

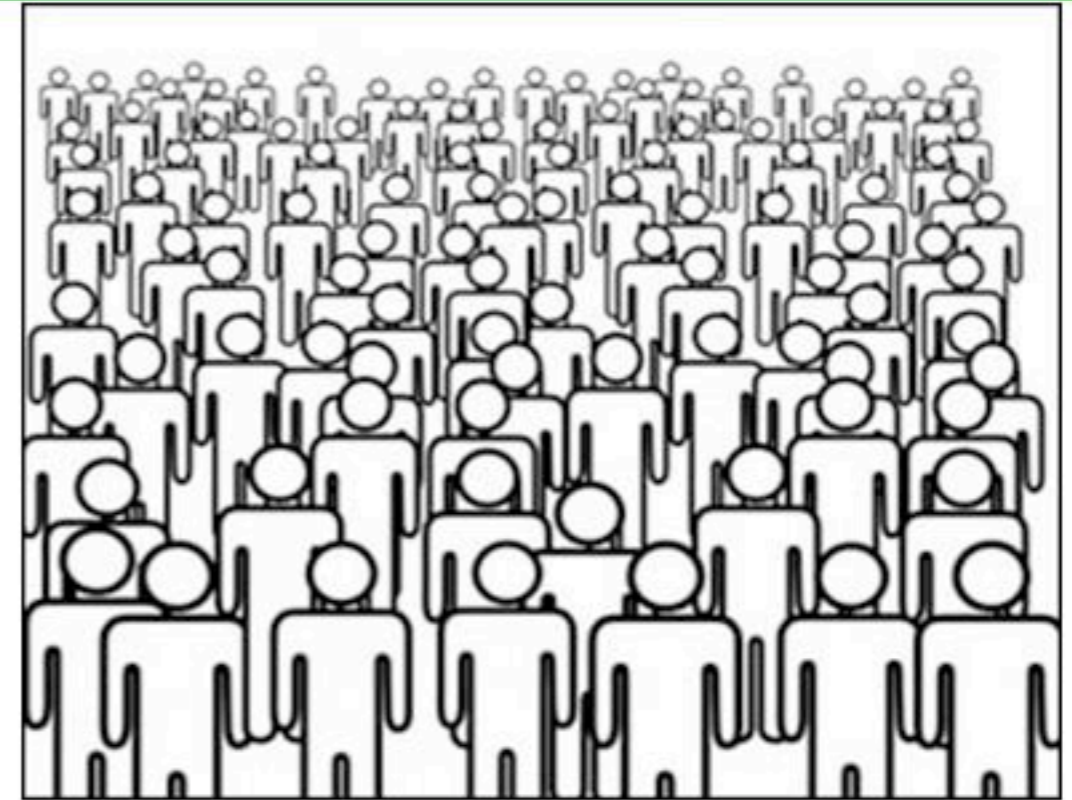
+PLUS paper

62% of the African population is below the age of 25.

-World Bank

3 out of 5 unemployed people in Africa are under the age of 25

- International Labor Organization



Youth unemployment in Africa is more than twice that of adults.

Investing in Africa's greatest resource: It's Youth

Untapped capital

Most young Africans face challenges in finding productive employment. In a recent survey conducted by CSI+ on "Urban Achievers" young Nigerians indicated that a contributor to youth unemployment is an oversaturation in certain markets.

Africa's young population is equipped with high energy, creativity, entrepreneurial ingenuity and raw talent which should be capitalised on to contribute to new and innovative solutions to current challenges on the continent.

Innovative Ideas

SpringAGE is a South African initiative that provides a platform for young South Africans to share their entrepreneurial ideas with government entities, the private sector and NGOs. It provides youth with an opportunity to actively contribute to decision-making which affects their future.

The benefits of investing in Africa's youth



Source: IMF 2006

An influx of youth into the workforce in In the Middle East and North Africa has contributed 0,70% annually to the GDP since 2000, This window of opportunity is called the **DEMOGRAPHIC DIVIDEND**.

Microsoft will be supported by its existing network of over 10 000 partners in Africa which has been established over the span of 20 years.

Access to finance

For innovative ideas to become a reality, young entrepreneurs need access to financial services to provide start-up capital. However, many young people do not have access to financial services or possess basic financial literacy skills. In South Africa, Nedbank BankSeta and the Milpark Business School have established learnership programmes which offer unemployed students the opportunity to study towards a banking qualification.

Microsoft's 4Africa initiative aims to up-skill 100 000 members of Africa's existing youth workforce, and help an additional 100 000 recent graduates develop skills for employability, 75% of which Microsoft will help place in jobs by 2016. This initiative has already reached over half a million young people. To ensure its success,

Investing in Africa translates directly into investing in its youths. Businesses across Africa are in a unique position to engage with young people in shaping their continent's future.

