



Philippe de Moerloose is active in DRC since 1991: freshly graduated from ICHEC, a famous Management School in Brussels, Belgium, he started to develop business in DRC. Companies from the de Moerloose Group are currently covering various sectors of activities in DRC:

- > Distribution via the SDA Group : “Société de Distribution Africaine” (www.sdaworldwide.com)
- > Hotels (Grand Karavia and Grand Hotel Kinshasa) (www.grandhotelkinshasa.net) (www.grandkaraviahotel.com)
- > Industry: Dematco (www.dematco.net)
- > Airlines (Demavia) (www.demavia.com)

> Why investing in DRC and how do we see the future in the country?



The de Moerloose Group has always kept on investing in DRC for many reasons:

- The political situation is very stable since 2006, creating an economic stability and a true opportunity to invest and develop business.
- Natural resources are a strategic chance for DRC and also for investors who want to generate business in the country.

-Born in DRC, Philippe de Moerloose has always believed that things were possible, even during crisis and more difficult periods. That makes us understand how the

country works, thanks to its history, its culture, its people.

- The IMF and the World Bank decided to support debt relief worth \$12.3 billion for the DRC. This is quickly generating true potentials for investors in the country.
 - The raise of stock exchange rates of raw materials (cobalt, copper) are giving DRC a good opportunity to keep on growing on a stable basis.
 - The five-year program, known as the five pillars or “Cinq Chantiers” in french, is focusing heavily on President Kabila’s five priority areas: infrastructure, employment, education, water/electricity, and health.
- As a conclusion, the de Moerloose Group trusts the future of DRC and that is the reason why he keeps on investing and widening our activities in the country.

I) THE SDA GROUP IN DRC:



SDA, a Belgian registered company, is composed of various specialized companies in Africa in distribution of automotive, mining and construction machinery, trucks, agricultural tractors,

industrial equipment and spare parts.

SDA Group companies quickly became major partners for our clients thanks to their worldwide direct sales and large distribution network in Africa.

In order to do so, 650 people devote their energy and professionalism each day to set up innovative and successful solutions.

As a fast growing group, SDA always jumps on new product opportunities as well as on new territories development.

The SDA Group Company’s objectives all converge in answering their clients’ needs with high-quality services, reaching deadlines on time and offering competitive prices. More information: www.sdaworldwide.com

> Demaf:



Demaf distributes and represents Volkswagen, John Deere Construction and Agriculture, Hitachi and Michelin in DRC. Demaf belongs to the SDA Group (in french: “Société de Distribution Africaine”).

> ATC DRC:



ATC DRC distributes Nissan and Volvo (Volvo Construction, Volvo Trucks, Volvo Penta) in DRC. ATC DRC belongs to the SDA Group (in french: "Société de Distribution Africaine"). More information: www.sdaworldwide.com

> African Motors Company: Ford opening in DRC, after 25 years!



Thanks to its involvement in DRC, the de Moerloose Group managed to open the brand new Ford Showroom in Kinshasa, for the great pleasure of the locals. Ford was indeed not represented in DRC since 25 years. On June 2, African Motors Company (AMC) inaugurated the downtown showroom and quick service in Kinshasa and discover innovative Ford products. In the near future, a maintenance center and second showroom will be

opened in Ndolo. The Prime Minister of DRC was very satisfied by the reintroduction of Ford in the country. Many customers, businessmen and representatives from official organizations also attended the event. From Ford side, Mr Mike Crowley (Worldwide Sales Director) and Mr Louis Koen (African Network Director) were also present. More information: www.africanmotorscompany.net

II) HOTELS:

> Grand Karavia Hotel in Lubumbashi



The de Moerloose Group has set up a partnership with the British group "Lonrho". The Grand Karavia is the best place to stay in Lubumbashi (5 stars hotel), with more than 200 rooms including 13 luxurious suites. The Grand Karavia is the business and leisure centre of Lubumbashi - a full service hotel to suit discerning

business travellers, diners, group meetings and celebrations or simply just "to be seen". The hotel is located in one of Lubumbashi's most beautiful suburbs between a lake and golf course in landscaped gardens on extensive and secure grounds. More information: www.grandkaraviahotel.com

> Grand Hotel in Kinshasa



The de Moerloose Group agreed a partnership with the DRC government for the Grand Hotel in Kinshasa, offering 500 rooms, suites and flats (with air conditioning, mini bar, phone, internet, satellite TV, etc). The hotel is located along the Congo river, in Gombe residential area, nearby town center, embassies

and international companies. The Grand Hotel is the biggest hotel resort in Kinshasa: 4 restaurants, business meeting rooms, business centers, sport infrastructures (tennis, swimming pool), shopping gallery, night club, etc. Business men can benefit from those facilities with a total security level. More information: www.g.h.cd

III) INDUSTRY:

> Dematco:



The de Moerloose Group is also active in DRC in the industrial sector, via Dematco. This company is the market leader in DRC producing PVC tubes, metallic constructions and working on general construction projects. Dematco is also the official distributor of Sinotruk (one of the most significant truck suppliers worldwide), Yanma generators, Goodsense Forklift, etc. We aim at providing customers with the most valuable after-sales service. More information: www.dematco.net

IV) AIRLINES:

> Demavia



The de Moerloose Group has invested in the airline industry as a very powerful and competitive advantage for his distribution network. Demavia was founded in 1993 in order to facilitate transfer of goods and products from Europe to DRC. Demavia is currently the Belgian leader in Cargo transportation towards DRC.

Demavia works hand-in-hand with Hewa Bora to deliver products all around the country. Demavia acquired Via-Belgium and Via-Netherlands in 2008, well-known GSSA companies for various international airlines

companies (Air Canada, Continental, Royal Jordanian, SAS, Blue air Transport Aerian SA, Olympic Air, Pakistan International Airlines, Air Madagascar, ABAN air, StarAirlines).

More information:
www.demavia.com

