

Welcome to the Year of Artificial Intelligence - 8 Jan 2018

BY LOUISE MARSLAND

A very Happy New Year to all our readers of Bizcommunity.com's daily and weekly Africa newsletters! Today, 8 January 2018, also marks the annual launch of our industry trends: BizTrends2018.

January is Trends Month on Bizcommunity.com, and we will be featuring trend predictions for 2018 from expert contributors in the media and marketing industries from around South Africa, Africa and abroad.

Africa features strongly in trend predictions as the continent is experiencing a technological boom, which, coupled with its growing middle class and youth population, creates interesting dynamics for growth for global brands on the continent.

Artificial intelligence is a recurring theme and disruption continues to be a key motivator for everyone involved in the creative industries. We hope our trends will give you hope for the future and help you decode what lies ahead to the benefit of your business. Click through to the BizTrends2018 [special section](#) for ease of reference.

Happy trend-hunting!

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