

# Shaping the Business Agenda

CEOs in Africa are optimistic about the prospects for revenue growth over the next 12 months, according to a report issued by PwC. CEOs in Ghana (94%), South Africa (90%), Zimbabwe (90%) and Rwanda (87%), show the highest level of optimism, while CEOs in Gabon (30%), Tunisia (20%) and Côte d'Ivoire (17%) were the least confident.

Confidence



Suresh Kana



Anne Eriksson

Talent development

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Agility in response to change, challenge and opportunity is the deciding factor between companies that thrive in Africa and those that are merely doing business

Loyalty strategies



Ken Igbokwe

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## Safeguards

## The skills challenge

## Financial stability

## Retaining people

## Tax burden