

The 2021 Africa HR Forum

Theme: “Reimagining talent management practices to foster workforce skills in response to the advancement in technologies and market needs”

Concept Note

Presented to: The African Development Bank



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1. Context: The Africa HR Forum

The Africa HR Forum

The Africa HR Forum is a Pan-African conference that seeks to provide a dynamic and solutions-oriented platform for Human Resource Leaders & Practitioners across Africa to share innovative approaches that elevate industrial standards and discuss challenges associated to the Human Resource Management practice. The Africa HR Forum is an initiative pioneered by ICUBEFARM GE SL and is organized in collaboration with the Africa Human Resource Confederation (AHRC) and the Government of Equatorial Guinea.

The Africa HR Forum is being organized in recognition of the International Labour Organization's Human Resources Development Recommendation 2004, (No. 195) that provides effective skills policies and systems for building skills and talent, and the National Economic and Social Development Plan of the Republic of Equatorial Guinea, Volume II, Chapter IV, which seeks to significantly strengthen human capital in a bid to boost productivity and improve the quality of life of citizens.

The COVID-19 pandemic and the change and uncertainty it brought about has resulted in not only highlighting the significance of practicing effective and resilient talent management practices and aligning them with overall organizational strategies and goals, but it has also exposed the glaring challenges and shortcomings associated with effectively managing talent in the professional world. The 2021 Africa HR Forum seeks to address this contemporary HR domain, particularly in light of the impact of recent on goings, to redefine and bring value to talent management practices across the continent. In order to identify inclusive and comprehensive approaches and strategies, it is essential that stakeholders in the public and private sectors participate in these exchanges.

Furthermore, managing talent and transformation in response to contemporary technological advances and market needs, by bringing to the fore the relevance of human capital development through the application of relevant capacity building tools, including digital ones, and practices. It is therefore imperative, as we embark upon the path to recovery, that this Pan-African HR platform tackles this issue, identifies sustainable measures and subsequently implements and adopts them.

The Africa HR Forum presents a prime platform for decision-makers, including Senior Level Government Officials involved in Labor and Employment, HR practitioners, In-house Human Resource Managers, Consultants, CEOs, Recruiters and Talent Acquisition Professionals across the African continent to address the contemporary issues associated with effectively managing talent to foster human capital skills with regards to technological advances and developmental goals.



2. Summary of the 2020 Africa HR Forum

The 2020 Africa HR Forum, organized by the Government of Equatorial Guinea and ICUBEFARM, in collaboration with the African HR Confederation, were held as a series of webinars during May and June 2020 under the theme “*Redefining HR practice amidst technological advances, data acquisition challenges and job market uncertainties*”.

The 2020 Africa HR Forum Webinars were a pro-active solution identification platform that engaged stakeholders, including key decision-makers and government officials, operating in various key sectors that contribute towards the development of the African economy. The objective for the 2020 session was to understand the effects of COVID-19 on the African and EG business environment and its impact on key industries and subsequently outline measures to be implemented for the revitalization of these industries and ultimately the economy. The 2020 Africa HR Forum Webinars attained the following; they informed the general public about the effects of COVID-19 on key sectors and the overall economy, the high-level talks resulted in the identification of policy responses to be implemented to mitigate the effects of the crisis, and they forecasted policy reforms and sustainable solutions to be implemented following the crisis.

The 2020 Africa HR Forum was truly a Pan-African platform with over 27 African countries represented and attended by 577 professionals operating in various sectors of the economy.

The 2021 Africa HR Forum seeks to collaborate with the African Union to further enhance the Africa HR Forum experience for the benefit of HR practice in Africa, by highlighting current challenges and uniting stakeholders at all levels, to address these issues and ultimately chart a path forward.

3. Objective for the 2021 Africa HR Forum

The 2021 Africa HR Forum will present a Pan-African platform for strategic discussions on contemporary practical issues related to human capital management, providing cutting-edge insight and identifying evidence - based and experiential solutions to problems associated to HR practice, in view of establishing effective talent management practices across the continent, that take into account the current acceleration in digital transformation of business and organizational operations. The AHRF equally seeks to be the fountainhead for cross border deals to involve them in strategic partnerships in the HR industry across Africa.

Specifically, The Africa HR Forum seeks to maximize the benefits of the African Continental Free Trade Area (AfCTA), particularly as concerns new ways of working within Africa. The Africa HR Forum fully endorses and advocates the integration of women, youth and underprivileged persons into jobs and employment opportunities stemming from the AfCTA- especially facilitating seamless employment and capacity building opportunities. It is important to promote this objective through the provision of an all-inclusive, Pan-African platform that unites public and private actors and stakeholders so that they can address these pertinent issues.



4. How the 2021 Africa HR Forum will deliver on its objectives:

As a Pan-African HR event, the Africa HR Forum will unite all stakeholders and actors in the world of work including decision-makers, practitioners, talent managers, recruitment agencies, organizations, SMEs, tertiary educational Institutions, etc. for results-driven discussions.

- **High level panel discussions** between stakeholders, including high level government officials, HR leaders and practitioners, to share experiences on applicable topics and HR domains which can be adopted by others
- **Industry expert led panel discussions** focused on topical issues, put forward by HR practitioners, leaders and professionals from across the continent
- **Sharing of case studies** by organizations and businesses from which lessons can be drawn
- **Critical thinking sessions** amongst stakeholders with the objective of anticipating for the future and uncertainty
- **Solutions-identifying exchanges** that will address gaps and inequalities across economic policies, capacity building in response to technological advances and market needs in African countries
- **Unlimited networking opportunities** for further enlightening discussions and opportunities to form partnerships and alliances.

Expected outcomes of the 2021 Africa HR Forum:

The intended outcomes for the 2021 Africa HR Forum are as follows:

- To render existing HR practices across the continent more effective, compliant and efficient
- The identification of policies for enhanced capacity building and employment opportunities and the development/vitalization of the African HR industry
- The identification and implementation of planning policies to enable more effective response to change and uncertainty
- Identification of strategies that empower HR to be an agent for continuous organizational transformation
- Overall participants will gain valuable experience and insights from HR leaders, practitioners, Directors, Talent management professionals, etc. from across the continent



5. Organizer:

iCUBEFARM GE SL

iCUBEFARM is a prominent advocate for the facilitation of regional cooperation and integration, through the provision of employment opportunities and top-notch facilities for recruiters on its Pan-African professional network, www.icubefarm.com, for the development and strengthening of youth and workforce capacities. Through the implementation of our mission and goals, we endeavour to facilitate the free movement of skilled labour by showcasing decent and sustainable employment opportunities via our Pan-African employment portal, employment-oriented portal and business directory to multitudes of skilled job seekers who are registered on our network.

iCUBEFARM's core values and mission are centred around the UN Global Initiative for decent jobs for youth and the United Nations Sustainable Development Goal 8 and the objective of the African Development Bank, that seeks to enforce sustainable and inclusive economic growth that can drive progress, create decent jobs for all and improve living standards. Our mission is likewise aligned to that of the African Continental free trade area, AfCFTA, which is embedded into the African Union 2023 Agenda. In this regard, we fully endorse and facilitate, through our interactive employment portal, the promotion of job, internship, placement opportunities, etc. from across the continent, by making these opportunities visible to skilled individuals across the continent, thereby giving a fair opportunity to individuals to pitch their proficiencies and apply for roles that match their skills. We publish numerous employment opportunities from Government bodies, NGOs, International organizations operating in Africa, etc. to a wider Pan-African audience.

In a bid to further encourage and promote the free movement of skilled labour, reduce the unemployment rate, enhance local content compliance and public and private sector partnerships for the growth of African economies, ICUBEFARM creates an interphase, specifically a customized online tool for companies to monitor and evaluate employability trends and local content compliance through the development of a digital interphase which permits the posting of jobs and gathering of information related to the and quality employment of the national workforce.

Additionally, iCUBEFARM organizes and promotes professional development events for job seekers as well as for the African workforce, as evidenced by the 2021 Africa HR Forum and the monthly Africa HR Forum – HR training webinars and Africa HR Forum – HR Insights Series webinars.

As an organization dedicated to providing solutions in the HR industry by bringing to focus topical challenges, iCUBEFARM is the pioneer and organizer of the 2021 Africa HR Forum.



6. Conclusion

The Africa HR Forum works to vitalize the African workforce by putting HR development and management at the forefront. Because the world of work is continuously evolving and is also susceptible to being affected by various factors, we truly believe that through uniting all stakeholders through this platform to address challenges, share ideas and experiences on HR best practices, we will go a long way towards strengthening Africa's workforce and the HR landscape.

