

So Your Business Is Still Not Online!

It is clear by now that the Internet has transformed our sense of reality and space and how we experience ourselves, others and things around us. Thanks to the Internet, now it is possible to set up a mechanism to steal or destroy secretly held databases or to launch a military attack on one's enemies from thousands of miles away. That which belonged in the realm of fantasy, dreams and wishes among those who died just a decade ago is for us an everyday reality. It's dreams and nightmares come true. And that which belonged to the realm of reality just a decade ago is now in the realm of zombies. It's a whole new world. Now wars are waged and fought online; money is made, stolen and lost online; people live, work, shop, date, befriend each other, have sex, online. There is nothing unaffected by the online reality. Historically, we have built trade routes on the geographic landscapes, seascapes and airscapes using our own bodies, donkeys, oxen, horses, carts, boats, cars, planes, trains, bicycles and so on. Now we must build our trade routes, alliances and rivalries on cyberscapes (online). In Africa we need to live our lives and conduct ourselves not despite but according to this new reality. African development will increasingly depend on the extent to which Africans embrace and master online technologies to do business and manage their affairs. This is why African Global Enterprise (AGE) was formed. This is why AGETV.tv, like other online platforms, was designed and built.

As the Internet increasingly shapes the idea of space and existence, one increasingly exists to the extent that one is present on cyberspace. You don't believe me? Try to introduce your business to someone. One of the first things they will ask you is your website, or your email, or your LinkedIn profile, or your Facebook profile, and so on. Do you get my point here? If your business does not have any of these online requirements, then your business does not exist, you are an illusion, and others will find it impossible to do business with you. This is something that African enterprises and governments need to recognize fast and act swiftly to embrace online technologies.

This is why at AGETV we encourage African enterprises and governments to embrace and exploit information technologies to their own advantage. May we encourage you, too, to do the same.

David Matsinhe, PhD, is the founder and president of AGETV.tv, the online video marketing hub of African enterprises and brands that allows African companies and entrepreneurs to use online video to exhibit their products, services and brands to African and global markets. He can be reached at d.matsinhe@agetv.tv.