

We need to change our own narrative on Africa - 26 Mar 2018

BY LOUISE MARSLAND

I gave a presentation to a diverse group of South African business people last week on the rise of Afrofuturism globally and why it is Africa's time - finally. *Ke nako!* The first thing I asked the group - ranging from small business startups and micro-enterprises, to medium sized businesses, was: "What are the first words that spring to mind when you think about the African continent?"

"Poverty", "war", came the shouts. Only one person said "opportunity". How do we change this 'poverty porn' narrative that globally, and our very own people in Africa, have of our continent? By showcasing the innovation; the success stories; the rise of [Afrofuturism](#); the huge growth in sectors such as technology, tourism, infrastructure development, banking, mobile and communications; and [Africans](#) changing the world.

We are all responsible for changing this narrative by educating ourselves on the incredibly positive stories emanating from the continent on a daily basis. In many instances, Africa is leapfrogging the world in technology solutions, by solving its own [problems](#) and challenges.

We all need to be Afro-optimists. It is what we try to do daily on Bizcommunity.Africa, by showcasing economic developments and business [success stories](#) across all [industry sectors](#).

Have a great week!

Louise Marsland

Africa Editor: [Bizcommunity.com](https://www.bizcommunity.com)

For more, visit: <https://www.bizcommunity.com>