

The economic indicators for Africa - 16 Apr 2018

BY LOUISE MARSLAND

The chairman of global communications firm, Weber Shandwick, [Jack Leslie](#), believes all the right economic indicators and portents are present for the continent of Africa to truly rise. Leslie, who has also served on the United States African Development Foundation for two decades as an advisor to several Presidents, told Bizcommunity.Africa about the "huge sense of optimism around Africa".

He says Africa's entrepreneurial culture, which leads rankings globally, signifies great things for the continent as technological and other developments continue at a fast pace and the rising middle class promises access to a "fast-growing market".

Bizcommunity.com's annual [18 Trends for 2018](#) was published last week at the end of the mammoth annual BizTrends project and the launch of the [digital magazine](#). The #BizTrends2018 book, which will be distributed exclusively to key clients and advertising agencies, is currently in print.

And here's a call for the industry to [BackaBuddy](#) and assist family and friends in funding a private investigator to travel to Rwanda to try find missing South African adman, [Leon Orsmond](#). He has been missing for two months now.

Have a great week!

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