



PSA NEWS

Centuries prior to the introduction of Christianity and Islam to Africa, Africans had a variety of beliefs based most of the time on the idea of reincarnation. Even though today that mind set does not quite fit the way Africans think and live, it would still be interesting to explore the process of the idea of reincarnation and adopt it to common realities.



“To be born, to die, to be reborn again and to progress constantly, such is the Law”

Alan Kardec



Spirituality has always been at the center of the evolution of mankind. It started with the belief of all sorts by the so called primitive individuals to a much more structured and organized system that emerged periodically.

Today, in many societies, religions are the main channel used to express spirituality but a few refuses to link it to only religion. In any case, divergences in man's evolution process could be taken as an advantage to the profit of the majority.

We can all agree people have the right to choose their own path without any type of restrain and they also should live the life they want based on a particular set of beliefs. It is pertinent to note that even revealed religions like Islam preaches "LACOUM DINOUCOUM WALIA DINE" which basically means "FOR YOU YOUR RELIGION FOR ME MINE".

Being able to relate to one another with respect and without prejudice should allow a mix bag of positive thinking as a common ground for a better society. The example of Islam will once again be taken considering the last speech of the prophet Mouhamad SAW redefining JIHAD as being the fight against yourself. All men should focus on themselves by trying to reach a stage of perfection.

Mutual respect and tolerance should help achieve a well balance society where all the citizens will live in peace and the important steps needed to get ahead would be the basis of self-development.

This can be looked at as something impossible to achieve but in fact it only takes the good will of the people and a mutual understanding. John Lenon said it well "You may say I'm a dreamer, but I'm not the only one. I hope someday you'll join us. And the world will live as one."



In August 2023 a study was conducted in order to rank the world biggest issues and inflation came up on top with 37% though it is indeed the most important problem followed by poverty and social inequity.

A simple definition of inflation is an increase of the prices that is followed by an increase in revenues. This conjunctural situation could find an explanation in a variety of things.

The most common cause for a rise in prices is when more buyers want a product or service than the seller has available. It is a demand-pull. The demand is greater than the offer and obviously, price will follow a basic economic rule becoming higher.

A second reason will be linked to cost push, sometimes prices rise because costs go up on the supply side of the equation. A repercussion on the final price is then almost inevitable for all the actors to make a profit. Governments often will subsidize certain products in this case to keep the price down.

A third origin could simply come from an augmentation of the money supply This happen when too much money is printed.

Devaluation is also linked to the money where the exchange rate of the money has a depreciation which makes it less valuable. This will particularly affect the imports of a country among other things.

Finally, when wages go up it could also affect prices causing significant increases. Employers have no other choice than to increase the prices because of rise of the wages in order to maintain profits.



The BRICS alliance is pushing slowly its agenda using any possible tool to strengthen the partnership and reduce dominance of the WEST on the rest of the world. Over the past decade BRICS inner trading has surged by 56% to reach \$422 billion. With the addition of BRICS+ all these numbers will greatly increase.

In addition, the strategic decision to keep away from the USD by creating a currency that will be used in all the members transaction could be an important step especially if you consider the economic weight of BRICS and BRICS+ with a GDP of \$30.8 trillions slightly over the combine US and EU GDP of \$29 trillion. Creating a new currency is not an easy process when you consider the difference that can exist between the strategic approach and interest of the members, or the unspoken rivalry between India and China to be the most significant players of the alliance.

However, the USD will still be at risk even if the currency is not created because the alliance seems to privilege the use of local currencies to trade between members. This new dawn will impact the USD greatly especially when you consider the oil sector with Saudi Arabia backing up the USD in all the transactions.

06 Players in the energy sector in Senegal



Rosa Parks a courageous African American activist



Rosa Louise McCauley Parks was born on February 4, 1913 and passed away on October 24, 2005. She was known as an American activist who played an imminent role in the Montgomery bus boycott. She is known as the mother of the civil right movement. She became a NAACP activist in 1943 and has participated in many civil rights campaigns. On December 1, 1955, in Montgomery, Alabama, Parks refused to vacate a row of four seats in the "colored" section in favor of a White passenger. Parks refusal to vacate a seat for a white folk was certainly not the first person who resisted in that way but her case had more echoes than the others. The National Association for the Advancement of Colored People (NAACP) thought it was the best candidate for seeing through a court challenge after her arrest for civil disobedience.

Park's act of resistance became a symbol of resistance to racial segregation and main figures of civil right movement such as Edgar Nixon and Martin Luther King Jr collaborated with her. She became an international icon of resistance. She ended up with all the honors writing her autobiography and received national recognition, including the NAACP's 1979 Spingarn Medal, the Presidential Medal of Freedom, the Congressional Gold Medal, and a posthumous statue in the United States Capitol's National Statuary Hall., she became the first woman to lie in honor in the Capitol Rotunda. California and Missouri commemorate Rosa Parks Day on her birthday, February 4, while Ohio, Oregon, and Texas commemorate the anniversary of her arrest, December 1.

African oil producing leader in October 2023



According to Bloomberg survey, OPEC oil production in October 2023 saw a net increase coming from most African producer led by Nigeria. During that period the Organization of Petroleum Exporting Countries (OPEC) produced 28.08 million barrels per day a 50 000 million bpd increased compared to September 2023. Nigeria was on top of the list with a 60 000 million barrels increase per day reaching 1.49 million barrels representing its record high the past two years. It was followed by followed by Congo, Gabon, Angola and Equatorial Guinea.

Nigeria has shown its intention to revamp crude oil production. It wants to reach the 1.7 million barrels a day quota set by OPEC. Reaching that level of production will imply a better coordinated focus on security issues to reduce or eliminate crude oil theft, a more aggressive direct investment to replace obsolete materials and adopt new technologies.

In the past, Nigeria was able to reach a peak of 2.5 million barrels per day (mbpd) in the year 2000 but production has been on a roller coaster since then. A 2.52 mbpd production was reached in 2005 but it's even down to less than 1 mbpd in 2022.

Finally, OPEC quota in 2024 for Nigeria is set to 1.38 mbpd but the stakeholders believe production will catch up before then which will certainly push the organization to reconsider.

Some Africans like to save in another currency than their own. The world bank made a study in a few African countries where the information was available in order to find out in what currencies people like to save and the USD seems to be one of the favorites. Several criteria were taken into consideration such as natural resources, diversified economies or strategic locations.

Nigeria as Africa's first economy is on top of the list with an astonishing \$149.32 billion in bank savings, the explanation would be largely found on its important crude oil reserves and exploitation.

South Africa is second place with \$67.81 billion saved explained specially by its diversify economy and strong financial sector. Algeria has \$59.56 billion with oil and gas leading the economy and a significant effort to diversify its economy.

Egypt which is considered one of the largest African economies comes with \$31.09 billion saved and its strategic location has made it a key player in world trade.

Ethiopia is one of the fastest growing African economies, it saved \$27.93 billion with Agriculture and manufacturing as drivers, it also making important infrastructure investments.

Angola saved \$27.1 billion mainly based from it oil producing sector and important steps were taken diversify the economy.

Kenya \$18.11 billion savings is led by its services industry with an important tourism sector, a booming telecommunication and financial industry.

Ghana \$16.84 billion looks impressive based on the past years economic orientation diversifying its economy.

The DR Congo closes the list with \$13.27 billion saved due to its natural resources such as copper and cobalt.



"Nigeria One" was PSA's first product last year, and it has been a great success. NG One aims to connect Nigeria with French-speaking countries. The concept revolves around a unified marketing and communication strategy that will pre-sent a unique African perspective on the energy sector.

Today, when the west is promoting net zero emissions and energy transition, it is essential for Africans to be heard. Africa was not consulted in the first talks, nor was its position included. There is no doubt that we have polluted the least and faced vast disadvantages in comparison with the rest of the world. Meanwhile, electricity remains one of Africa's greatest challenges. Africa has significant gas reserves, solar power capabilities, and wind energy potential. The energy transition in Africa should be based on tangible, practical, and best-suited solutions.

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