

Marking Africa Day - 21 May 2018

BY LOUISE MARSLAND

With Africa Day falling on May 25, Bizcommunity.Africa has had the opportunity to celebrate [#AfricaMonth](#), with stories of inspiration and innovation from across the continent in all 18 industry sectors that Bizcommunity.com covers.

Africa Day marks the commemoration of the establishment of the original Organisation of African Unity, now known as the African Union (AU), on May 25, 1963. It was formerly also known as African Freedom Day and African Liberation Day and is celebrated across the continent and around the world.

This past week, we've interviewed [Robyn de Villiers](#), vice chair of the African Public Relations Association (APRA) and chair and CEO of Burson Cohn & Wolfe Africa, about opportunities in Africa for doing business; and [Evert van der Veer](#), the new general manager and vice president of Fox Networks Group Africa, on the fact that more media companies need to invest in Africa. This was De Villiers' point too: there are not enough media companies on the continent focusing on Africa and the incredible business and human interest stories happening that illustrate a positive, growth narrative for the continent.

In fact, the need for accelerated social progress and purpose-driven communications is at an all-time high, especially in Africa, said [Brian Tjugum](#), the UK-based managing director for Weber Shandwick's EMEA social impact practice, who spoke on ethics on the continent at a forum in Johannesburg.

Have a great week!

Louise Marsland

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