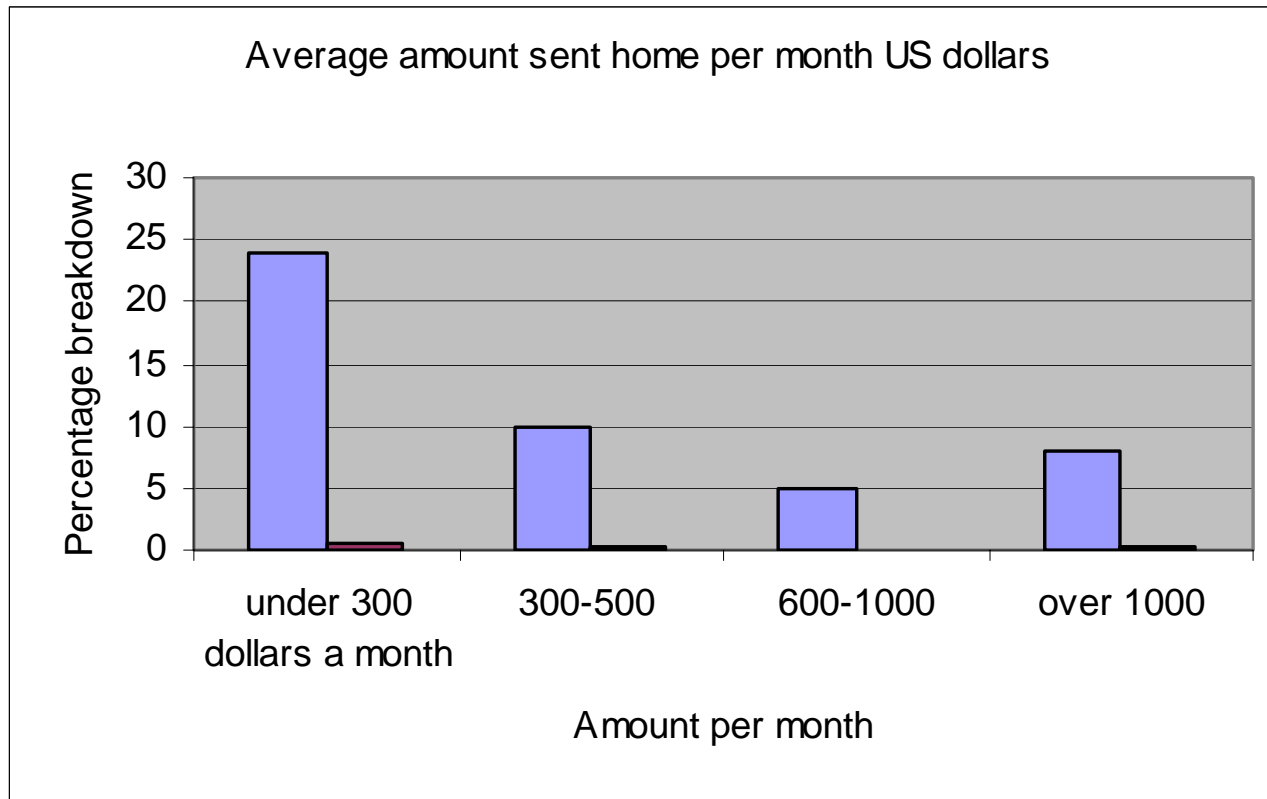
Labour mobility

Long drawn out recruitment process

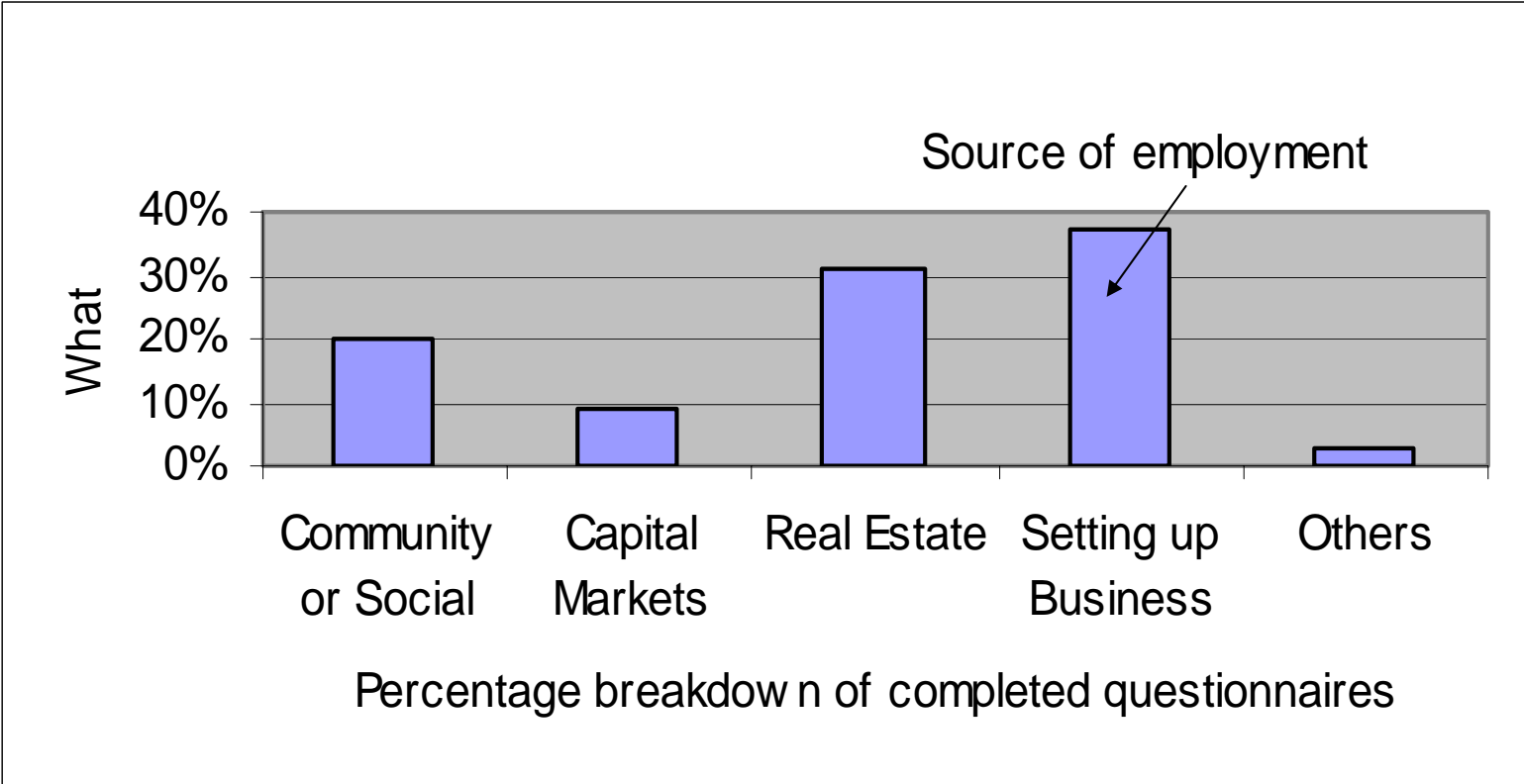
Value for money

Reliance on old systems and structures no penetration with the Diaspora

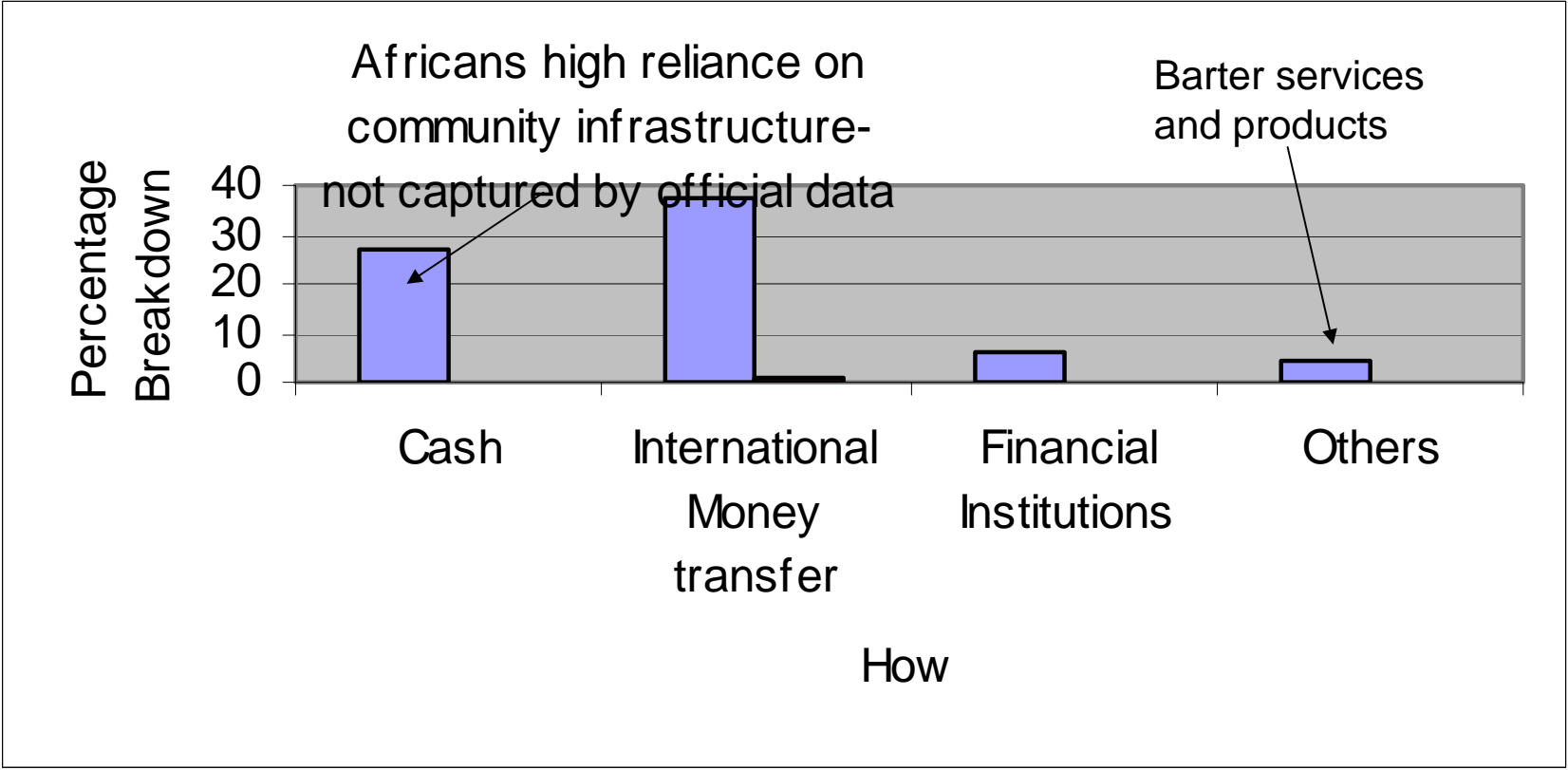
Financial Capital- increasing number of Africans in the Diaspora are engaged financially with Africa either at micro-macro level



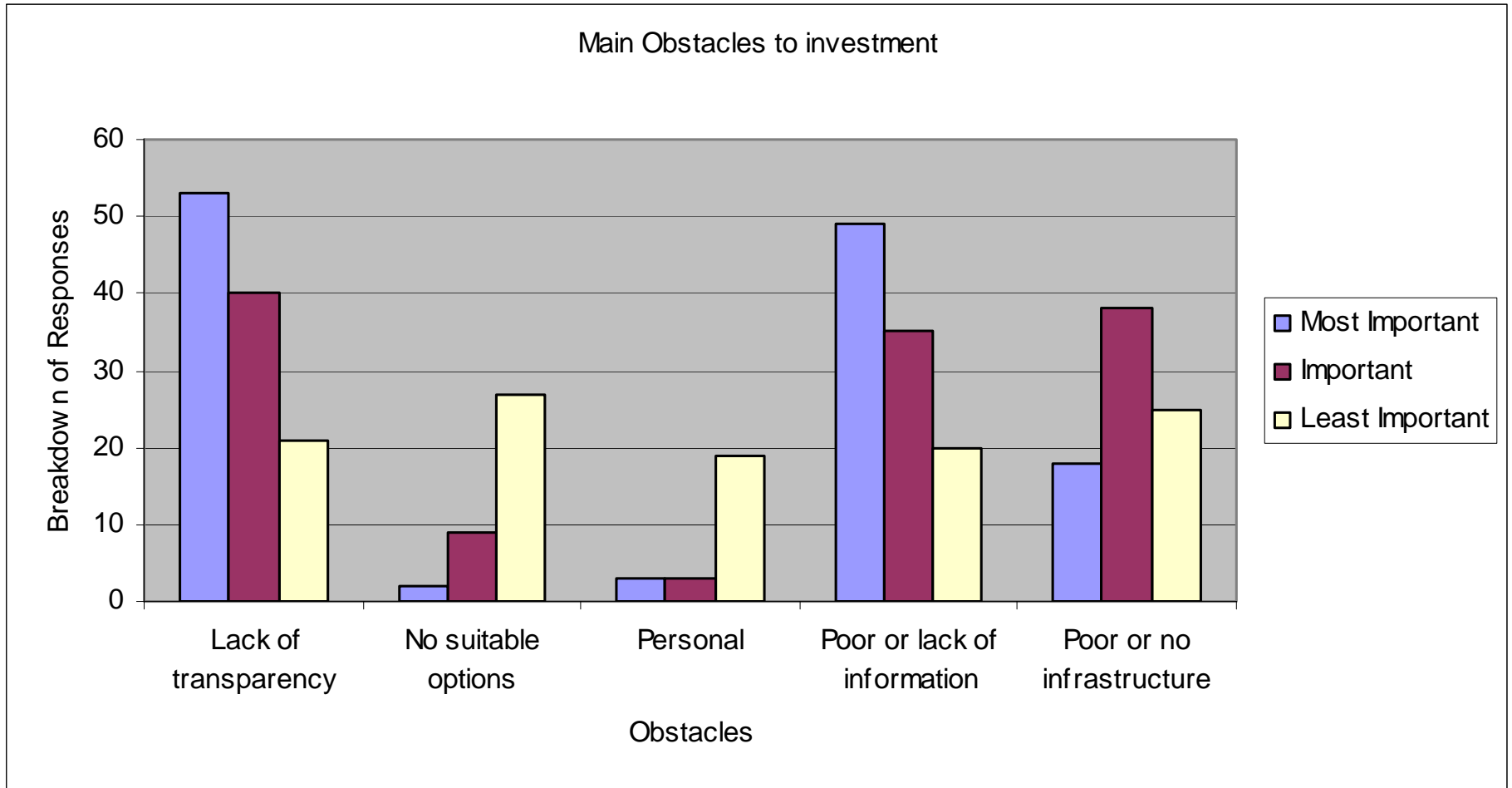
What the money used for?



Methods of transfer



The main obstacles preventing investment



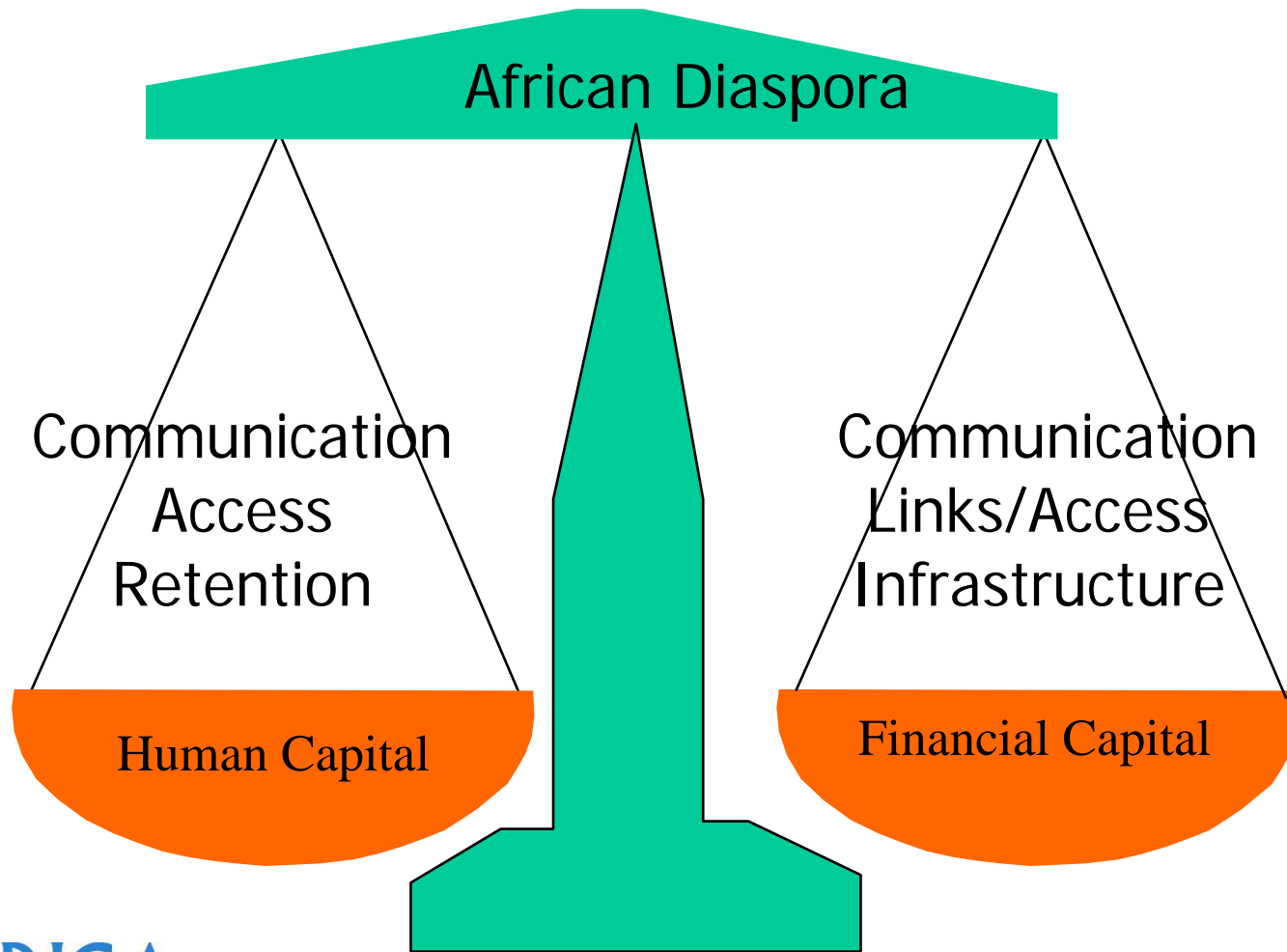
Current trends

Increasing number of Africans engaged with Africa at various levels

There is an increasing awareness by Africans in the Diaspora and Recruiters as well as Investors of the massive untapped resources in the Diaspora



Achieving the balance- *turning the tide*



Process

Diaspora Mapping- using innovative technology

Communication programme on/offline- seminars; road shows and outreach

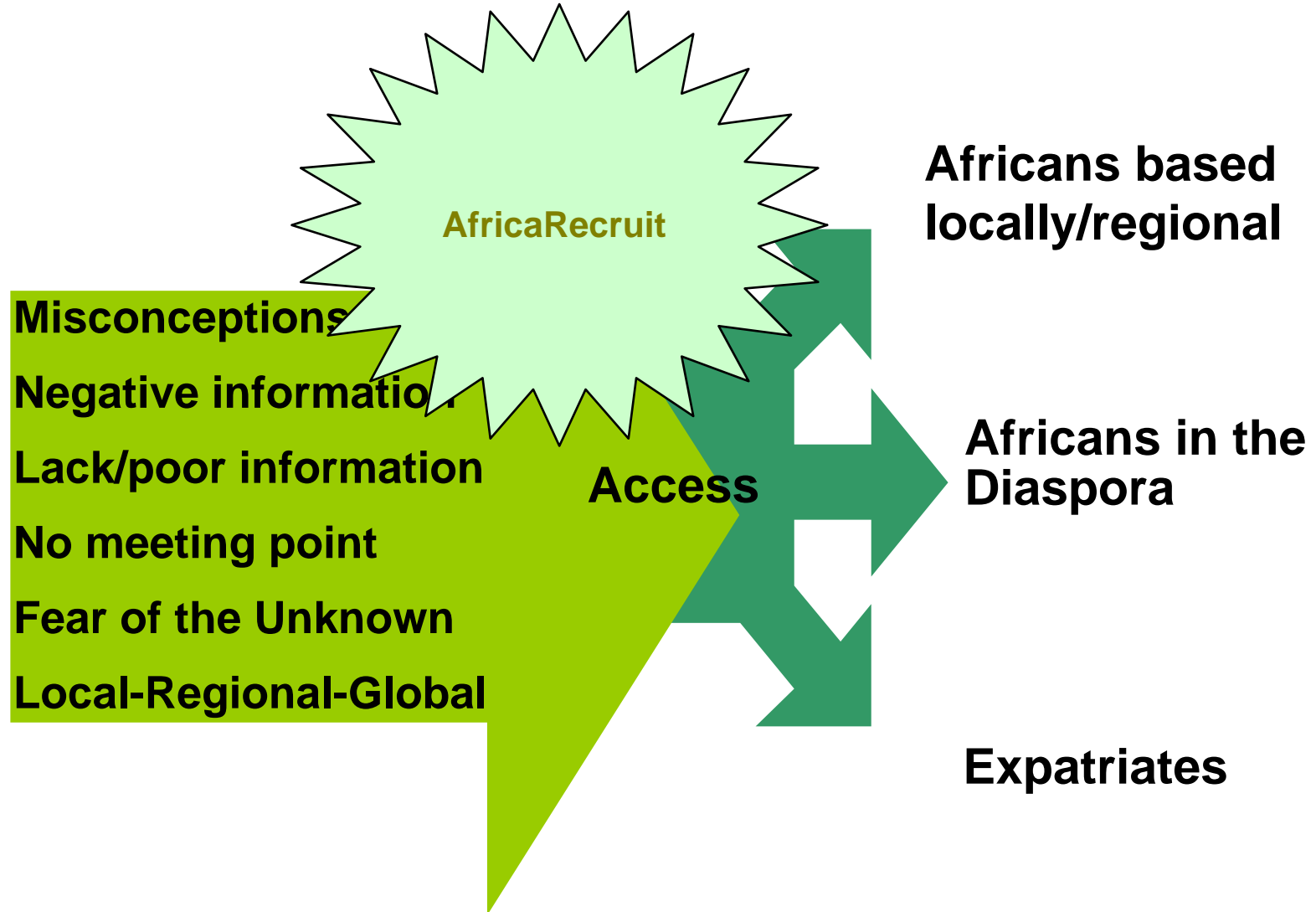
Channel and Direct- Strategic alliances with various Organisations both private and public sectors; management/recruitment consultants; professional bodies and the African Diaspora organisations and associations

Build on - Valued asset

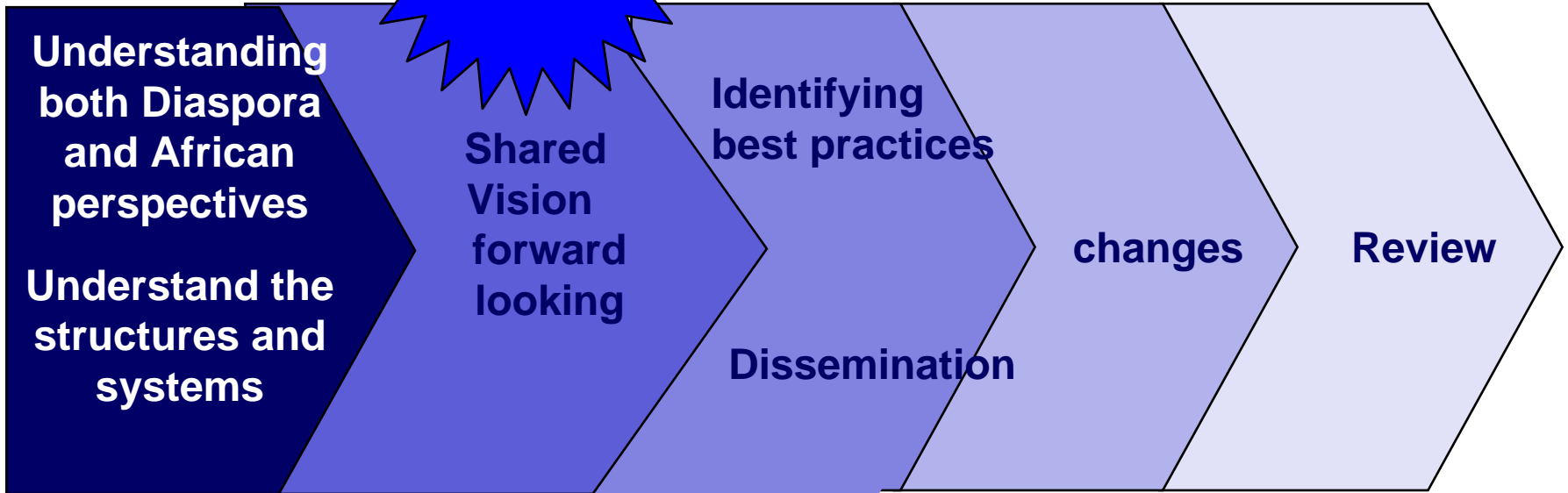
Highlight good stories- Balanced Reporting

“Skills underpin all of NEPAD objectives” good governance; more investment and better services all require excellent technical, professional and management skills

Access- online and offline



Framework

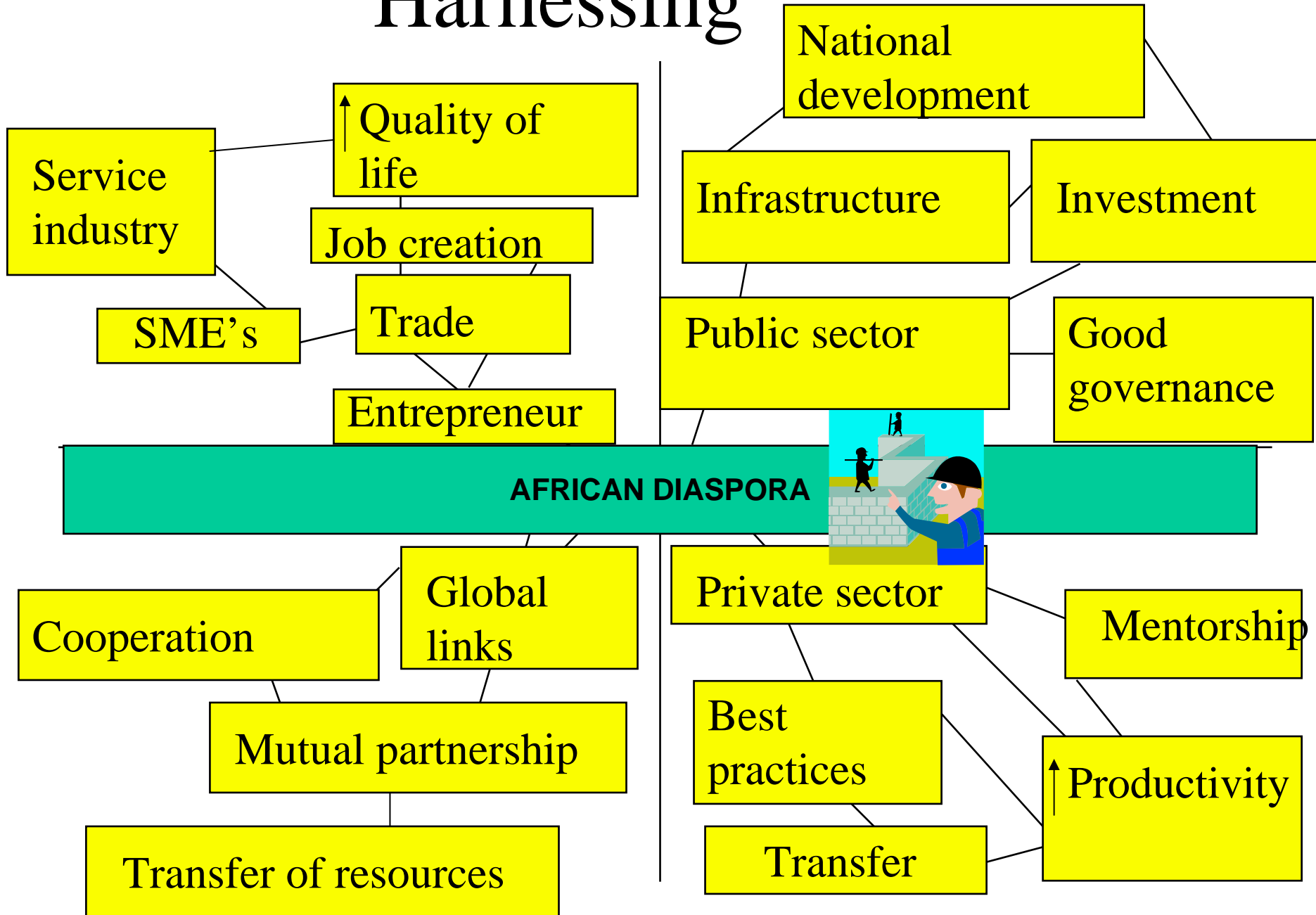


African Diaspora

Africans in Africa



Harnessing



**“You will never solve the
problem with the mindset
that created it”**

Albert Einstein

Thank you

www.africarecruit.com

“Building robust and enduring productive capacity in Africa”

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“The one stop employment search engine for Africa”

