

# South Africa: Your Introduction to Africa

- Huge opportunities (and unique challenges) across the continent.
  - Enormous transformation over past 10 years.
  - Political stability has taken root in literally dozens of countries.
  - Economic stability has led to high growth rates across the region.
  - Global trade has arrived; middle classes are starting to emerge.
  - Bottom line: With a population of over 1 billion (the youngest in the world), living in over 50 countries (covering 20% of world's land area), and economic growth of 5- 6% per year, no continent offers bigger potential for rapid growth and change.
- South Africa adds a unique layer... and a compelling story about leadership and human potential.
  - End of Apartheid brought political, social and economic challenges that are unprecedented in world history: integrating the vast majority of a population (many millions of people) into a society and economy from which it had been excluded – intentionally, and with shocking inhumanity.
  - The challenges faced by all institutions – businesses, governments, universities and NGOs – have proved to be enormous.
  - As evidenced across the continent, with such challenges and sudden discontinuities have come remarkable innovation and surprising growth.



# The student experience: a rich and diverse package.

- Overview of activities (*details subject to change*)
  - Travel from Atlanta Feb. 24, arrive Johannesburg Feb. 25.
  - Daily business, government & cultural visits begin Feb. 26.
  - Johannesburg sights include Apartheid Museum, lunch in Soweto.
  - Cape Town sights include Table Mountain, Robbin Island prison, winery visits.
  - Safari experience: visit to game park to see African wildlife.
  - Program ends (departure from Cape Town) approximately March 6.
- Students will learn about the challenges of boot-strapping a nation and an economy to keep pace with rest of the world.
  - **Inventiveness.** In past SA modules, we've seen mobile phones as payment and banking systems; sports marketing for largely illiterate populations; HR solutions to bring millions into formal economy and corporate workforce; VC investments in green-field industries; developing global markets from a remote and once-isolated region; farmers becoming agribusiness owners, entrepreneurs & leaders.
  - **Resilience.** The history of colonialism and apartheid; the remarkable legacy and leadership of Nelson Mandela, Desmond Tutu and others, who defied all predictions and brought a black majority rule without violence and recrimination; corporate social responsibility and nation-building.
- Bottom line: The country's natural beauty, its wildlife, and its culture make for a profoundly transformative experience.

