

# **The Arab World Unbound**

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**Vijay Mahajan teaches at the University of Texas and is possibly someone who has written most about emerging markets. He has written eleven books so far, Africa rising and the 86 pc solution being significant.**

**The Arab world is home to 350 million consumers with a combined GDP of 1.99 Trillion \$, making it the 9 th largest economic block in 2010**

**The regions two biggest spenders are Procter and Gamble, Unilever. After them is Etisalat, zain, Saudi telecom, Almarai, Du and Mobinil.**

**The informal flow of goods and services adds even more heft to the Arab consumer markets. The shadow economy is more than 25 % of the genuine economy in most Arab world countries.**

**The Arab world draws more tourists than any other block. It has leisure, shopping and religious tourists.**

**53 % of the Arab population is below 25 years of age. They want their opportunity to participate in the regional and world marketplace. They are labeled the *Shabab* generation.**

**More than a quarter of the population uses the internet in the Arab world.**



**Social media played a vital role in the Arab spring. From the organization of protests to the determination of news.**

# The Arab Economies

<b>Country</b>	<b>2010 gdp billion \$</b>
<b>Saudi Arabia</b>	<b>448</b>
<b>UAE</b>	<b>302</b>
<b>Egypt</b>	<b>218</b>
<b>Algeria</b>	<b>158</b>
<b>Kuwait</b>	<b>132</b>
<b>Qatar</b>	<b>127</b>
<b>Morocco</b>	<b>91</b>

# GDP per capita

Block	2010 gdp per capita in \$
USA	47,004
China	4382
India	1394
Arab World	5563

# Cell Phones penetration %

Block	2010
USA	93%
China	65 %
India	62 %
Arab World	98 %

# Young Population

Block	Million young people below 25	% age of Total Population
USA	105	33.9 %
China	459	34.4 %
India	570	48 %
Arab World	189	53 %

# Students in the USA-2012

Block	Number of people
From China	127,628
From India	104,897
From Arab World	31,583

# Emirates Innovations

Year	Innovation
1982	Personal video systems in all seats
1983	In flight phones in airbus fleet
1994	Fax machines in airbus fleet
1999	Electronic privacy hood in some classes
2000	First to fly A380
2003	The night sky image on the plane ceiling to help reduce jet lag
2008	Safe mobile telephony on board.

# Tourism-2011

Country	Tourist Nos millions
Arab World	79
France	76.8
USA	59.7
China	55.7
Spain	52.7
Italy	43.6
Egypt	14.1
Saudi Arabia	10.9
Morocco	9.3
Tunisia	6.9