

GLOBAL CENTER FOR TRAINING & TRANSLATION

Business Operations in Africa:

***Major
Cultures &
Languages***



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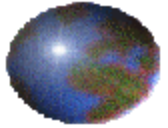
Business Operations in Africa: Dealing with Cultures & Languages

Said Cherkaoui, Ph.D.

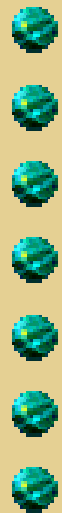
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Scale 1:51,400,000
Azimuthal Equal-Area Projection
0 800 Kilometers
0 800 Miles
Boundary representation is not necessarily authoritative.

International Conference on
AFRICA GROWTH & OPPORTUNITY CONFERENCE 2001



Agenda



Population

Cultural Diversity

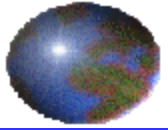
Ethnic groups

Religions

Languages

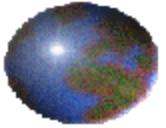
Historical Sites

Comments on Social Structure & Tribal Environment



Socio-Cultural, Historical, Language & Tribal Aspects

- Africa North of Sahara: From Morocco To Egypt.
- Africa South of Sahara: From Senegal To Ghana.
- Africa West Central Region: From Nigeria To Cameroon.
- Africa South West & East Region: From Democratic Republic of Congo To Angola & Kenya.
- Africa South Cone Region: South Africa.



Socio-Cultural, Historical, Language & Tribal Aspects



Population



Ethnic groups



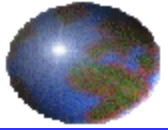
Religions



Languages

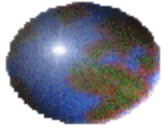


Comments on Social Structure



Socio-Cultural & Language Aspects

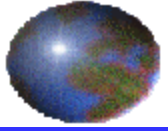
- Africa North of Sahara: Morocco & Egypt.
- Africa South of Sahara: Senegal & Ghana.
- Africa West Central Region: Nigeria & Cameroon.
- Africa South West & East Region: Democratic Republic of Congo, Angola & Kenya.
- Africa South Cone Region: South Africa.



Africa North of Sahara: Morocco



- **Population:** 30,122,350
- **Ethnic groups:** 99.1% Arab-Berber; 0.7% European; 0.2% Jewish.
- Berbers (at least as early as 3000B.C), an indigenous northwest African non-Arab tribes in Morocco, Algeria Tunisia, Mauritania and other Africa South of Sahara.
- **Religions:** 98.7% Muslim; 1.1% Christian; Jewish 0.2%
- **Languages:** Arabic (official); Berber Languages.
- French often the language of business, government, and diplomacy.



Africa North of Sahara: Egypt



Population: 68,359,979

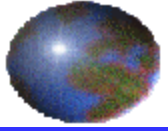
Ethnic groups: 99% Eastern Hamitic background (Egyptians, Bedouins and Berbers); 1% Greek, Nubian, Armenian, European (Italian and French).

Religions: Islam official religion: 90% are Sunni;

Coptic Christians: government estimates: 3 million; Coptic Church estimates 7 million.

1 million are Roman Catholics, Greek /Armenian Orthodox Christians and Protestants.

Tiny and very discreet Jewish community.



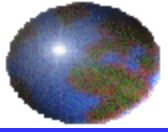
Africa North of Sahara: Egypt



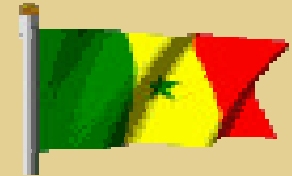
Languages: Arabic (official);
English and French understood by educated classes.

CAIRENE ARABIC: dialect, an amalgam of Delta Arabic, Middle Egypt Arabic, Sudanese and literary Arabic.

Used on television, radio talk shows, and for political speeches.

**Africa South of Sahara: Senegal**

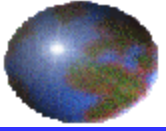
Population: 12.000.000



Ethnic groups: Wolof, Fulani, Serer, Diola, Toucouleur, Mandingo, European & Lebanese.

Religions: 90% Islam; 5% Christianity; 5% Animism, including Fetichism.

Languages: Over 80 % of the population speaks Wolof. Sérère, Pulaar, Diola, Mandingo and Socé.



Africa South of Sahara: Ghana

Population: Over 19 million

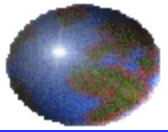
Ethnic groups: Ashanti one tribe of the Akan ethno-linguistic group (Twi and Fante speaking); Guans, Ewes, Dagombas, Gas, Gonjas, Dagabas, Walas and Frafras.

Religions: 43 % Christians;
38 % Animists; 12 % Muslims.



Languages: English (Official).

Twi, Fante, Ga, Hausa, Dagbani, Ewe and Nzema are the major languages.



Africa West Central Region: Nigeria

Population: More than 101,232,251

Ethnic groups: 65% of population: Hausa, Fulani, Yoruba and Ibos.

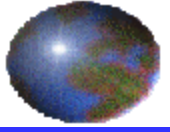
North: Hausa and Fulani; Southwest: Yoruba.
Southeast: Ibos and non-Africans.

Religions: 50% Muslim; 40% Christian;
10% Indigenous Beliefs.



Languages: English (official).

Over 250 other languages spoken: Hausa, Yoruba, Fulani and Ibo.



Africa West Central Region: **Cameroon**

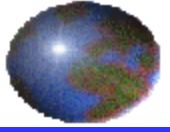


Population: 15,000,000

Ethnic groups: 31% Cameroon Highlanders; 19% Equatorial Bantu; 11% Kirdi; 10% Fulani; 8% Northwestern Bantu; 7% Eastern Nigritic; 13% other African; less than 1% non-African.

Religions: 40% Christian; 40% Animist and 20% Islam.

Languages: French and English (Official). Majority of population lives in the francophone areas.



Africa South West Region: D. Congo R.

Population: 51,987,773

Ethnic groups: 45% of the population are Mangbetu-Azande (Hamitic).

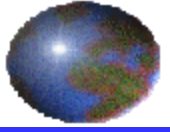
Over 200 ethnic groups: 80 % of whom are Bantu-speaking peoples.

Largest tribes: Bantu, Mongo, Luba, Kongo.

Pygmy groups scattered in the rain forest.

A small number of European descent.





Africa South West Region: D. Congo R.

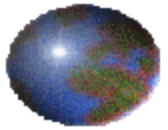
Religions: 72 % nominally Christians: 50% Roman Catholic, 20% Protestant: 52 % of the population.

10 % Muslim community.



10% Kimbanguism fuses Christian and traditional elements; 10% traditional African beliefs.

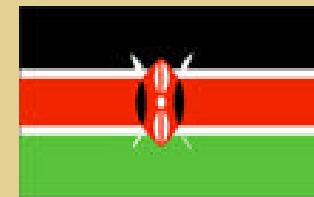
Languages: French (Official language); Lingala (a lingua franca trade language); Kingwana (a dialect of Kiswahili or Swahili), Kikongo, Tshiluba.



Africa East Central Region: Kenya

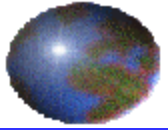
Population: 30,339,770

Ethnic groups: 22% Kikuyu; 14% Luhya; 13% Luo; 12% Kalenjin; 11% Kamba; 6% Kisii; 6% Meru; Other African 15%; Asian, European and Arab 1%.



Religions: 38% Protestant; 28% Roman Catholic; 26% Indigenous Beliefs; 7% Muslim; 1% other.

Languages: English & Kiswahili (official); Numerous indigenous languages.



Africa Southwest Region: **Angola**

Population: 10,145,267

Ethnic groups:

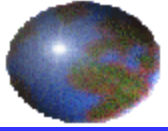
- ❖ 37% Ovimbundu;
- ❖ 25% Kimbundu; 13% Bakongo;
- ❖ 2% Mestico (mixed Euro-African);
- ❖ 1% European; 22% other.



Religions:

- ❖ 47% Indigenous Beliefs;
- ❖ 38% Roman Catholic; 15% Protestant.

Languages: Portuguese (official), Bantu and other African languages



Africa South Cone Region: S. Africa

Population: 43,421,021



Ethnic groups: 75.2% Black; 13.6% White; 8.6% Colored; 2.6% Indian.

Among Black population are numerous ethnic groups.

Religions: 68% Christian (includes most whites and Coloreds, 60% of blacks; about 40% of Indians); 2% Muslim; 1.5% Hindu (60% of Indians); 28.5% Indigenous Beliefs and Animist.

Languages: 11 official languages, including Afrikaans, English, Ndebele, Pedi, Sotho, Swazi, Tsonga, Tswana, Venda, Xhosa, Zulu.