The largest oil producer in Africa, **Nigeria** also has the biggest population and economy in Africa. While traditionally reliant on commodities, more can be done in the consumption space.

**Kenya** has a sophisticated financial services sector and a vibrant lifestyle sector. Home to the largest port in East Africa, it’s also a gateway to the landlocked countries around it.

The giant economy in the southern part of the continent, **South Africa** is already a developed economy, so Singapore companies have to look for niche opportunities such as in education services. There are also opportunities in power generation and hospitality sectors.