

# Creating business communities for African unity

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The run-up to the 55th Africa Day, celebrated annually on 25 May in parts of Africa and around the world in commemoration of the foundation of the Organisation of African Unity (OAU) (now the African Union), is an ideal time to reflect on the opportunities presented by a new collective zeitgeist happening in Africa.



From our insider view, there is plenty of evidence that Africans are reclaiming a renewed sense of identity in the world and that this is a growing trend to watch. Take United Nations-affiliated organisation [ARK](#) tracing the royal lineages of Africa across the world; the reimagining of the power and the glory of African cultural iconography in the recent *Black Panther* blockbuster or the impact being made by Africans on the global cultural mainstream in many sectors, and we might pose the theory that there is a real window of opportunity for Africa to make its mark in many sectors on the roadmap to 2020.

Speaking at Design Indaba 2018 conference in Cape Town, South Africa, acclaimed film director Sunu Gonera was quoted as having said that “now is the time when Africa’s stories matter” and when we as Africans “can bring something to the table, without any longer having to ask for permission”, this uncovering of our stories – of ancient kings and future heroes along with renewed self-confidence, offers visions of a future-shaping identity for Africa.

Back in 1963, ideals mapped out by the Organisation of African Unity (OAU) included furthering the interests of African people; the quest for common ground between African nations; the dream of achieving unification; rejection of exploitation in all forms and the importance of economic models and regeneration to replace colonial economies.

With global mobile communication networks and platforms in place, the above-mentioned quest for common ground between African people and nations has never been more possible and there are many reasons why Africans should now be talking to each other, empowering each other, sharing knowledge and resources. Forging uniquely pan-African business networks now would send a clear message to the world that Africa is open for business on its own terms.

Since 2001, Bizcommunity.com, a wholly independently owned media brand made in Africa for Africa, has been building the very platforms which are now so relevant in enabling companies and individuals to network and tell the business stories and experiences of Africa, in our own voices.

Bizcommunity’s daily news offering provides its South African, pan-African and global business communities with a valuable snapshot overview of the industry and company news, resources, trends and jobs that inform the Africa business-to-business ecosystem.

Key focus areas impacting directly on Africa’s potential success now - such as job creation and investment, mergers and

acquisitions, marketing and media, digital and IT, start-ups, green and business tourism, conferencing and events, education, banking, mobile, fintech, agri-tech, retail, logistics, land usage, clean energy, recruitment and health - attract a local and global readership fulfilling the need for a one-stop pan-African business news hub.

Having dominated the South African digital media landscape for almost two decades by putting company activations and announcements, key players and newsmakers onto the front pages of 18 industry sectors in Africa daily, Bizcommunity now launches the Bizcommunity.africa domain – a dedicated Africa news desk, edited by veteran media and content strategist, Africa consultant and passionate Afro-optimist, Louise Marsland, who has worked with the media brand in various capacities since its launch in 2001 and has been tasked with spearheading its African expansion strategy over the next 24 months.

Bizcommunity.africa is ideally placed to capitalise on the digital revolution that is transforming the continent, by providing a valuable vehicle for changing the narratives of Africa, telling positive news stories of economic growth, global multinational investment, business expansion and networking.

Marsland comments, that this is Africa's time, revealing her research into the rising, aspirant middle class in Africa which has a monthly spending power of R1.3tn; the fact is that this, the youngest population in the world, will include 500 million people under the age of 25 years by 2030, a potentially ready workforce, has embraced a mobile-first approach to financial, entertainment and communications innovations more than any other continent and that by necessity these Afrilleniials offer some of the most entrepreneurial cultures; the 442 technology hubs across Africa incubating start-ups and nurturing sustainable futures.

Seven of the 10 fastest growing economies of the world in 2018 are in Africa, namely Rwanda, Ghana, Ethiopia, Côte d'Ivoire, Djibouti, Senegal and Tanzania. Political and economic transformation currently underway in South Africa, Zimbabwe and Angola, could see them well on the way to economic recovery by 2020.

Bizcommunity CEO and founder Andre Rademan, comments: "Since starting the company in 2001, we have been pan-Africanists. We are excited to be redefining the ideals of African unity and identity via our platforms, supporting common African ideals in business, tech, sustainability and communications."

Daily and weekly Africa-focused newsletters, covering business-to-business and economic news from key sectors - Agriculture; Automotive; Construction and Engineering, CSI and Sustainability; Education and Training; Energy and Mining; Finance and Insurance; Healthcare, Human Resources and Recruitment; IT and Telecommunications; Legal; Lifestyle; Logistics and Transport; Media and Marketing; Retail; Property and Real Estate; Tourism, Travel and Hospitality - provide an ideal eco-system for the amplification of corporate content, jobs, networking and knowledge sharing.

## **“Redefining ideals of African unity via our platforms...”**

As Africa's premier corporate and news distribution channel Bizcommunity.Africa's multi-industry, multi-African platforms are ideally positioned to allow the new pan-African networking so vital to the visions of forging new African networks and identity. Press Office and Specialist Recruiter packages ensure corporate news enjoys front page distribution among daily top stories across 18 industries, providing all the benefits of digital publishing such as campaign reports, stats and analysis.

Join us in the movement to show the world a snapshot of a unified business-ready Africa. Publish company announcements, events, educational content, post-event amplification, corporate profiles and jobs by industry and region within our 464,000 global readership; 45,000 of which are a growing movement of pan-African subscribers hungry for your news, on the biggest B2B news hub in Africa - see you on Biz!

Bizcommunity.com also hosts one of the largest jobs portals in Africa, specialising in B2B recruitment.

A daily or weekly newsletter [subscription](#) option covers all business-to-business and relevant economic news across Africa.

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