

African business opportunities abound – if you start with yourself - 4 Apr 2016

BY LEIGH ANDREWS

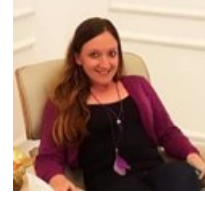
Farren Roper says now's the time for marketers to establish their [professional brand](#). Not being a true brand ambassador for your own truth in sharing your stories, successes and failures is the opportunity cost of building great role models for other would-be marketers to aspire towards, especially as more and more business moves online.

Hatem Hariri agrees that [digital transformation](#) is key to Africa's future. To get this right you need to both understand Africa as a continent that doesn't match the 'one market' view, and that governments and enterprises around the globe are looking at digitisation strategies to drive operational excellence, greater competitive differentiation, customer and citizen satisfaction, and providing them with a more connected experience.

With this digital business upswing, it's little wonder that sub-Saharan Africa still offers [opportunities to investors](#). And while each African country offers unique growth opportunities, more African economies could be thriving if not for underdeveloped infrastructure and bureaucracy.

That's where the importance of foreign investment comes in - let's all do our bit to make it attractive a business destination as possible.

Leigh Andrews



Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an #Inspiring50 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s #Bookmarks2020 Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 13 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

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