

Will Africa survive or thrive tech disruption?

The future of work in Africa comes under the spotlight at this year's AfricaCom and AfricaTech, part of the virtual Africatech Festival.



Rapelang Rabana, founder of Rekindle Learning

Everything we know about work is changing; from where and how it's done, to who does it. The conversation around the future of work has been at arm's length for many, but in 2020, it has been brought into stark and present focus – but, how can companies innovate their workforce alongside the people and industries they represent, in a new (and still evolving) business reality?

Seeking to address this question, this year, AfricaCom and AfricaTech, part of the virtual Africa Tech Festival (ATF), will host a series of Future of Work in Africa conversations that will focus on three key pillars that are driving the necessary innovation in the workplace – people, processes and technology.

The African continent, traditionally reliant on labour, has an opportunity to forge a different path than the rest of the world when it comes to the future of work. Reports show that digital technology adoption has the potential, if harnessed effectively, to transform the nature of work - for all Africans.

Several panel discussions and presentations at this year's ATF, will look to providing illumination and a road map as to how to ensure that the continent fully embraces a digital future, not least amongst them the adoption of digital technologies to help build skills - not just for a privileged few, but for all.

Essential to the uptake and inclusion in the digital ecosystem is faster internet to increase jobs for all workers regardless of their education level, and the role of policies and investment in unlocking Africa's potential. Key themes that permeate throughout this year's conferencing content.

"We have toyed too long with ideas to adopt digital technologies to address socio-economic challenges in food, health, security and education, how businesses can reduce costs, drive new revenue streams and dramatically improve customer experience and productivity," said Rapelang Rabana.

"Covid has demonstrated once and for all that these are not just nice or cute ideas but business imperatives". Rabana will speak on Digital Skills: Building the 4IR army.

Speakers participating in the Future of Work series will include:

- Juliet Mhango, chief human capital development and transformation officer, Cell C
- Stafford Masie, general manager, WeWork South Africa
- Rapelang Rabana, founder, Rekindle Digital & Rekindle Learning
- Dr Tashmia Ismail-Saville, CEO, Youth Employment Service
- Desere Orill, chairman, Ole!Connect & Director, Bold Network
- Kuseni Dlamini, chairman, Massmart
- Yumna Tayob, head of Learning & Development, FNB Bank
- Adeleke Pitan, head of Talent & Reward Management, ARM HoldCo

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