

Business School Get-Together - Business in Africa

Counting our Pennies as we prepare to earn Pounds - The Importance of Marketing and Service Discipline in the AfCFTA (Africa's Free Trade Agreement) Journey



Prof Robert E. Hinson

Date: 25 May 2021

Time: 15:00

Topic: Counting our Pennies as we prepare to earn Pounds

Zoom Link: <https://zoom.us/j/6962195331>

Meeting ID: 696 219 5331

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The AfCFTA is touted as a vehicle for catalysing the economic prosperity of Brand Africa. This talk will examine the basic service and marketing activities (pennies) we need to consider in order to enjoy the full benefits (pounds) of the AfCFTA process.

Professor Robert E. Hinson will draw on work across 14 African countries to discuss common prospects and challenges of firm level marketing and service readiness in respect of the AfCFTA journey.

Prof Hinson holds doctoral degrees in Marketing (University of Ghana) and International Business Economics (Aalborg University, Denmark) and has acted as Director of Institutional Advancement, Head of Department, and Head of Hall at the University of Ghana. Robert has also served as Rector of Perez University College in Ghana, and served on several local and international boards, advisory and steering committees.

He is an experienced academic, author/editor of many books and has much practical experience where he worked from 1998-2003 in advertising and managed brands like APC, Acer, Canon, LG, Lufthansa, Microsoft, Mercedes Benz and Peugeot.

Prof Hinson is also an esteemed researcher and presenter in the field of Marketing and has won multiple scholarly and best paper awards at international conferences since 2005. In 2019, Professor Robert E. Hinson was listed as one of the top 100 speakers in Ghana by the Speakers Bureau Africa.