

# Welcome to [BizTrends 2016!] - 18 Jan 2016

BY [LEIGH ANDREWS](#)

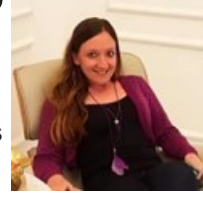
This week sees the launch of [BizTrends 2016](#). Curated by our team, some of the continent's foremost thought leaders have submitted their top business trends to watch out for in the industry over the coming months. The content is sure to inspire your upwards trajectory, so get reading!

In this light, Nkem Ndem V offers three predictions for [tech in Nigeria 2016](#). These include strengthened IT and physical security, as well as increased social media power and a dearth of start-ups due to investment challenges.

From a positive perspective, Christopher Kidanka writes about the return of the [EastAfrican in Tanzania](#), following a year out of market due to a governmental ban based on proper registration.

Let's hope for many more positive news stories throughout the continent this year.

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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