

# We need more homegrown African brands - 24 Apr 2017

BY LOUISE MARSLAND

One of the findings of global brands surveys each year, is that Africa needs more homegrown brands. In order to create jobs and build sustainable businesses on the continent, we need to invest in our own resources and brands, instead of importing commodities and services.

We also need to trade more with each other, instead of exporting everything off the continent to other regions in the world. [Dangote Rice](#) in Nigeria went from being an importer of rice to becoming one of the world's largest exporters of rice, in partnership with the Nigerian government. They are aiming to be the biggest global exporter of rice by 2021.

But this requires partnerships between governments and business. And innovation needs to be supported, and taught from a young age. There is no doubt that in industries such as digital, where there is massive global funding for startups and entrepreneurs, that economies are growing and changing. The World Bank has launched [a new programme](#) to support Africa's top digital entrepreneurs.

Our thoughts are with Cameroon journalist for Radio France Internationale's Hausa service, Ahmed Abba, due to be sentenced today on "terrorism charges" for his reporting on Boko Haram. He could face the death penalty. Please support the [Committee to Protect Journalists'](#) campaign to have him released and his charges set aside.

Have a great week!

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