

Safintra Angola taps into an emerging market

Angola is Africa's second largest oil-producing country and has one of the fastest growing economies in the world – with an annual average GDP growth of 11.1 percent.



Safintra Angola is making inroads in the market with their superior products in much needed profiles.



Swatches of Luanda are covered in crowded slums of dusty, close-packed shacks called 'Musseque'.

In the distance, the Kilamba Kiaxi Housing Development rises up as clustered pods of neat apartment blocks in eye-catching pastel shades of light blue, yellow and pink, stretching from horizon to horizon.

This impressive Chinese-built project, inaugurated last year by President Jose Eduardo dos Santos, is one of the biggest in Africa. But only a fraction of the thousands of completed apartments are occupied as the prices are out of reach for most of Angola's 18 million people. The majority of Angola's inhabitants struggle with poverty and battle to make ends meet in sub-standard housing, without electricity and water.

High international oil prices and rising oil production has contributed to Angola's strong economic growth since 1998. This accounts for over 50 percent of the GDP, over 90 percent of the export revenue, and over 80 percent of government revenue.

However, Angolans of all classes will tell you the 'maka' – problem or struggle (derived from a Kimbundu word) – of their country, is its huge natural wealth and the question of how that wealth is shared.

Angola's greatest challenge

The dilemma in distribution of oil riches is the country's greatest challenge – most of the population live on US\$1,890 per annum. Only a very small elite possess enormous wealth.

Despite extensive oil and gas resources, diamonds, hydroelectric potential and rich agricultural land, Angola remains poor and a third of the population relies on subsistence agriculture.

The country is still recovering from the Angolan Civil War that plagued the land from independence in 1975 until the war ended in 2002.

Safintra Angola gets in on the ground floor

Large-scale rehousing efforts have been implemented across Luanda, Angola's capital city, since 2001. As redevelopment increases, residents in high risk areas are being moved to social housing areas elsewhere in the country.

Viana, a suburb a few kilometers east of the capital, is home to Safintra Angola. This makes it a viable choice in making headway with the rise of this new opportunity; especially Zango, an area near Viana, which is best known because of its location for new housing. Approximately 254,000 people are housed in over 36,000