

Khumo Theko to present 'Connecting in the Knowledge-based Era'

By [Emily Stander](#)

10 Dec 2021

Scheduled to take place on 2 February 2022, Khumo Theko, a trends analyst and trend spotter, will share a taster of what delegates can expect from her trend presentation cultivating connections, navigating cultural relevance on social platforms through co-collaborations and influential cultural moments that drive consumer engagement, at BizTrends 02.02.2022.



Khumo Theko will also explore how business is capitalising on the mobile economy in Africa to provide greater access for consumers through innovations such as the Super Apps and mobile money, promising an all-round status update of the 'knowledge-based era' and how mobile economy, finance and telecoms sectors are increasingly serving people's needs, especially the unbanked.

Here, we chat with Khumo Theko, in the build-up to BizTrends 02.02.2022...

■ **What constitutes a trend for you?**

If it appears in three different spaces - then something is emerging, and I look into it.

■ **How do you use your trend insights to identify trends throughout Africa?**

I generally investigate how the trend is interpreted in a local context - or if it is something that the local market is even considering. I think the continent is sometimes overlooked for some technologically led trends, but it's actually about spotting the need they are solving or access they are providing that may be different to the global markets use or interpretation.

■ **I See Africa looks to point out shifts and disruptions in the creative economy. How do you identify these shifts?**

Curiosity is usually the starting point. I am interested in seeing and understanding the evolution of the creative sector in the continent. Then, of course, research (in various forms) guides and directs the identifying or investigating of the shifts.

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Event: BizTrends2022

Date: Wednesday, 02 February 2022

Time: 13h00 – 17h30 with tea break

Location: Virtual

Price: R150 per head; 25% discount for bookings of five or more. Students are free.

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ABOUT EMILY STANDER

Freelancer specialising in games and entertainment | My first loves are writing, music and video games

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