



Ecco Chamber

FORTNIGHTLY ITALIAN NEWS MADE IN
SOUTH AFRICA



Keep On

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- R107 150 Raised
- New Member:
**Advantage Group
International (Africa)**



Chamber's Note

Keep On

A strange fever dream swept through the world on the evening of December 31 st and the early hours of January 1st. It was imagined that somehow the year 2020 was responsible for all our plight, and with its exit, our problems too would disappear.

Predictably our new year inherits old problems. On January 8 the world recorded over 839-thousand new coronavirus cases, the highest number ever, and January 13 saw the world experience its highest level of Covid-related deaths yet. On almost exactly the same dates, South Africa experienced its highest numbers of cases and deaths respectively.

Politically and economically, the world has not been this unstable for a while, with economists predicting that the first half of 2021 will experience more of the now-familiar Covid-related instability. Furthermore, before not even a week of the new year had passed, the unprecedented instability in the USA reached new heights with the storming of the Capitol in Washington, while Britain entered the unknown, becoming formally separate from the EU as of 1 January 2021.

The new year has admittedly brought rays of hope, especially as it has coincided with the ramping-up of vaccine roll-outs to the public in many countries including Italy. South Africa is due to start its own vaccination program in February. Other good news has been that the African Continental Free Trade Agreement came into effect as of the 1 st of January 2021.

But the common thread that links much of the good and the bad news is that they are not flashes in the pan. The vaccine did not arrive with the flick of a switch or with our planet having crossed some magical imaginary line on its racetrack around the sun. Even the coronavirus itself, while largely bad luck, was exacerbated by a hyper-globalized society. Any real progress will require real work on the fundamentals of what we do. The climate crisis, which stands like Everest next to the foothill of Covid will require enormous focus to get under control.

At the Chamber, we are glad that we don't start the new year with a completely clean slate. That would erase the work we have done to deliver value to our members and to become a business hub that is suited to a new modus operandi that is emerging globally. Churchill said 'if you are going through hell, then keep going', and the people around the world following this idea might just be able to show us the end of the tunnel.

Italcham!

Luiss University

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Welcoming our New Member

Advantage

Helping businesses be better together by designing and delivering engagement solutions that bridge the gap between listening and responding. In the world of fast-moving consumer goods, we have mastered the role of engagement intermediary within the complex relationship of supplier and retail partners. A simple and efficient engagement process enabling business improvement based on actionable insights. We provide a strategic framework that helps businesses navigate intricate partner ecosystems.

Welcome to Italcham!!