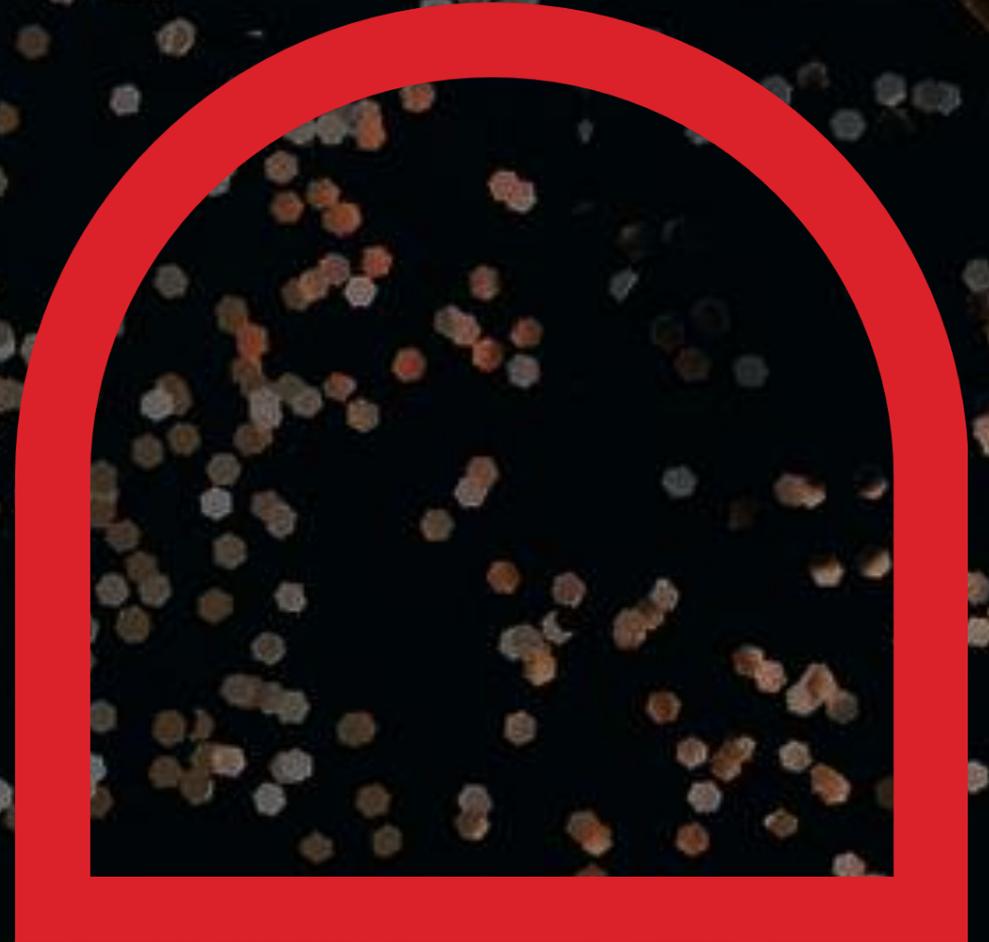




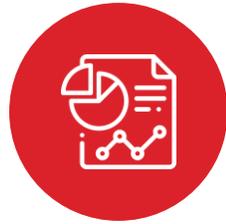
Africa
Foresight
Group

Winning in 2021

December 2020



What will be covered in this foresight piece



A look back at
2020



What 2021
could look like



How to win in
2021

In 2020, the single biggest challenge to businesses has been COVID-19

5.2%

Forecasted contraction of the global economy

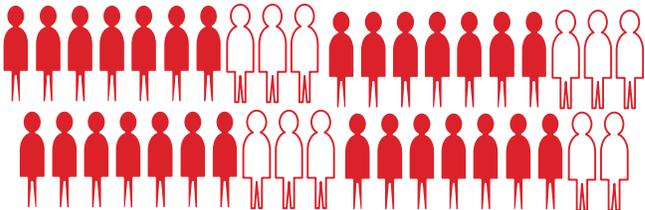
1.4%

Forecasted contraction of the African economy

20M

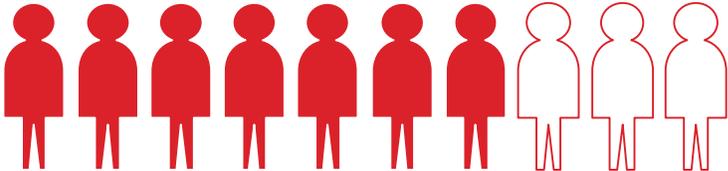
Number of jobs lost in Africa in 2020

Impact on Africa:
COVID-19 was declared a public health Emergency of International Concern in January 2020, and a pandemic in March 2020.
The COVID-19 pandemic has presented opportunities for Africa to bolster institutions, leverage regional and continent-wide capacity and support, and capitalise on the geo-political shifts to foster increased intra-African cooperation. It has forced African businesses to revisit their operating models and transition into new practices and models to compete globally.



76M+

Confirmed cases of COVID-19 globally¹



1M+

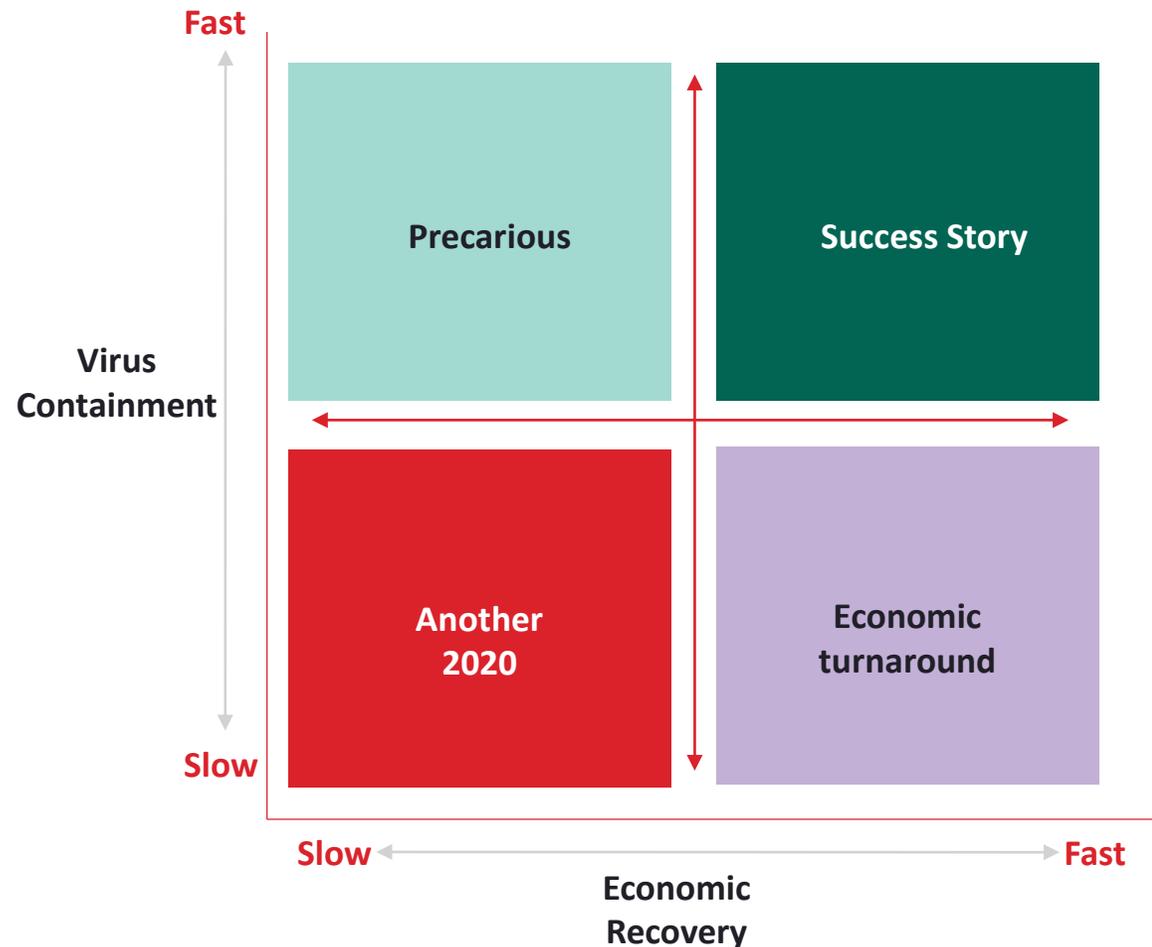
Confirmed cases in Africa²

¹ John Hopkins Coronavirus Resource Center (21/12/2020)

² WHO Africa (21/12/2020)

Source: WHO, UN, World Bank, CNN, African Union

There are several plausible outcomes for our world in 2021, each with its own implications for businesses: **Which one will it be?**



- Success Story:** Here, the Covid-19 vaccines are effectively distributed across nations including under-developed countries, and economies bounce back to normal or even better.
- Economic turnaround:** Here the economies of nations recover from the impact of the pandemic by continuing to innovate and embrace the virus in order to pull back up
- Precarious:** Despite the quick and effective distribution of vaccines, economies are still struggling to recover from the effect of the pandemic.
- Another 2020:** Here, the virus is not easily contained due to unavailability of vaccines and economies are left floundering

No matter the outcome the following 4 resolutions would help businesses to win in 2021

5 Key Learnings from 2020

Most **people can be trusted to work from anywhere** at their own pace

Open communication engenders trust

Agility is a key driver for success

Choice and usage of technological platforms and programs are good predictors of success

Communities support businesses who are proactive in their environment



How to use as a winning factor in 2020

On an industry specific basis, companies can decide how to adopt a more **flexible approach to working**

Focus on building **long-term relationships with all stakeholders** based on mutual trust and respect

Continue to develop a flexible, adaptable business model that can survive changes – do not stand still

Re-evaluate and audit your technological platforms and identify areas for improvement

In areas where possible, **provide resources to support the communities** your business is attached to

What are foresights?

Foresights are monthly publications of AFG bringing you research insights on a current business topic related to Africa – brief and “on point”.

Think ahead.

