



GNAM (Global network for Advanced Management) 2021

(Link to see member schools: <https://globalnetwork.io/members>)

Theme: *Entrepreneurship in Africa: Building Resilience in a Post-Covid World*

As the world struggles to rebound from the pandemic which triggered a wave of economic paralysis around the globe, contrary to the largely pessimistic outlook of most economic pundits, we believe this is a time of opportunity, especially for Africa and African entrepreneurs. To start with, in comparison to other continents, Africa has been the most resilient in terms of mortality rates, with the entire continent experiencing under 3 million deaths compared to 545 million deaths in the US alone.

Further the accelerated global digitization induced by the pandemic has opened up huge opportunities for internationalization of trade, both within the continent and globally. These opportunities have been made even bigger with the take-off of the African continental free-trade agreement (AfCFTA), which suddenly opens up a market population of 1.3 billion people, with a combined GDP of \$3.4 trillion. As this market struggles to overcome the hurdles of integration and facilitate trade, the realization that every problem in Africa is a potentially huge business opportunity, is becoming increasingly glaring to more mature global markets, seeking new growth opportunities.

Join us for the GNAM week at the Lagos Business School to know more about the significant opportunities AfCFTA presents as well as how to tap into these opportunities. You will also have an opportunity to meet some of the young African entrepreneurs who are not only making a difference in the continent but also smiling to the bank, as they internationalize and globalize their businesses.

