

Historical Background and Objectives:

Business Africa magazine is a distinctive and comprehensive internet portal (with availability of print copies) which aims at facilitating the flow of information across the regions of Africa, Russia and ex-Soviet republics. It was created as part of a strategy to expand media operations to these regions and has been operating effectively since then. The magazine is moving with the change.

Without doubt, Russia is still undergoing swift economic transformation and also is one of the fastest growing and biggest economies in the world. But, it's rather unfortunate that, up till now, many African countries do not really have a formidable policy on how to relate with post-communist Russia as far as economic interest of the continent is concerned. Russia is very much interested in developing many-sided cooperation with African countries that are considered as very promising partners.

Despite the unfavorable tendencies, Russia has been conducting purposeful work to reinvigorate economic and trade cooperation with some African countries, whose current level does not yet match the available considerable potential, and such cooperative ties can intensively be promoted in the spheres of politics, economy, power engineering, security, agriculture, processing industry, military-technical sector, culture and science.

With these trends in mind, **Business Africa** focuses on Africa countries and Russia, and aims at serving as an effective network among institutions, ministries, departments and businesses in these countries. Today, the magazine's network provides objective and vital information, investigates the burgeoning markets and presents emerging economic opportunities in Russia for African politicians, policy makers, businessmen, academic researchers and general readers.

Our highly-qualified and experienced international team informs both local and foreign readers about politics, economic and social events in the country and monitors market trends for business companies. This trilingual publication available on the Russian market ensures unbiased coverage of events and development processes.

The team (of experts) renders business and public relations consultation services, represents and promotes business companies and government institutions at international fairs and exhibitions, conducts special market researches/surveys for cooperate business organizations and this undoubtedly makes the magazine an authoritative and leading trilingual media operator in this part of the world.

Target Audience:

the geography of our readers is located in more than 50 African countries and in Russia and its neighboring republics. **Business Africa** reaches most international non-government organizations, ministries and state institutions, leading business companies, foreign mass media and embassies, representative offices of international think tanks and educational institutions. The magazine can be found in some selected hotels and restaurants.

We offer mailing support for our readers. We look forward to welcoming you as a subscriber to our authoritative magazine and use it as a tool for your business success. You may send a letter with your comments and/or enquiries to our editorial office via e-mail at: (editor@bizinesafrica.com)

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Readers Feedback

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