

# Africa's reputation work - 4 Jun 2018

BY LOUISE MARSLAND

Several global public relations and communications firms are helping Africa rewrite its narrative on reputation and business trust. This is essential for the 'Africa Rising' megatrend that will dominate the next few decades. To continue to attract international investment, there has to be trust for governments, media, business and the non-profit sector.

The recent ethics and reputation study conducted by Reputation Matters on behalf of the African Public Relations Association (APRA), highlighted many opportunities for the continent to take charge of its narrative, said [Regine le Roux](#) of Reputation Matters.

Due to the increased focus on Africa and acknowledgement that it is finally Africa's time, opportunities abound for the communications industry, as [Robyn de Villiers](#), chair and CEO of Burson Cohn & Wolfe Africa, writes.

The Nigerian government needs to work on its communication as it is the least trusted institution in the West African state, while media is the most trusted, according to the [Edelman Trust Barometer](#) released last week for Nigeria.

Have a great week!

**Louise Marsland**

**Africa Editor: [Bizcommunity.com](https://www.bizcommunity.com)**

For more, visit: <https://www.bizcommunity.com>