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by Charles Antoine Bambara
Chairperson

Editorial: Supporting the winning spirit of Africa

In our field of expertise, ABC Global Communications is unwaveringly committed to contributing to this effort. Let's join forces and make a difference, knowing that we are steadfast in our commitment to African development.




Our Approach and Work

ABC Global will support or craft a communication strategy for your entities or institutions that will be strategic guidance for the future. When talking about Strategic Communications keep in mind the 4 "Ds".

- Determine
- Discover
- Decide
- Deliver

Editorial

Charles Antoine Bambara
Chairperson



Supporting the winning spirit of Africa

In recent weeks, **ABC Global Communications** has established valuable connections with high-level leaders in Dubai, Europe, and Africa.

The diverse expertise and multilingual capabilities of our team have resonated well with these partners, paving the way for potential collaborations.

One of our key targets being the business world, we are committed to supporting the development of the African continent despite the present challenges. In the current context, it is encouraging to note that the World Bank forecasts 3.4% growth in Sub-Saharan Africa for 2024.

In 2024, among the ten countries with the highest economic growth rates in the world, five are African countries, including Libya, Senegal, the Democratic Republic of Congo, Côte d'Ivoire, and Rwanda. This highlights the region's dynamism and its determination to improve the living standards of its populations.

Together, we can spark the momentum for positive global change in Africa. ABC Global Communications is committed to contributing to this common goal. Let's join forces and make a difference!

Reports & Analysis

Union
Africaine
Sommet de l'Union Africaine 2019
NIAMEY, 4-8 JUILLET

Oumar Samba Thiello
Associate Director
East and Central Africa

ABC Global Communications: Bringing Unparalleled Expertise to Africa

Since its official launch in mid-May 2024, **ABC Global Communications** has experienced significant growth. The website and social media platforms are attracting more visitors, potential customers, and clients, and the positive feedback we've received is a testament to our growing reputation.

This international communication agency is already knocking at the doors of big players in this field of reference. In the first three months, a dozen articles were written, one per week, covering eclectic subjects like: Mining, agriculture, African women's living conditions in conflict zones, natural resources, the growing industrial sector in Africa, and the African policy of a leading European country.

A major characteristic of these news stories is the fact that they are all well documented with key figures highlights facts and decisions made by states and governments.

The aim is to showcase the achievements or set objectives of African countries willingly planning to reach milestones in their development fulfilments.

Notwithstanding violence in Sudan, conflict in Eastern DRC and Northern CAR, with the troubled Sahel region facing jihadist attacks, there are signals of positive economic growth. These are not isolated cases. In many countries, the indicators are green with regards to the near future.

At ABC Global Communications, we are committed to supporting this cause. We have chosen to stand with private and public stakeholders, institutions, NGOs, and organizations in their efforts to overcome this development challenge.

We highlighted in one of our reports that global in Africa approximately 16 million women across 21 countries are involved in shea nut harvesting. And with the growing global demand for shea butter in the world, it is expected that the shea butter trade could exceed by 2028 US \$3.5 billion.

And women in these 21 countries in Africa needs to take up this challenge, and make it profitable for themselves, their children, their families and their countries.

And to succeed, they need cash and investment. **ABC Global Communications**, once again, is willing to contribute to that, supporting women in these 21 countries to get the funding they need.

We will continue to highlight such cases through our analysis, reports, and articles. We invite you to join us on this journey and in our support for the development of the continent.



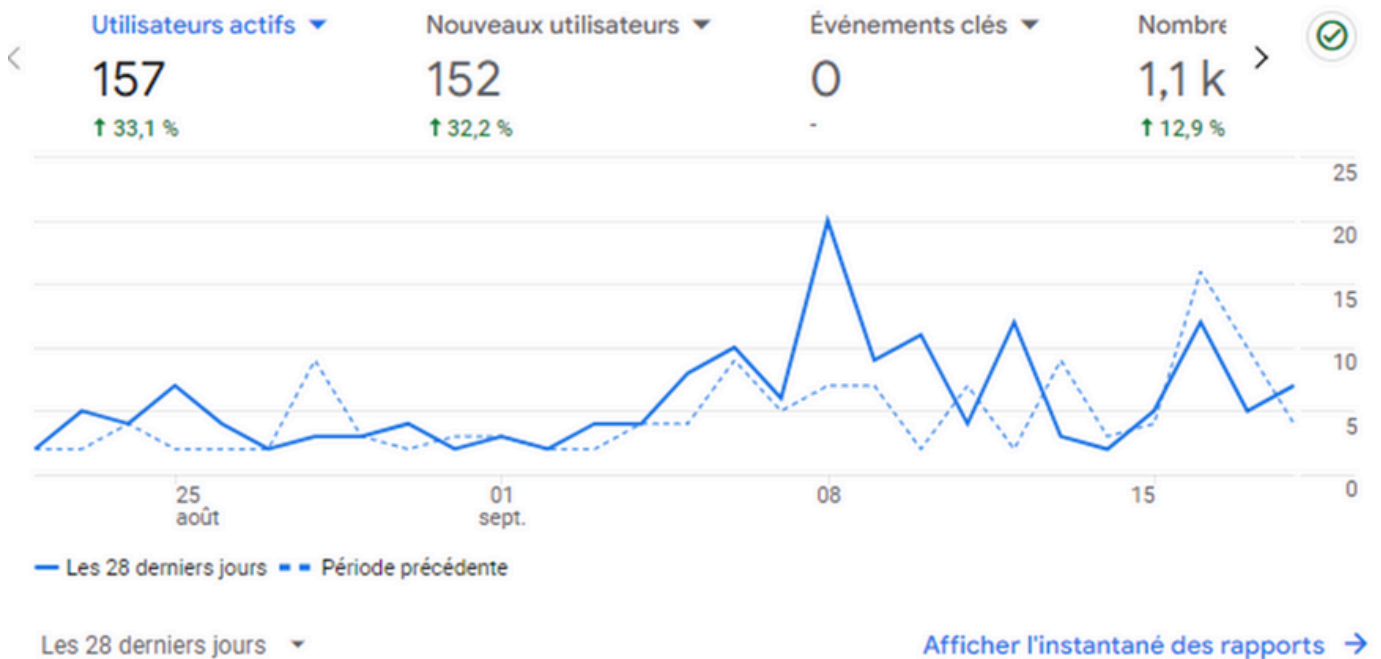
Audience Analysis of Digital Platforms

1. Social Media Activity

During the period from August 19 to September 19, 2024, **18 posts** were published across the various social media platforms of ABC Global Communications. Among these posts **10 were in French**, and **8 in English**. These publications focused on key excerpts from previously published articles on the website, and specific aspects of the agency's expertise.

2. Website Performance:

152 new visitors were recorded, bringing the **total number of visits to 1100**. These figures represent a **32% increase** in visitors and a **12% increase** in total visits compared to the previous month.



3. LinkedIn Performance:

The LinkedIn page now has **300 followers**, marking an increase of **289 new followers** during this period.

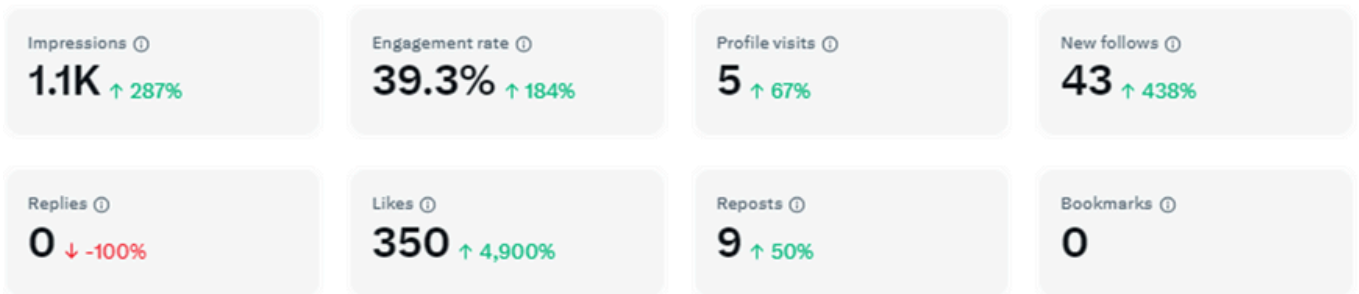
L'essentiel sur les abonnés

300 Nombre total d'abonnés	289 Nouveaux abonnés au cours des 30 derniers jours ●0%	34 Nouveaux abonnés invités automatiquement avec Premium ●0%
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4. X (formerly Twitter) Performance:

The agency's X (formerly Twitter) account attracted **43 new followers**. The posts were viewed **1100 times**, generating **350 Likes**. The engagement rate on X is **39%**.

Analytics



5. Facebook Performance:

On Facebook, the posts generated **153 interactions**. **6 new fans** were recorded during this period. The posts received **4 Likes**.

Aperçu de la Page

Followers : 1519

Créer une publication

28 derniers jours

Couverture de la publication	--
Interaction avec la publication	153
Nouvelles mentions J'aime la Page	4
Nouveaux followers	6

Results

The social media performances of the agency, along with website traffic, show overall positive trends, particularly on LinkedIn and X (formerly Twitter). The increase in visitors and interactions highlights the growing public interest in ABC Global Communications' content and expertise.

Highlight of upcoming events



Global Private Banking Awards 2024

Theme - Celebrating excellence in wealth management

7 November 2024

The Landmark, London

Theme - Leading through disruption



United Nations General Assembly High-Level Week (UNHQ New York)

24 September 2024



World Food Day, World Food Forum (FAO, IFAD, WFP)

16, 14-18 October 2024



International Day of Peace

(UNHQ New York)

21 September 2024



Africa's Climate Future: Insights & Actions for COP29

Wednesday, 25 September 2024

Dubai



Bank of the Year Awards 2024 & Global Banking Summit 2024

3-4 December 2024 - Convene

Sancroft, St. Paul's | London

Theme - Recognizing the best in banking globally

Awards ceremony: *4 December 2024* – London



UN Day

24 October 2024



Global Media and Information Literacy Week

(UNHQ New York)

24 October 2024



IMF-World Bank Fall Meetings

25-27 October 2024



Africa Summit - Driving sustainable growth across Africa

29-30 October 2024

London The Peninsula





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