

***De/Constructing the African Renaissance:  
NEPAD, Agenda 2063 and AfCFTA – A  
case for brand Africa's re/engineering...***

**Presentation to a Virtual Conference  
Biashara Services and Products Africa (BiSPA) 2020  
- a Brandhill Africa (Pty) Ltd initiative -**

**Saul Molobi  
9 December 2020**

# The New Pan-African Personality...



*“You cannot carry out fundamental change without a certain amount of **madness**. In this case, it comes from **nonconformity**, the courage to **turn your back on the old formulas**, the **courage to invent the future**. It took the madmen of yesterday for us to be able to act with extreme clarity today. I want to be one of those madmen. We must dare to invent the future...”*

- Thomas Sankara  
(1949 -1987), Burkina Faso



Source: Economist Intelligence Unit (EIU)

# The New Personality – A global phenomenon...

Harvard  
Business  
Review

THE  
BIG  
IDEA

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## REBEL TALENT



IF YOU WANT ENGAGED EMPLOYEES,  
LET THEM BREAK RULES AND BE  
THEMSELVES. WE'LL SHOW YOU HOW.  
BY FRANCESCA GINO

*“Here’s to the crazy ones. The misfits, the rebels, the trouble makers, the round pegs in the square holes... the ones who see things differently – they are not fond of rules... You can quote them, disagree with them, glorify or vilify them, but the only thing you can’t do is to ignore them because they **change things**... they **push human race forward**, and while some may see them as the crazy ones, we see genius, because **the ones who are crazy enough to think they can change the world, are the ones who do...**”*

- Steve Jobs, 1997

(1955 - 2011), United States of America (USA)

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# The Africa we want...

Immanuel Kant:

**“The best way to predict  
the future is to invent it...”**



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# Epistemological Context

- **Africa:** The cradle for civilization (Cheik Anta Diop & The UNESCO History of Africa, 8 Volumes; and Martin Bernal “*Black Athena*”)
- The 1885 Berlin Conference’s “scramble for Africa”
- Anti-colonial response: National liberation struggles in Africa and ideology (Dialectical/historical materialism and Moses Kotane’s “Cradock Letter”)
- “The regeneration of Africa” - Pixley ka Isaka Seme
- The unification of Africa - Kwame Nkrumah - 1963
- The Freedom Charter - 1955
- African Renaissance (Thabo Mbeki) - 1996
- NEPAD (Presidents Thabo Mbeki, Olusegun Obasanjo and Abdelaziz Bouteflika).
- OAU rebranded into the AU - 2002

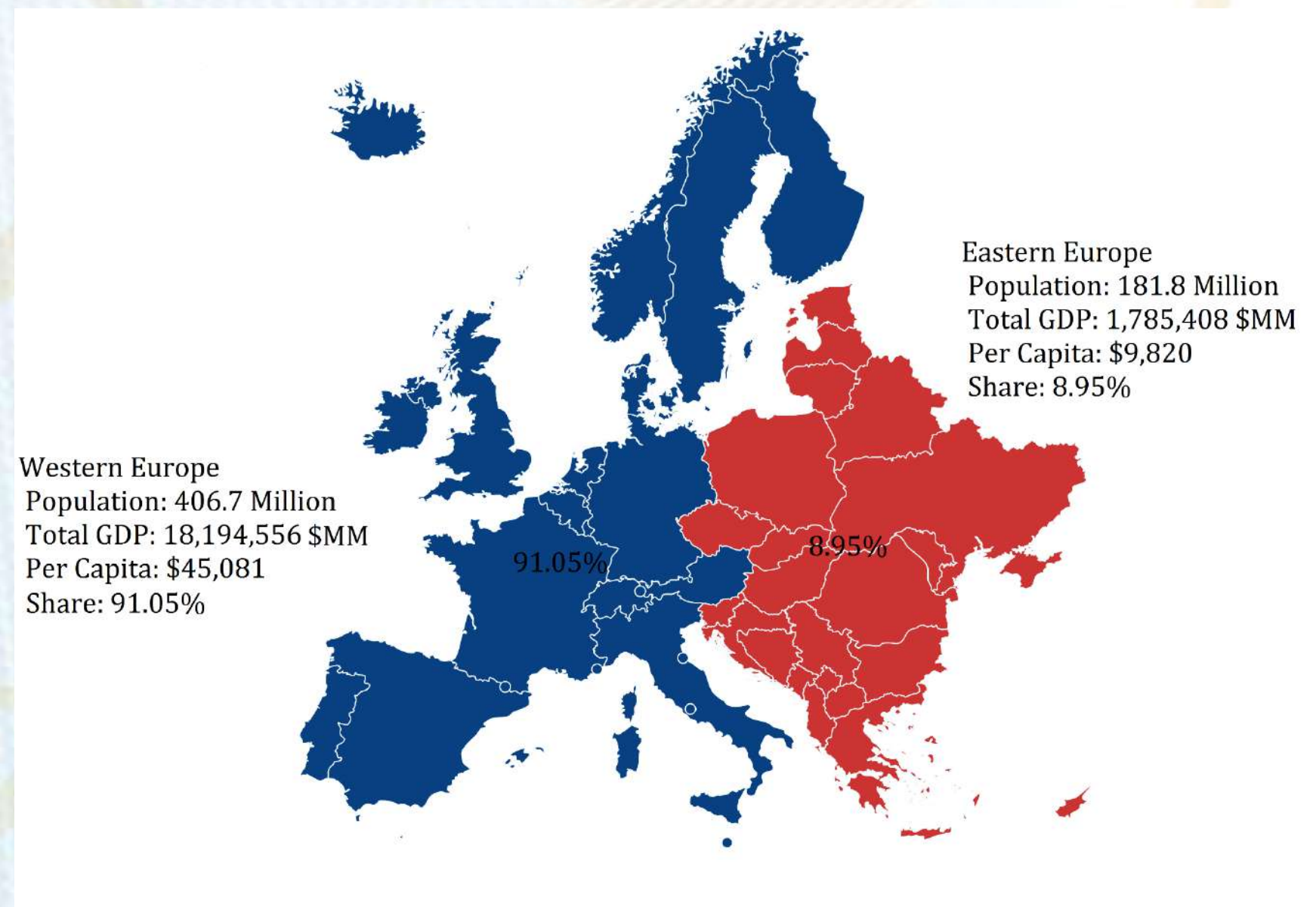
## Ancient African Kingdoms: The origin of Africa's international trade

- This is a tribute to our forebears who built Mapungubwe – then Thulamela (in the Limpopo Trans Frontier Park) and the Great Zimbabwe in Masvingo; then Domboshaba in north eastern Botswana. Domboshaba is loosely translated to English as a "trading hill".
- In these ruins, there's evidence of manufacturing having taken place and the artifacts and crafts found indicate these were areas of trade.
- Some of these artifacts include gold, copper, ivory, porcelain from China and India, pottery and bones (of both humans and animals).

# Themes and methodologies

The following are themes and methodologies in the current **Competitive Identity Brand Development Frameworks**:

- The **dominant theme studied is related to country image** (Heslop et al., 2010; Sun and Paswan, 2011; Kerrigan et al., 2012; Hakala et al., 2013; Elliot and Papadopoulos, 2016; Herrero-Crespo et al., 2016; and Sun et al., 2016).
- The **second theme noted is nation brand personality** (D'Astous and Boujbel, 2007; Kim et al., 2013; Rojas-Méndez et al., 2013, 2015).
- **The third is on country reputation** (Kang and Yang, 2010; Rojas-Mendez, 2013; Yousaf and Li, 2015)
- **The final one so far is on the nation brand strength** (Anholt, 2005; and Fetscherin, 2010).
- The literature review indicates that the research methodology employed is **primarily perceptive studies** that involve *qualitative expert in-depth interviews, samples responding to questionnaires, and sometimes focus group interviews intended to expand on attributes and issues specific to the concept of nation brand.*



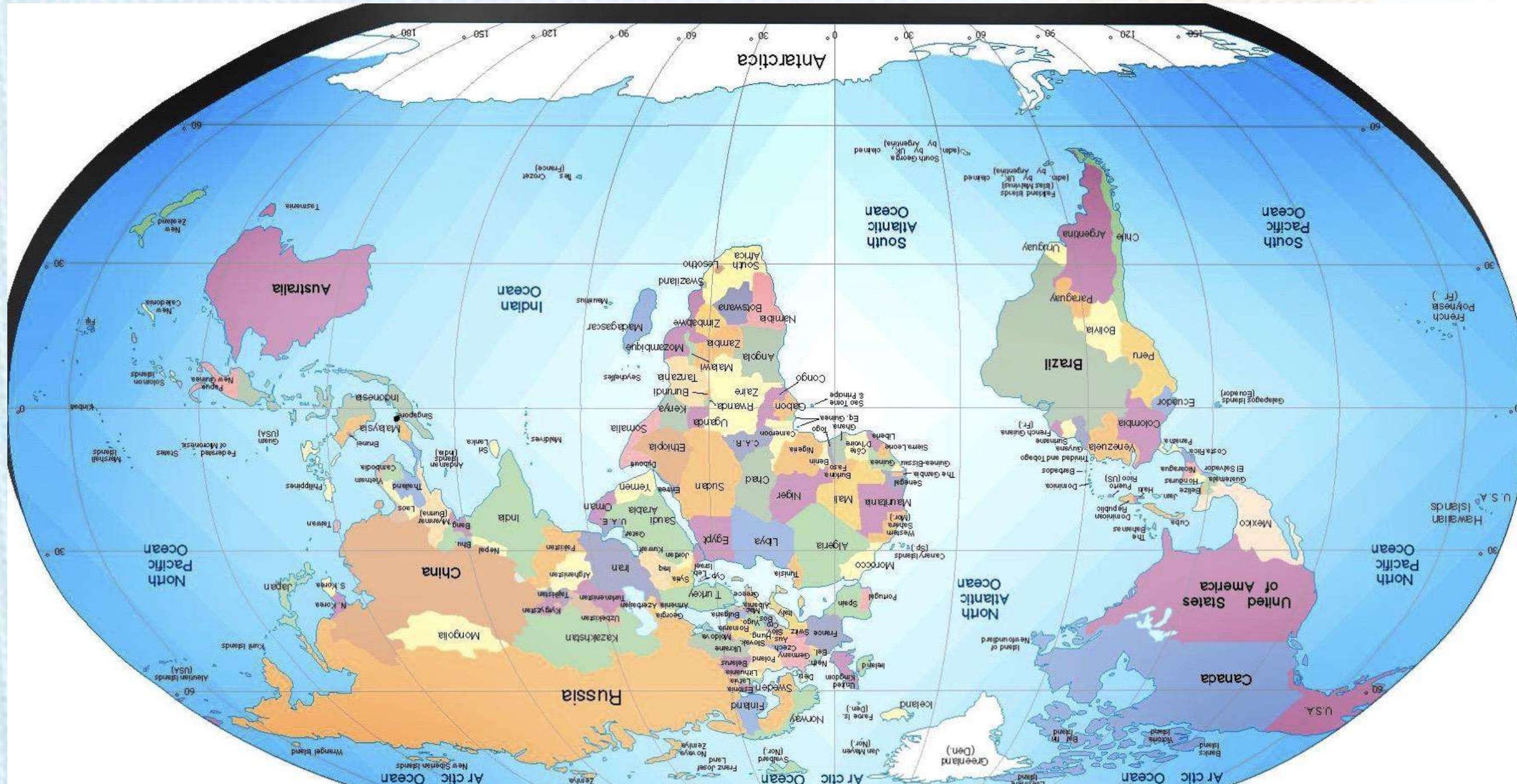
# Brand Africa under siege...

- Even though Joseph Conrad published the “*Heart of Darkness*” in 1899, and the post colonial map of the continent is as colourful as this map on the side indicates, to many Africa remains a “**dark continent.**”
- Anholt posits while Germany is known for its engineering, France with chic, Japan with miniturisation; Italy with flair; Sweden with design; Britain with class; Switzerland with precision; Africa is with **FAMINE, DISEASE AND TERROR.**
- President Donald Trump referred to African countries and Haiti as, I quote verbatim, “**Shit hole countries**” on 12 June 2018 – 100 years after Conrad’s published his book.





# A new perspective...



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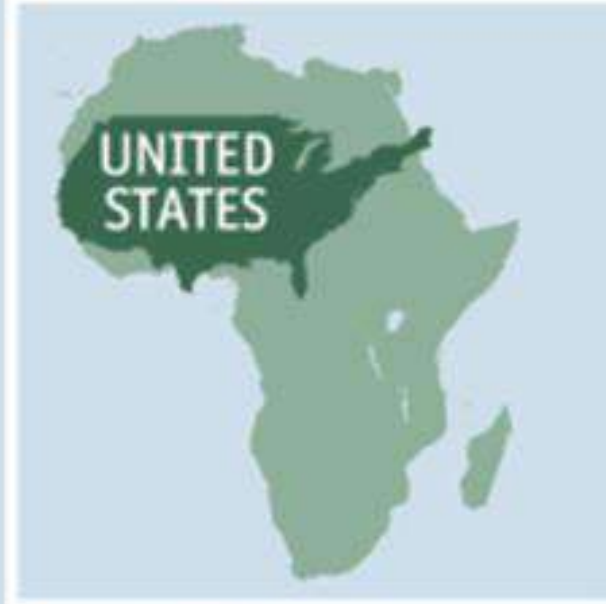


# What is to be done? Africa's brand re/engineering...

*“The way to gain a reputation is to endeavour to be what you desire to appear...”* advised Socrates.

- **AGENDA 2063**
- This positioning should be driven by the African Union with the **AFRICA CONTINENTAL FREE TRADE AGREEMENT (AfCFTA)** as our delivery platform.

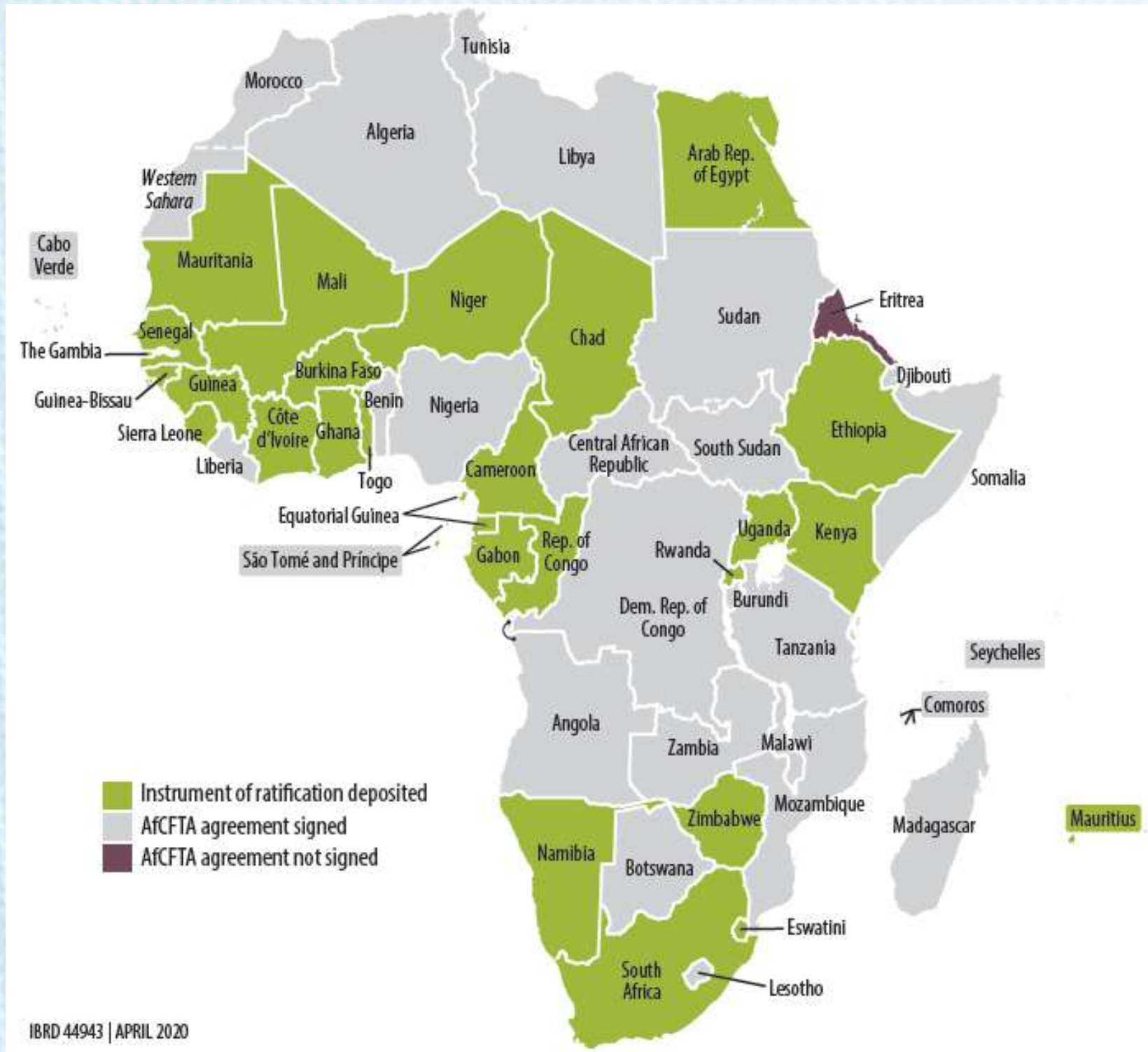
# Africa is a Very LARGE Continent



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# AfCFTA - Africa becomes a free trade area



# AfCFTA - Policy and business joined at the hip

- “The objective of the AfCFTA is to drive intra-African trade among the 55 AU member states ...
- The objective of digital trade like e-commerce is to market & sell
- The AfCFTA aims to reduce barriers to trade ...
- ...while digital trade like e-commerce reaches across continents”

Source: African perspectives, *Global Insights*. The Digital Economy and E-commerce in Africa  
– Drivers of the African Free Trade Area? SAIIA Special Report 2020.

## Contact details

Rene Descartes: “Cogito ergo sum” (*I think, therefore I am.*)

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**I thank you...**

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