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## Africa News

Informations » News » Africa News » Brand Africa to name Africa's 10 top economies Friday

## Brand Africa to name Africa's 10 top economies Friday

NEWS - AFRICA NEWS



Africa's 10 top economies - Brand Africa, in association with Brand Finance plc, are to announce the "Top 10 most valuable African Nation Brands" on Africa Day, Friday, 25 May, 2012, in Nairobi, Kenya. The Brand Africa 'Most Valuable Nation Brands' will be hosted by the Brand Kenya Board. This is the second such release of the most comprehensive pan-African survey developed by global brand valuation firm, Brand Finance.

Mugo Kibati, Director General, Kenya Vision 2030 Secretariat, will deliver the keynote address to invited guests, including CEOs and senior executives from Kenya's public and private sector.

The founder of UK-based Brand Finance, David Haigh, will co-present the results with Thebe Ikalafeng, founder of Brand Africa.

The 'Most Valuable African Nation Brands' is an initiative of Brand Africa and Brand Finance plc. It is based on Brand Finance's comprehensive analysis of the impact that a country's reputation and image have on foreign consumers and investors.

It combines a wide range of economic, demographic and political factors, based on in-depth research by Brand Finance's global network of offices.

Each nation brand has been accorded a brand rating: a benchmarking study of the strength, risk and future potential of the brand as well as a brand value: a summary measure of the financial strength of the brand

The announcement of the winners will be followed by a Brand Africa Dialogue panel discussion, on the results and the "Implications of the nation's brand value as a Catalyst for Competitiveness".

The panellists include the Permanent Secretary in the Kenyan Ministry of Information and Communications, Dr. Bitange Ndemo; Brand Kenya Board CEO, Mrs. Mary Kimonye; CEO & Founder of Brand Finance plc., David Haigh; and Chairman and CEO of Comcraft Group, Dr. Manu Chandaria - all Kenyans.

Brand Africa's vision is to inspire and unlock sustainable growth, reputation and competitive standing for Africa.

Now in their fifth year, the Brand Finance Global Nation Brands league covers a sample of 138 nation brands, including 36 African nations.

In the 2011 survey, the top 10 countries in Africa were South Africa, Egypt, Nigeria, Morocco, Algeria, Angola, Tunisia, Ghana, Kenya and Libya.

"The 'Most Valuable African Nation Brands,' ranking is an important milestone for African nations in their quest to build independent and distinct nation brands.

It recognizes that Africa, while speaking in one voice, is made up of 54 sovereign countries at various stages of development," says Thebe Ikalafeng, founder and chairman of the Brand Africa Initiative.

He contends that the image of Africa does not reflect its growth and entrepreneurial spirit.

Africa has outpaced developed economies, growing at 5 percent rate during tough global economic conditions. "Key to Africa's growth and future are dynamic African nations that create enabling environments to build thriving businesses and brands."

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