

COMMISSION FOR AFRICA

Seminar with *Mr. Myles A. Wickstead*,
Head of the Secretariat of the Commission for Africa
upon invitation of
His Excellency Sir Peter James Torry, Ambassador of Great Britain and
Northern Ireland to Germany
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WHAT WOULD I DO IF I WAS CHAIR OF THE G8

Leverage Corporate Management Experience

As a major corporate leader who became leader of the G8, I would use my corporate experience to institute a process allowing all to share not only in the planning of G8 priorities, but in responsibility for implementing those priorities. As a corporate leader, my edicts do not guarantee results unless all layers of management are vested in the process, mission and goals. Ultimately, the workers must also have faith in the process, otherwise they will produce substandard products.

Delineate Clear Lines of Duties and Responsibilities

I would require that the G8 present a plan to the nations of Africa explaining clear lines of responsibility and expectations, just as DaimlerChrysler expects for all of our departments and managers. I would clearly articulate what the desired end result would be. A major and legitimate complaint by African leaders is that we, as members of developed nations, dictate the terms of engagement, yet provide little support other than development grants. Failures are then blamed on the Africans. African leaders clearly state that they want to take responsibility for their own problems, and do ask for more assistance. Here, I believe that a business model may be applicable to the development process, and fair to the leaders of Africa as well.

I would clearly articulate the mission statement and goals of the G8 as it applies to African development. I would require that each of the G8 members have specific responsibilities and expectations in carrying out the mission and goals. As head of the G8, I would take responsibility of synthesizing that plan in conjunction with you as partners in the process.

To the leaders of the African nations, I would share our commitment to the development process. Our own goals, developed to be consistent with your own articulated goals in NEPAD, cannot be met without working closely with all stakeholders. However, neither can we, as leaders of democracies, convince our stakeholders to comply unless we are assured that certain conditions can be met.

Therefore, how together do we achieve those goals and conditions necessary for development?

Uphold Consistent Rule and Application of Law

As leaders of the G8, we cannot meet our goals without consistent rule of law. To you, leaders of the developing nations, I ask, how do we meet this common goal? We need transparency of government, an even playing field for all investors, and for you to foster your own business growth. We must have accountability in this process. How do we measure together whether these conditions exist? They will not exist by declaration, but must be measurable. As leader of the G8, we must have clear measurements to convince our own nations that our investment in Africa will provide a return, and not be wasted. Where can we as leaders of the G8 and the African Union come together and make our common goals work?

We recognize that laws are necessary but do not guarantee economic investment. Let us look at our own goals as well as yours in NEPAD, and find the common ground upon which we can build a better investment climate. Let us look at our banking regulations and find those areas of agreement where we can establish common practices, and be assured of enforcement of these issues. We cannot finance the development process any longer unless we can be assured of coherent and consistent practices that protect the ability to invest and withdraw funds. We believe this can be done within the framework of our common laws, and need to decide what works best for all.

Hold the Citizen in the Highest Regard

We, as you do, hold the citizen in highest regard. Therefore, let us work together to find ways to ensure that your own citizens will invest in your country and not send money out of your country as is common practice today. The World Bank estimates that about \$400 billion of Africa-based capital has fled the continent and is in banks around the world, or held in investments outside of Africa. How can we work together to drive and direct more investment in your own nations? Should we be able to do this, we can break the bonds of dependency on aid money and external finance? What do you as developing nations think can be done to reverse the flow of capital? As a corporate leader, I know that my own company would fail if nearly 40% of my capital resources for reinvestment were not available. Outside investors would not support DaimlerChrysler if these losses became so apparent; the situation is likewise in Africa.

Work to Improve Africa's Image

While Africa's negative image may be unfair and incomplete, no individual or corporation in the world can ever be fully understood. Misperceptions are inevitable. However, we know as a company that we cannot survive if our image is largely negative. Our investors will lose confidence in us and our products, and the com-

pany would dissolve. As a leader of G8 with corporate experience, I know the importance of having a good image. It comes from having a good product and maintaining those standards. We know you as African nations have an image of corruption and of war. No image is ever fully true, but those images are based on some reality as well.

How can we assist you in changing that image, and more importantly, change those realities upon which that image is based? How do we work together to end the unnecessary wars of Africa? How do we work together to ensure that fair business practices are in place, and that investment is not drained by corruption?

We understand that poverty is part of the reason for corruption, but we also know from our corporate experience that top leadership sets examples for those making our product and generating revenue. Corruption cannot be eliminated by edict if it is practiced by all. It must be reduced by example from leadership. We develop reward systems for countries and markets that exhibit fair dealings, and likewise, we train civil servants and ensure adequate pay that reduces the temptation of corrupt practices.

The G8 Nations and International Business Community Must Intensity Fight Against HIV/AIDS I call for a more coordinated effort by the G8 to address this horrible disease. We know that money alone will not solve the problem, but the G8 nations should take the lead from U.S. President George W. Bush, who recently approved \$15 billion in funding for HIV/AIDS efforts.

Invest in Africa

African nations like South Africa, Madagascar, Senegal and even Nigeria need our investment if the continent is to thrive and not just survive. The world cannot allow whole economies to fail through lack of investment, when with investment it is plain to all that they could succeed.

Rectify Unfair Trade Advantages and Barriers

Let us also look at unfair trade advantages. These barriers exist in Africa and in our own countries. We recognize that they were originally established to protect workers and industries in our own nations; but the world has since changed drastically, and these barriers now actually hinder development. Let us together look at our needs and work together for bilateral free trade and access to markets.

For example, the subsidies provided to U.S. cotton farmers prevent Mali from selling its cotton to the U.S. The U.S. and EU should agree to lower trade barriers on a reciprocal or bilateral basis to rid the system of unfair trade positions like this. I know that I cannot sell my product if the market makes it prohibitive to sell to you. You deny yourself the tools of development in the name of development. Likewise, to protect our own market denies our own people a more diverse and cheaper product, and denies you the ability to buy our products. If you cannot sell, you cannot buy. Together we can build a case for closer economic cooperation.