

## From a South African to a Pan-African Focus

Following two years during which the annual brand summit focused on the evolving image of South Africa and its implications for socio-economic development, the hybrid 2020 event, now called the Africa Brand Summit, will pay more thematic attention to the evolving image of Africa, at a broad level, and seek to find answers to a series of questions that look at global perceptions about Africa and being African. Perceptions shape destination brand image. Africans should work harder at eliminating practices that inform negative perceptions over time while they also enhance things that inform positive perceptions, as it is the latter that attract investments, business and leisure tourists, as well as other foreign exchange earning opportunities, including rare, special skills.

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