

# Business advisory services for Africa

EY announced the creation of borderless advisory services for their clients across Africa, India and the Middle East.



Image by 123RF

- Africa India and the Middle East have a combined GDP of over US\$5t and over 40% of the world's population.
- EY Advisory has over 7,000 consultants and 280 partners in member firms across 50 countries in Africa, India and the Middle East.

Led by Gerard Gallagher, the newly appointed EY AIM Advisory Leader, EY has created a leadership team that will provide its clients' access to over 7,000 consultants and 280 Partners in EY member firms, based in 50 countries.

These borderless services will help EY clients benefit from streamlined, cross-border sector specific advice, facilitating greater growth and efficiency across these three markets, which have a combined GDP of more than US\$5 trillion.

Gallagher commented: "We are seeing an increased demand from clients in financial services, transportation, consumer products, retail, and the energy sectors for additional support in their growth and efficiency agendas across three of the fastest growing regional economies in the world – Africa, India and the Middle East. These regions have natural synergies and are the new trade route for business, with a market of about three billion people."

["At the current rate of urbanization,"](#) by 2050 the world will be two-thirds urban and one-third rural — a reversal of the global

distribution pattern that existed 100 years ago,” Gallagher said. “Aging populations will transform everything from health care to real estate, while Millennial-dominated workforces will reinvent the workplace. Migration and immigration will also have profound impacts on workforces and economic development. All the demographic shifts in these regions will require new strategies and business models.”

In these markets, there is a growing need for economic diversification and the creation of significant physical and social infrastructure, EY AIM Advisory will provide specifically designed services for deployment across Africa, India and the Middle East.”

“Our track record of large transformation projects in these regions has helped us consolidate our market leadership,” Gallagher added. “We expect this move to help to significantly strengthen our organizations’ market leadership position in Advisory for these regions. As our Advisory services continue to grow, our clients will benefit from unprecedented access to our leadership professionals and intellectual property — particularly in digital, cyber and advanced analytics — which will help clients to build more resilient and profitable businesses. Our objective is to help our clients solve their most important challenges with an understanding of how to deliver in context of these regions.”

For more, visit: <https://www.bizcommunity.com>