



## **ITU RED-AFRICA REGIONAL ECONOMIC DIALOGUE FOR AFRICA: Meaningful and Affordable Digital Connectivity for Africa**

### **Sha'ista Goga ITU Expert**



Sha'ista Goga is an economist focused on microeconomic policy, competition and economic regulation. She is a Director of Acacia Economics and a Research Fellow at the Centre for Competition Regulation and Economic Development (CCRED) at the University of Johannesburg. Sha'ista holds a bachelor's degree in economics from the University of the Witwatersrand (with distinction) as well as a Master of Philosophy in Economics from Oxford University, where she was a Rhodes Scholar.

Sha'ista has provided advice to regulators and stakeholders in the financial services, ICT, healthcare, and energy sectors, including various sectoral inquiries in Southern and East Africa. Sha'ista has a specific research focus on digital markets and has engaged in studies on digital platforms in e-commerce, financial services and tourism. Sha'ista has also provided analysis and advice to clients on mergers and prohibited practices cases, appearing before the South African competition authorities in a range of industries including healthcare, broadcasting, publishing and printing, industrial components, and agriculture.

Sha'ista has research and consulting experience within both the corporate and non-profit sectors. Sha'ista was an associate lecturer at the University of the Witwatersrand and is currently an associate at the Centre for Competition, Regulation and Economic Development at the University of Johannesburg.