



## **On 25 May 2021, Africa Day Brand Africa will announce Botswana and Southern Africa's most admired brands.**

**Brand Africa will also announce the brands admired for having been helpful during the Covid-19 pandemic.**

**Gaborone, Botswana – 13 May 2021:** Brand Africa is to unveil the 2021 *Brand Africa 100: Africa's Best Brands* rankings – the Top 100 brands in Africa and Southern Africa and Botswana's most admired brands in a virtual event at 10h30 SAST on Africa Day, 25 May 2021.

As we build back our economies, new opportunities are emerging. Against the backdrop of the AfCFTA which embodies greater intra-africa trade, self-sufficiency and a commitment to build back better, how will African brands and businesses react and reposition themselves post the pandemic? Which brands have retained, improved or lost their status among African consumers? Which brands are recognized for having been helpful during the Covid-19 pandemic?

### ***Programme***

The results announcement will be hosted by Brand Africa founder and Chairman, Thebe Ikalafeng on 25 May 2021 and Footprints Botswana in a virtual announcement at 10h30 SAST. The announcement will feature panel discussions with local and pan-African thought leaders and brand builders and profiles of leading brands.

### ***Brand Africa 100: Africa's Best Brands***

Established 2011, the ***Brand Africa 100: Africa's Best Brands*** rankings are the most authoritative survey and analysis on brands and underlying businesses in Africa, based on a study by Geopoll across over 25 countries spanning all the five economic regions. Collectively they account for over 75% of the population and over 75% of the GDP of Africa. An analysis of the data by Kantar and Brand Leadership over the past 10 years, has established that on average, only 20% of the brands admired by Africans are made in Africa.

## ***Participants***

Leading global and African audience of thought leaders, media and decision makers focused on building, investing in and/or influencing businesses and brands in Africa. Over the years, Brand Africa 100: Africa's Best Brands has been hosted by the Johannesburg Stock Exchange, Kenya Stock Exchanges and Nigeria Stock Exchanges and featured these exchanges' and other leading African businesses' CEOs, Chief Marketing Officers, Media, Entrepreneurs, Thought Leaders such global economist Dr. Dambisa Moyo, nation branding pioneer and best-selling author of Brand America, Simon Anholt and best-selling of Africa Rising, Professor Vijay Mahajan.

The results will once again be published as the cover feature of African Business which will be on sale globally our beginning of June 2021.

The Brand Africa 100: Africa's Best Brands events are organized by IC Events, Brand Leadership and africapractice, and supported by Africa Media Agency, BCW and Africa Brand Leadership Academy.

**For Information on Brand Africa or the Brand Africa 100: Africa's Best Brands Rankings visit [www.brand.africa](http://www.brand.africa) or contact:**

**Losika Seboni, [footprints.ad75@gmail.com](mailto:footprints.ad75@gmail.com) +267 71 6000 060**  
**Thebe Ikalafeng, [thebe@brand.africa](mailto:thebe@brand.africa) or whatsapp +27 78 393 0248**  
**To Register for the Events <https://register.brand.africa/Home/Register>**  
**Follow the results on #BrandAfrica100. #AfricasBestBrands2021**

**Ends.**