



IN ASSOCIATION WITH



SOUTH AFRICAN AGENDA:

Building Global South African Brands

INAUGURAL LAUNCH
BFSA TOP 50:
SOUTH AFRICA'S MOST
VALUABLE BRANDS

24 MAY 2012



South African Agenda: **Building Global South African Brands.**

Jay Naidoo (Chairman: Global Alliance for Improved Nutrition):

China has an agenda in Africa. India has an agenda in Africa. The US and EU have an agenda in Africa. We are naive to think that the people that come into our countries, even the ones who are here to help us, have no agenda. Everyone has an agenda. What is Africa's agenda?

Date: Thursday, 24th May 2012
Time: 08:00 - 12:00
Venue: Summer House
Address: The Summer Place
 69 Melville Road, Johannesburg

08:00 - 09:00	Delegate registration & canapes
09:00 - 09:30	Opening Address: Miller Matola, CEO - Brand South Africa David Haigh, CEO - Brand Finance
09:30 - 10:10	Standard Bank - Jenny Pheiffer, Head: Brand and Sponsorships - 150 years of moving South Africa and Africa forward MTN - Jennifer Roberti, Executive: Group Marketing - MTN: More than just a network
10:10 - 10:30	Adams & Adams - Darren Olivier, Partner - Best practices in IP Management from a legal perspective
10:30 - 10:45	Coffee Break
10:45 - 11:30	Results & Awards Presentation Ollie Schmitz, MD - Brand Finance South Africa - Brand Finance Top 50 Most Valuable South African Brands
11:30 - 12:00	Roundtable Discussion - Facilitator: Thebe Ikalafeng, CEO, Brand Africa



MILLER MATOLA
CEO: Brand South Africa

Miller M. Matola has been Chief Executive Officer at Brand South Africa (formerly International Marketing Council) since April 2010. Before that, he served as CEO at the International Convention Centre in Durban, where he was a recipient of the Leading Managers Award in 2009, and at Tourism KZN. Miller also served as Portfolio Manager: Americas and United Kingdom for SA Tourism.

He holds MA and MBA degrees and has completed the Wits Business School management advancement programme. He is a member of the Institute of Directors.



DAVID HAIGH
CEO & Founder: Brand Finance plc

David is the CEO and founder of Brand Finance plc. David qualified as a Chartered Accountant with Price Waterhouse in London. He worked in international financial management then moved into the marketing services sector, firstly as the Financial Director of The Creative Business and then as Financial Director of WCRS & Partners. He left to set up a financial marketing consultancy, which was later acquired by Publicis, the pan European marketing services group, where he worked as a director for five years.

David moved to Interbrand as Director of Brand Valuation in its London-based global brand valuation practice, leaving in 1996 to launch Brand Finance.

David has represented the British Standards institute on the International Standards Committee working party on the standardisation of brand valuation methods and practices, whose draft standard (ISO 10668) is due for publication in November 2010.

He has worked in the area of branded business, brand and intangible asset valuation since 1991 and since January 1995 have specialised entirely in this area.

David is a passionate writer and has written many articles for the marketing and financial press on branded businesses and brand valuation and is the author of numerous publications.



JENNY PHEIFFER
Head: Brand and Sponsorships for Standard Bank

Jenny Pheiffer started her career in advertising as an Account Director, working on local and global brands like Tastic, Mercedes Benz, SAB Hansa Pilsener, SAA Voyager.

Jenny joined Standard Bank in 2000 to work on the core project team that drove the implementation of what was to become one of South Africa's best known pay off lines "Simpler. Better. Faster." Following significant growth in the Standard Bank Group business strategy, Jenny played a key role in driving the shift of the brand to a monobrand strategy, and the subsequent global role out of a new brand positioning and pay off line in 2006.

In 2009, again aligning to a tighter global business strategy, Jenny was appointed as Director: Brand for the home market of South Africa. Jenny and her team worked closely with the global marketing team to drive and implement the latest evolution of the brand positioning, reflecting the focus on Africa, and embodied in the pay-off line 'Moving Forward' across the South African business.

Following the global economic crises, and a restructuring of the business in 2010, Jenny moved back into a groupwide role, and currently heads up a brand and sponsorship team, with accountability for the brand strategy, sponsorship strategy and implementation, as well as the core marketing tools of events, advertising and media.



JENNIFER ROBERTI

Executive: MTN Group Marketing

Jennifer started her career as a corporate historian at The History Factory in Washington, DC, but quickly came to realize that understanding where a company and brand came from can help inform where it is going. Subsequently, Jennifer moved to New York to work on Madison Avenue – historically the epicenter of American Advertising.

After 9 years at Y&R New York, working on global brands such as Colgate, Philip Morris and SONY, Africa and MTN came calling.

Jennifer has spent the last 5 years at MTN Group Marketing, and has held the position of Executive: Group Marketing since November 2010. This role requires her to work with agencies and in markets across the Middle East and Africa to firmly entrench MTN as Africa's Leading and Most Valuable Global Brand. This objective culminated in MTN's recent sponsorship of the 2010 FIFA World Cup, for which Jennifer managed MTN's global communications strategy.

Jennifer holds a B.A. from The University of Chicago.



DARREN OLIVIER

Partner: Adams & Adams

Darren Olivier is a partner at Adams & Adams with over 17 years experience in brand protection and enforcement matters gained at leading UK and RSA law firms, and in-house. He trained in RSA and became a partner at London city firm Field Fisher Waterhouse whose IP group was rated as the UK's leading brand protection team at the time. During his ten year stay in the UK he was also IP Counsel at Dunlop Slazenger Limited responsible for their worldwide IP and licensing portfolio.

He currently sits on Oxford University's editorial board for their Journal of Intellectual Property Law & Practice, and founded and writes for the Afro-IP and IP Finance weblogs.

Darren is ranked in Chambers and Legal 500's guide to the World's Leading lawyers, Managing Intellectual Property's Survey of the world leading IP practitioners and World Trademark Review's guide to the world's leading trademark lawyers.

THEBE IKALAFENG

CEO & Founder: Brand Africa

Thebe is arguably one of Africa's foremost brand authorities. He has been recognised as one of the Top 10 Thinkers in Marketing in an Ipsos survey among business decision makers in Southern Africa.

He is founder of the award winning Brand Leadership Group® and Brand Leadership Academy®, and the seminal Brand Africa™ and Public Sector Excellence™ initiatives. A global African, he has been recognised with the award Asia Brand Congress "Global Brand Leadership" award and the Marquette University/American Marketing Association "Award for Marketing Excellence."

Ikalafeng's distinguished career is highlighted by his leadership of NIKE (Africa) to over 75 local and global awards, including the 10 Cannes Lions and the Institute of Marketing Management's "Marketing Company of the Year" Roll of Honour, and leading Brand Leadership to the Fin Week "Marketing Services Agency of the Year, 2008" (South Africa) and the 2011 REBRAND 100 Global Award for Effective Brand Transformations (New York, USA).

Ikalafeng has served on various leading corporate boards and all notable industry bodies. He is vice-chairman of the Brand Council of South Africa and a non-executive director of Mercantile Bank Holdings, WWF South Africa (WorldWideFund for Nature) and South African Tourism, and Founder and Chairman of Brand Africa and Public Sector Excellence. Ikalafeng is widely recognized in Africa and the world, and has been featured in global media such as CNN, BBC and CNBC Africa.

Ikalafeng holds a BSc (Business Administration) and MBA degrees from Marquette University in the USA, completed executive education at Wits Business School and Harvard Business School, and qualified as a Chartered Marketer (SA). Born in Kimberly, South Africa, he advises, teaches, writes and speaks globally in commercial, political, nation and personal brands & branding and related matters.





OLLIE SCHMITZ
 Managing Director: Brand Finance South Africa

Ollie is Managing Director of Brand Finance South Africa, a subsidiary of Brand Finance plc. Ollie recently moved back from the United Kingdom where he was employed with Brand Finance plc for 9 years, two years as Managing Director of the company's head office in London. Ollie's experience includes advising strongly branded organisations, both large and small, on how to maximise shareholder value through effective management of their intangible assets.

Ollie is the Global Account Director for Vodafone – a position held for five years. During this period Ollie has directed 20 strategic projects for the Vodafone Global Brand team including valuing the Vodafone portfolio in 72 markets for five consecutive years.

Ollie also valued the Miller portfolio of brands following the acquisition of Miller by SAB plc for balance sheet recognition in May 2002. Other clients include De Beers, Manchester United, Microsoft, Shell and Telefonica.

Ollie holds a BSc (Hons) in Computer Science.

Company Profiles

ABOUT BRAND FINANCE



Brand Finance is the world's leading brand valuation consultancy. We advise strongly branded organisations on how to maximise their value through the effective management of their brands and intangible assets. Headquartered in London, Brand Finance is represented in over 20 countries worldwide.

www.brandfinance.com

Our clients include international brand owners, tax authorities, Intellectual Property lawyers and investment banks. Our work is frequently peer-reviewed by the big four audit practices and its reports have been accepted by various regulatory bodies, including the UK Takeover Panel.

Brand Finance is committed to the development of theoretical and practical issues surrounding brands. As part of this process, we organise a series of events and forums around the world where leading practitioners in the area of brand strategy, brand building and brand valuation come together to share their experiences and to better understand the process by which valuable brands are created.

Brand Finance works for a wide range of clients conducting national and international brand valuation and brand strategy assignments. Here is a small selection of the clients we have worked with.





www.brandafrica.net

ABOUT BRAND AFRICA

Brand Africa™ is an independent pan-African intergenerational initiative to inspire and unlock sustainable growth, reputation and competitive standing.

Brand Africa is a brand-driven approach which recognizes that in the 21st century, brands are an asset and a key driver of value for nations and their various public and private institutions. Properly managed and leveraged, an insights and brand-driven approach can inspire a sustainable socio-economic growth for Africa's individual sovereign states and the collective African brand.

Brand Africa is a proactive, independent, non-profit, non-political and non-partisan pan-African initiative for Africa by Africa.



www.southafrica.net

ABOUT BRAND SOUTH AFRICA

The primary objective of Brand South Africa is to develop and implement a pro-active marketing and communication strategy for South Africa, and to promote South Africa.

Brand South Africa's role is to create a positive, unified image of South Africa; one that builds pride, promotes investment and tourism, and helps new enterprises and job creation.

The organisation operates on four key platforms: raising awareness internationally of all that South Africa has to offer investors; operating missions abroad promoting investment and export industries; mobilising influential South Africans as well as members of the media abroad; and boosting local pride and patriotism through various campaigns.



OLLIE SCHMITZ

Managing Director (South Africa)

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