

PRESS RELEASE

Global Economist And Nation Branding Guru For Inaugural Brand Africa FORUM 2010

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International economist and New York Times best-selling author of “Dead Aid: Why Aid is Not Working and How There is a Better Way For Africa”, Dambisa Moyo and Simon Anholt, policy advisor to over 40 countries on nation branding and author of “Brand America” lead an international line-up of global and pan-Africa media, business and nation branding thought leaders and decision makers at the inaugural Brand Africa forum.

Johannesburg, South Africa: Global economist Dambisa Moyo and nation branding guru Simon Anholt are among the 14 global thought leaders and decision makers scheduled for the inaugural Brand Africa Forum 2010. Brand Africa, a new African initiative to drive the continent’s reputation, image and competitiveness, will be launched on Thursday 16 September 2010 at Johannesburg’s Sandton Convention Centre.

Hosted by custodians of Brand South Africa, the International Marketing Council, and the Brand Leadership Academy, the Forum will reflect on the positive impact of the 2010 FIFA World Cup and chart a way forward to build a positive image and reputation to enhance the continent’s competitiveness.

The Brand Africa Forum 2010 is a unique opportunity for pan African decision makers in media, business and nation branding and civil society to interact and engage with issues and opportunities that are catalytic to the future of Africa.

“The African story, like its history, has always been left to the world to interpret and shape. This initiative is about Africa shaping its own destiny,” said leading brand authority and founder of the Brand Africa initiative, Thebe Ikalafeng.

The Brand Africa Forum 2010, hosted by Brand South Africa, will feature an opening keynote by Dr. Irvin Khoza, Chairman, 2010 FIFA World Cup South Africa Local Organising Committee and keynote addresses anchored around panels on media, business & the economy and nation branding led by Moyo and Anholt.

Khoza, Moyo and Anholt will be joined by a distinguished global and African panel of decision makers and thought leaders including:

- David Haigh, Brand Finance, UK
- Santie Botha, Group CMO MTN & Businesswoman of the Year, 2010, SA
- Trevor Ncube, Deputy Chairman, Mail & Guardian Media, SA
- Anver Versi, Group Editor, African Business & African Banker, UK

- Nduka Obaigbena, Group Chairman, This Day, Nigeria
- Wilfred Kiboro, Chairman, Nation Media Group, Kenya
- Gary Alfonso, Managing Director, CNBC Africa
- Mathias Akotia, CEO, Brand Ghana
- Miller Matola, CEO, Brand SA
- Mary Kimonye, CEO, Brand Kenya

Brand Africa FORUM panels will be chaired and facilitated by, among others, Prof. Anton Harber of Wits University and Lerato Mbele of CNBC Africa.

“The Forum is aligned with South Africa’s strategy to work with key African partners to create a better future for Africa,” said Miller Matola, CEO of Brand South Africa. “It’s also in line with the IMC’s goals of enhancing the reputation and competitiveness of South Africa and Africa.”

The inaugural Brand Africa FORUM will be broadcast by CNBC Africa to 41 sub Saharan African countries.