

**PREMIERES ASSISES AFRICAINES DU LEASING**  
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## **MARKETINBG & LEASING DEVELOPMENTS IN AFRICA**

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# MARKETING & LEASING DEVELOPMENTS IN AFRICA

Changing Trends

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Vehicles



Trucks



IT equipment



# HOW IS AFRICA LEASING

**Economy and Consumption behavior based;**

**North Africa**

**Subsaharan Africa;**

**West Africa**

**South Africa**

**Ownership model (Finance) vs Usership model(Operating)**

**Emergence of sophisticated consumers- MNC's, oil majors,**

**Exposure of local consumers**

**Banks vs Independent Leasing companies**

# LEASABLE ASSETS



- Market shift to everything Leasable
- Core and non core Assets being Leased
- Computers, Tabs, phones, CCTV
- Live Leasing (Animals in Agriculture)



**Governments, Corporations and Parastatals are Leasing.**





# Marketing of Leasing in Africa

- One size fits all approach vs custom designed solutions
- Relevance to communities and businesses- How many businesses are in the formal sector vs informal.
- Which Leasing products are on the shelf? Traditional vs mkt direction
- Who is leasing matters ..Banks vs independent leasing companies.



# Marketing of Leasing- CONTD

- Skills base of leasing vs traditional bank
- Quality of Leased Assets vs Cost- phobia and prohibitive
- The cost of Leasing- Finance costs vs tax regimes- Individual and corporate
- Dealing with the ownership Question- To own vs to Use....Customary practices
- Industry dynamics- Manufacturing, Agriculture, construction and others.
- Market potential dynamics- Attraction of serious industry players.



The right equipment for the job is essential to facilitate operational efficiency. The leasing of yellow equipment and machinery is made easily available to your government.





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# STUDY CASE- VAELL

- Started leasing traditionally- Operating lease
- Maturity of products; Need to innovate and create- Hybrid products now offered.
- Market coverage; East and going South and Central- Do what works in a country
- Forward and backward linkages- QuipBank model
- Industry Specific products; Agriculture and Construction- TINGA, contract farming
- Social and Impact Leasing- Farmer groups
- Crowd Leasing- Financing Challenges dealt with
- Rent to own- Technology based– MKOPA model

