

BEING AFRICAN IS A COMPETITIVE ADVANTAGE.

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Before giving the key that can open up a world of opportunities for us as Africans (and non-Africans), it seems to me necessary to contextualise, address and understand the great advantage, and therefore opportunities, that we have by the simple fact of being daughters and sons of the cradle of humanity, and thus be able to efficiently take advantage of those resources that we have at our disposal. In this way, we will be even more able to change the dominant paradigm, to begin to understand that there is a space, with a strong demand, waiting for us to occupy it.

Being a businesswoman, African, established in the creative field and based on the European continent, gives me the opportunity to see first-hand how business and opportunities are approached from a largely Western point of view, It gives me a perspective that can help me analyse and understand what some of the opportunities will be (and are) for those African entrepreneurs who are far from a minimally constant flow of material and logistical resources, less access to traditional opportunities and a structural lack of sufficient muscle to develop their dreams from a productive point of view which, as we all know, has a direct effect on the life dreams of each one of us.

In an increasingly globalised and connected world, single thinking is spreading like an unstoppable oil slick that, when we try to hold it back to examine what possible benefits it can bring us on a personal and business level, it seems to slip unfailingly through our fingers, leaving a slimy patina across the parched and sore skin of any entrepreneur who becomes frozen in the "global" message endlessly fired from the 99% of the masmedia **"Homonegeisation is unstoppable"**.

It is not the intention of this article to consider who is the "boss" of this world with a tendency towards unity of thought. I am not even interested in which bloc (USA-Europe, China-Asia, Russia, United Arab Emirates, etc.) is leading the way that will be our reality in the near future. **What I intend to ask is what realistic benefit can we, as individuals from the African continent, draw from this battle of the titans?**

And it is precisely these two interdependent aspects, globalisation and homogenisation, **that give us Africans a great advantage simply because we are Africans**. It should be emphasised that, in addition, it is accompanied by an increasing demand that cannot be met by other cultures/ways of understanding life.

One of the most difficult handicaps to overcome is to analyse the overwhelming amount of information and changing trends that can provide us with a reliable data base to understand **where the future bet is** that will provide us with the economic peace of mind to be able to project ourselves in the medium term with a minimum of security.

But, coming down to the realm of mortals and getting closer to what is that advantage that will affect our real and pragmatic benefit, one has to ask: What is the point of focusing on everything that we do not control or that we cannot cover when we have a possible solution right in front of our noses?

The solution has been so obvious to me that it has been difficult to see until now.

The third factor to take into account, in addition to globalisation and homogenisation as fairly constant variables (a toast to this very human contradiction), is the irruption of **artificial intelligence** into our daily lives. The gurus' projection is that its growth will be exponential. That is why we need to be aware as soon as possible that AI will be and is already capable of carrying out most mechanical tasks against which we can no longer compete with our beautiful but limited human condition.

To arrive at my goal, I need to relate these three variables (AI+Globalisation+Homogenisation) and conclude that what is beginning to be demanded is to provide a different point of view from that of the great masses immersed in the spiral of uniformity, that is to offer a viewpoint that can be outside the box containing the well-known "out of the box", that has a **unique and particular approach** and that cannot be covered by an artificial intelligence based on Western and Asian data and cultures.

This is where what we might call **the African superpower** emerges. Fortunately or unfortunately (this is not the space to analyse it), Africa has been, grown and evolved to a large extent and in most fields, outside the predominant creative currents. If we take into account that these pre-eminent streams of inspiration are beginning to be saturated, we will realise that the markets with more specific weight are eager to find a prism that breaks down the light differently from the one that prevails in the global entity.

And this is where **being African is a competitive advantage with a very high added value** and which, personally, I believe is not being promoted in a clear and understandable way (this is also not the place to find out why).

For the African individual, the mere fact of being the same implies a different, "undiscovered", "un-enhanced" (call it what you will) angle of vision, which surprisingly to me, is an approach largely unknown to the "mainstream".

Often, one is not aware of this because one's immediate surroundings, generally speaking, vibrate at a similar wavelength to one's own. But if we step away from the noise and observe: The combination of colours, the fabrics and their cut, the way of processing information, the need for utilitarianism to advance in everyday life, rhythm, rhyme, the definition of beauty itself, values based on community and cooperation, painting, sculpture, cooking, dance, the body, nature, etc, are resources that, besides being unique and inherent to any culture, in African culture have lacked promotion in the prevailing markets and, therefore, are for them unknown, new and fresh.

In the globalised world, users seek to differentiate themselves and be unique, but contradictorily, they do so by repeating what the herd does. Apparently, the explanation for this contradiction may be based on the fact that the current of mimicry as a solution is so fierce that the vast majority do not stop to think that what they really want is to enhance the difference. Surely the ethological and natural component of belonging to a group in order to feel secure is also a determining factor. Be that as it may, from the point of view of the typical African individual, striving for economic development and based on the minimum possible investment, the current global network of connections offers an optimal scenario to achieve this goal.

Therefore, if we conclude that:

1. **Globalisation is homogenising** towards a Western/Asian point of view vs. the African person brings a unique creative point of view naturally.
2. **Artificial intelligence** forces the system to seek that which does not depend on mechanical labour or analysis, but craves the different, unknown and creative = Africa.
3. The opportunity of **working remotely with minimal investment** (e.g. a laptop and software that can be easily accessed if you have a couple of computer friends, or a mobile phone with cameras and lenses, which often outperforms large audiovisual production equipment and applications with "free" extraordinary functionalities).
4. **The possibility of learning almost any knowledge** in the immense database accommodated in the cloud and with minimal investment costs.
5. **The African creative factor** emanates naturally in any individual from the continent by the mere fact of having grown up there, and also stands out by differentiation with the creative currents historically with more promotional resources and possibilities of execution, and is new for being surprisingly unknown in the predominant global markets.

In conclusion, there is only one possible question:

WHAT ARE WE WAITING FOR?