

A decorative graphic consisting of several overlapping, curved lines in shades of green and yellow, forming a large, open circle that frames the text. The lines are thick and have a slight gradient, giving them a sense of movement and depth. The background is white, and the overall design is clean and modern.

YOUR EXTRAORDINARY EFFORTS
AND

**UNLEASHED: A NEW PARADIGM OF
AFRICAN TRADE WITH THE WORLD**

ARE IN PERFECT ALIGNMENT

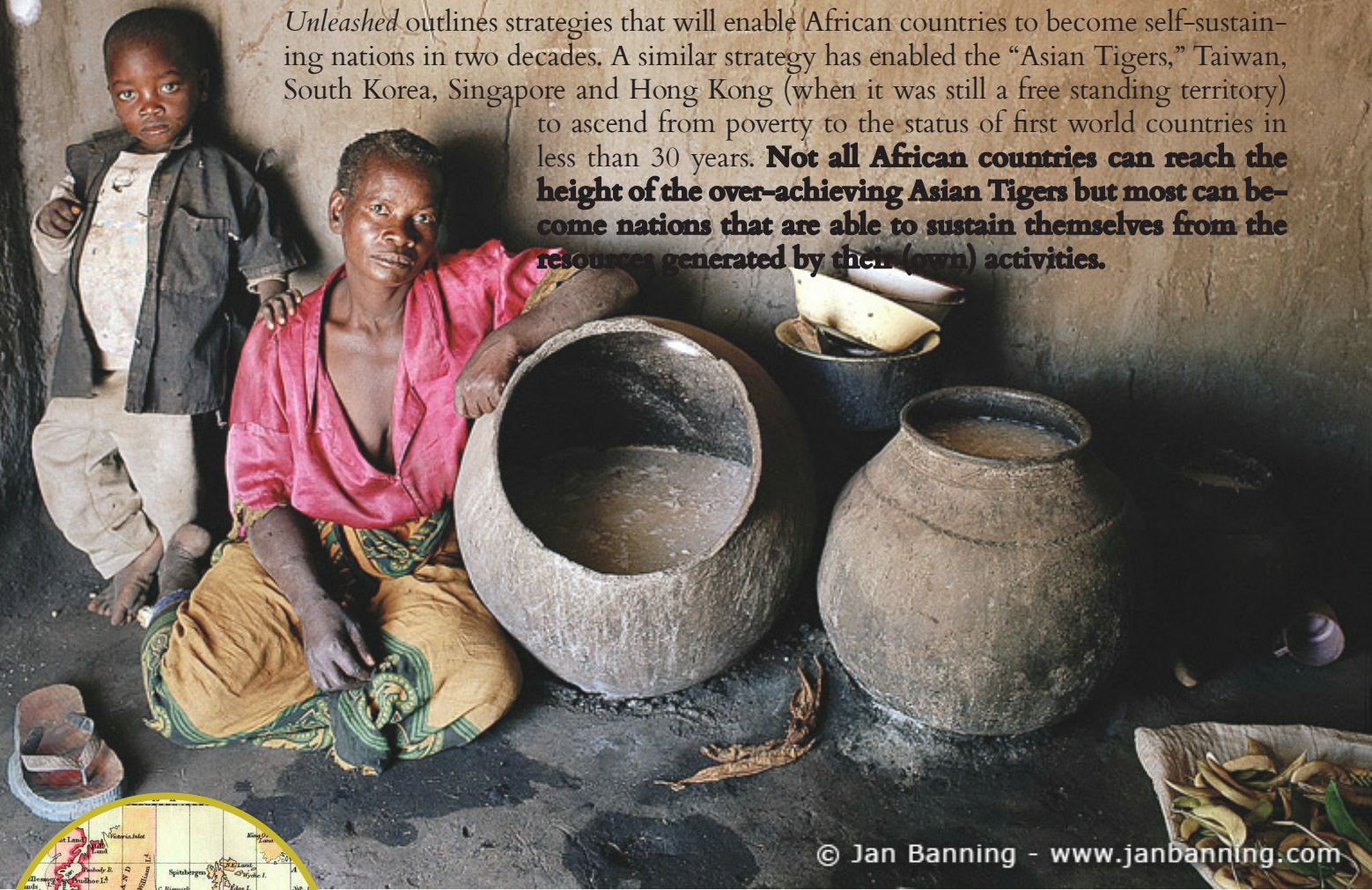
POVERTY REDUCTION

Severe Socio-Economic dysfunction is the causative factor on poverty in African countries and the stem of what ails the societies. Therefore, mitigating it also addresses virtually all the other structural faults.

Challenge: Rampant pervasive poverty is due to two (inextricably linked) factors: (1) African countries are not earning enough income because their economies do not sell enough goods and services to the world to earn enough money to create a sustainable development model; and (2) the economies of African countries are not creating enough gainful employment for their citizens.

Solution: To reduce poverty, African nations have to use what they have to get what they need, and what they have is substantial.

Unleashed outlines strategies that will enable African countries to become self-sustaining nations in two decades. A similar strategy has enabled the “Asian Tigers,” Taiwan, South Korea, Singapore and Hong Kong (when it was still a free standing territory) to ascend from poverty to the status of first world countries in less than 30 years. **Not all African countries can reach the height of the over-achieving Asian Tigers but most can become nations that are able to sustain themselves from the resources generated by their (own) activities.**



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European nations grew by competing with each other for supremacy in the medieval era. The mercantile era is a great example of the way Europeans learned and copied from each other to become the dominant global traders of the period and subsequently, the economic giants of today. The joint stock company, a precursor of the limited liability company of the modern era, was created by the Dutch and perfected by merchants of the British Empire.

IT STARTS WITH ACCOUNTABILITY

Challenge: Eliminating the ever present temptation to serve two masters: personal greed or the people. On average, managers of the affairs of African countries are not accountable to their people.

Solution: Managers of political and economic affairs of African states have to be “compelled” by people of goodwill around the world to become accountable to their citizens and people. Without accountability, there is not enough money in the world to resolve the structural ills of African countries permanently. With accountability the ills can be resolved easily with diligent application of wise policies.

Accountability makes the performance of political leaders the means of maintaining office.

Unleashed devotes a chapter to eradicating corruption, which is the preeminent dam on socio-economic development in African countries.

DEVELOPING A COMPETENT PUBLIC SECTOR

African countries need to design their socio-economic systems to compete with other nations of the world rather than other African nations.

In order for their countries to become economically successful, the political and economic managers of African countries have to grow their “competency quotient”

THE WORLD IS A CANVAS OF EXAMPLES TO COPY

Unleashed shares the “sausage-making” process of policies that unleashed Asian Tiger economies in order to stimulate the mental acuity of African decision makers to seek and find adaptable models.

Pre-WWII Japan copied the British Empire. Modern Japan rebounded from the war by copying the US, the country that defeated her. Under General Douglas MacArthur, Japanese society copied much from U.S industrial, economic and political management. The Japanese owe their industrial prowess to an American, W. Edwards Deming, from whom they learned statistical quality management. His teachings and inspiration transformed Japan from a producer of what Western consumers referred to as “junk” products to a world-class industrial nation producing first-class quality products for global consumption.



Taiwan, South Korea, Singapore and Hong Kong, copied from Japan and from each other to create the economic juggernauts that are known contemporaneously as the Asian Tigers.

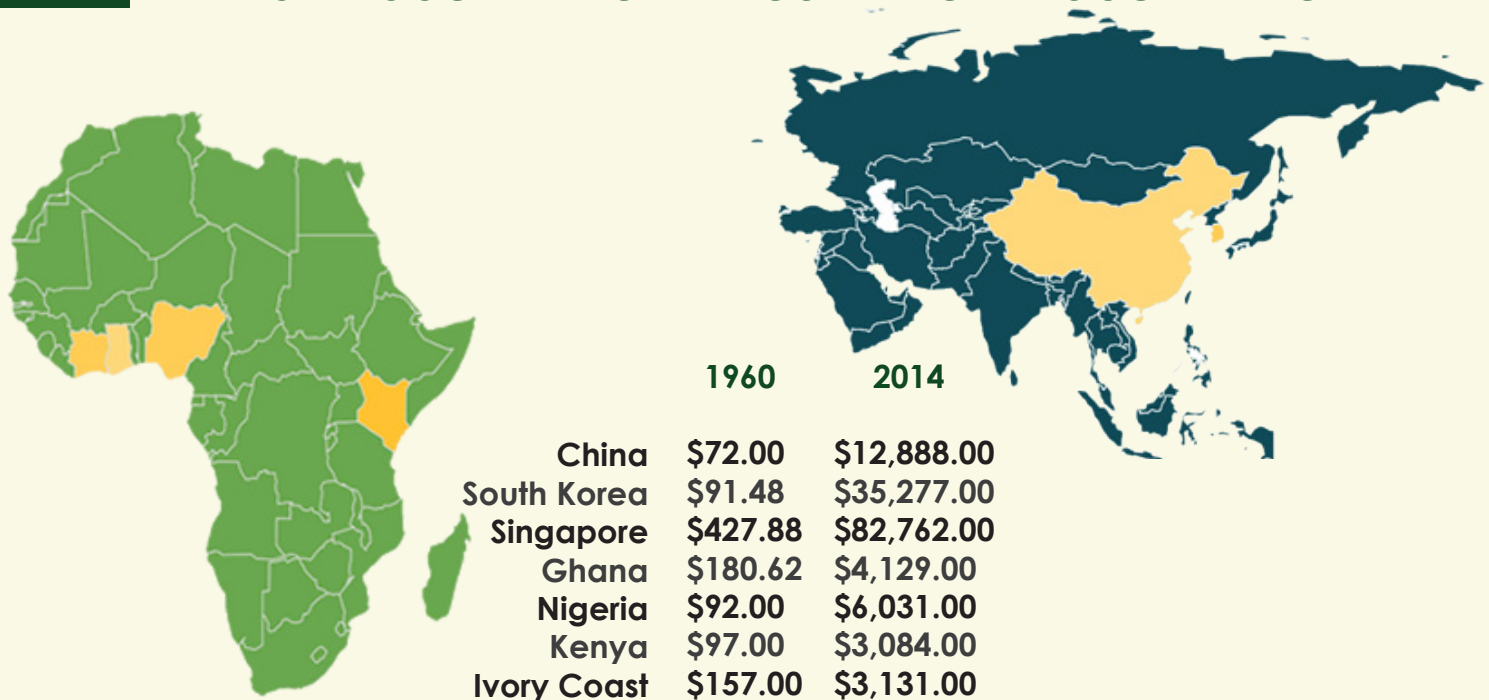
REMOVING THE BAR OF LOW EXPECTATIONS

The world has not expected much from African leaders and people and consequently they haven't produced much. The narrative is of African people constantly looking outside their borders for solutions to their problems when the solutions lay within their borders and in their power to appropriate.

Since independence, African countries have been very successful in two areas: (1) Exporting their seed capital to rich countries through corrupt activities of leaders; (2) Creating very wealthy political and government officials.

Compare that to what the Asians have done with the opportunity to build their societies. The results are instructive. One specific area in which Africans have the advantage is that successful Asian countries have far fewer corrupt multi-millionaire politicians.

PER CAPITA (PPP) GDP COMPARISON BETWEEN AFRICAN COUNTRIES AND SOME ASIAN COUNTRIES



What this comparison proves without a shadow of doubt is that African countries have not performed to the standard of the Asian Tigers.

The greatest economic transformation in world history is taking place in China. It is instructive that China has copied all of the Asian Tigers to become the second largest economy in the world.

Unleashed is advocating that African countries should begin to emulate models of successful development strategies around the world. That, in fact, African countries should emulate any “emulatable” trait that enables maximizes their inherent potential in political, social and economic re-engineering of their societies.

UNLEASHED ADDRESSES THE COMPARATIVE ADVANTAGE OF AFRICAN LABOR

African countries should have the cheapest labor in the world but leaders pursue policies that emphasize strong currencies for political reasons. It enables the illusion of affluence because the merchant class can import goods wantonly at the expense of economic development for the rest of society. That is why some of the poorest countries in the world can have cities with (D.R. Congo's Kinshasa, Nigeria's Lagos to mention just a few) some of the most expensive housing and cost of living in the world.

The immediate cost is that exports from the countries are higher than necessary. But a broader more impactful cost is that the cost of doing business in the countries, when other tangential costs, such as transportation, power supply, food, housing for workers and executives, etc., are taken into consideration, makes it prohibitive for many companies and entrepreneurs to consider.

Unleashed advocates “realism” in currency valuation in other to take advantage of comparative advantage in labor cost to launch export-oriented industrialization.

AFRICANS CAN SOLVE THEIR PROBLEMS

Ultimately, it is absolute truism that only Africans can build their countries and continent. *Unleashed* is advocating dedication to self-help-driven initiatives, supported by stakeholders, on the part of African leaders, to create an environment that enables the people of African countries to rise up and solve their problems.

There is no historical precedent for a nation developing through activities of external factors. It therefore bears emphasizing, notwithstanding the enormous goodwill of people around the world that only African people can build their countries and given the space and opportunity they can and will!

EXPORTING THEIR WAY OUT OF POVERTY

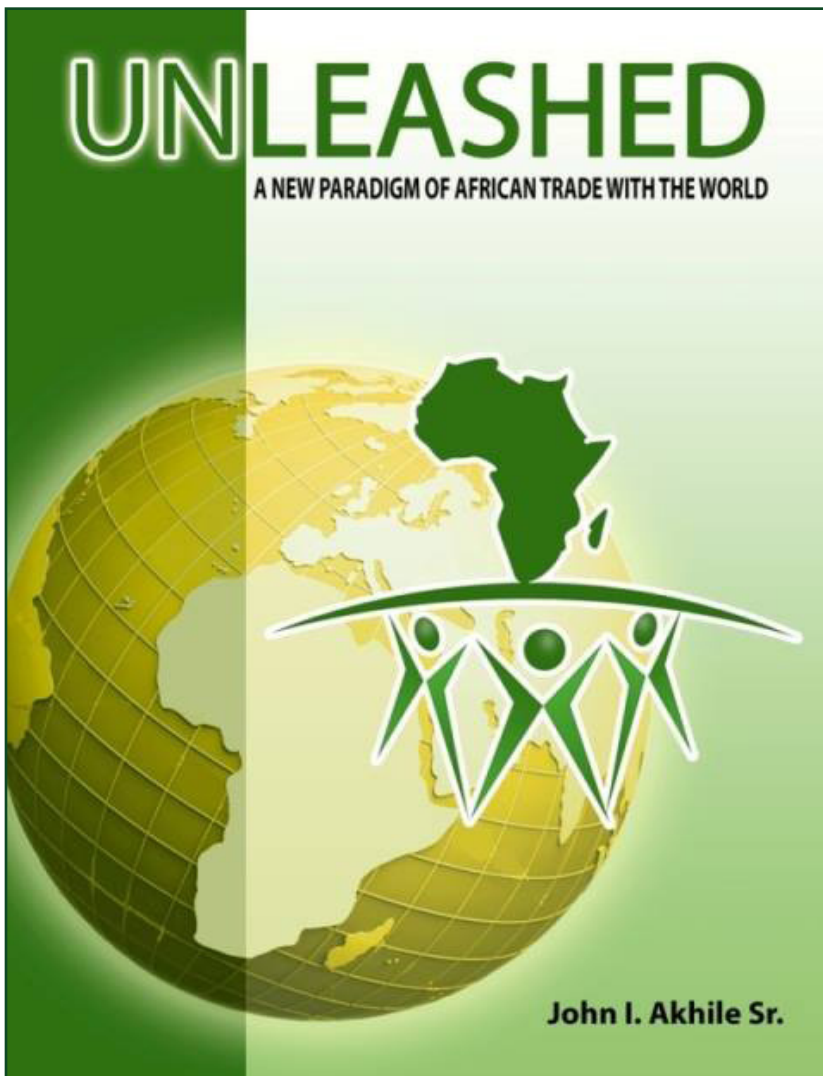
Exporting their way out of poverty
African states should use the vehicle of export-oriented industrialization to increase their income.

Creating work for African people in manufacturing industries that sell their products to other nations will build the bridge for African countries and people to migrate into a better “economic place.”

African countries need to earn more. The strategies outlined in *Unleashed* evolve from an export-oriented industrialization strategy, because it gives African countries the following options to increase their income.

- Conversion of raw materials into finished goods for export
- Attracting manufacturers to locate to African countries to produce goods for export to their markets around the world
- Using land resources to become a breadbasket, that grows and processes consumer agriculture products for export to the world
- Developing a vast tourism infrastructure based on entertainment, sports, meetings and personal travel using the natural, cultural and historical resources of African countries.

An intense concentration of effort in these four areas will transform African countries from impoverishment to nations that are able to sustain themselves from the resources of their (own) efforts within 20 years.



CAN A BOOK AFFECT SUCH RESULTS?

The answer is yes! *Unleashed* has information that can unleash positive transformative passion in African people. It is the sort of passion that compels people to take ownership of problems and discover their solutions. For country-first patriotism, that eschews willingness to sell the country and people to the highest bidder. To recognize and embrace accountability to the people on the part of political leaders as the only sustainable political arrangement that guarantees long term peace and offers a chance for prosperity. A determination to succeed imbued by willingness to turnover every rock; try every good idea and risk failure in order to achieve mastery of negative existential circumstances. For African countries, *Unleashed: A New Paradigm of African Trade with the World* is that book!

WHAT DO WE NEED FROM YOU?

Your vehicle can reach people that we (can) only dream of reaching. You can open doors and elevate the dialogue that the world and African people need to have about how to solve their longstanding problems. We need your bully-pulpit to help spread the word about an Africa-centric solution to Africa's challenges.

"Every developing country, including those in Africa, has the potential to grow dynamically, transforming herself from a poor, agrarian economy into a middle- or even high-income economy in one or two generations. The key is for the government to facilitate the growth of sectors for which they can quickly become competitive internationally with what they currently have such as abundant supply of labor and/or nature resources. John I. Akhile Sr.'s *Unleashed: A New Paradigm of African Trade with the World* is a book full of practical insights about how to make such quick wins happened in Africa. This book is must reading for anyone who concerns about the poverty reduction and prosperity in Africa."

Justin Yifu Lin

Professor, National School of Development, Peking University, Former Chief Economist, the World Bank