



# ACCENTURE AFRICA OBSERVATORY

## VIDEO TRANSCRIPT

Speaker: Yusof Seedat

Thought Leadership Director and Head of Global Geographies - Accenture Research, Growth and Strategy

Looking at the major trends in Africa, you'd see a continent bursting with potential. An innovation underpinned by intelligent technology and digital solutions has a huge role to play in unlocking this potential by helping entrepreneurs, businesses, governments and civil society address Africa's challenges, disrupt the status quo and lead in the new. With the Africa Observatory, our intent is to enable this by providing data driven and solution lead research and insights to change the way Africa works and lives.

Speaker: Rory Moore

Liquid Studio Director and Innovation Lead, Accenture Africa

So why that's significant for the African continent is that I firmly believe that Africa is at an inflection point. We've spoken for years about the African century and the opportunity for Africa going forward but we haven't really delivered on its potential yet. I believe we're at an inflection point which means we have an opportunity that doesn't come around often, maybe once every generation or so that allows us to change our trajectory and if can apply some of these technologies, these start-ups this excitement and enthusiasm around the innovation space, we can change our trajectory and really deliver the growth that we need. There's a whole new flood

of technologies, business models and operating approaches that are very unique and new to our corporate clients, so actually we see immense value in sharing our ideas so it is not necessarily just a threat, but it is also an opportunity to partner and collaborate in a brand new space and really reinvent the world itself.

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The value we extract from data drives progress by informing strategic decision making for organisations. Accenture Research is part of Accenture's Innovation Architecture and what we do here is shape trends and create data driven insights about the most pressing issues organisations face. We are a team of over 250 research experts that produce breakthrough thought leadership to help our businesses and customers lead in the new by being laser focused on transforming our theories and ideas into solutions. You will find our latest thinking on the Africa Observatory.

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