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SAMSUNG

Q02

2014



The background features a bold, abstract design. Large, irregular black shapes are scattered across the frame, creating a sense of depth and movement. These shapes are set against a vibrant orange background that is filled with a complex, white geometric pattern. The pattern consists of numerous interconnected lines forming a variety of triangles and polygons, reminiscent of a crystalline or molecular structure. In the center of the image, a white rectangular box with a thin black border and small decorative corner elements contains the text.

NEW BRAND AFRIKA

Thebe Ikalfeng discusses the current state of Africa, the brand the world sees, while highlighting points for the future.

Fifty years ago on 25 May 1963, the 32 forefathers of the Organization of African Unity met with a unified agenda: to promote unity and solidarity of African states, to co-operate and co-ordinate efforts to achieve a better life for the people of Africa, defend its sovereignty and eradicate colonialism. Symbolically, it was held in Addis Ababa, Ethiopia, the only African nation never colonized, other than a short-lived occupation by Italy's Mussolini. It was a seminal moment for Africa, by Africans. Fifty years since, when Africa celebrated 50 years of unity in Ethiopia on 25 May 2013 with a vision for peace and prosperity, it was a new Africa – the liberated African Union, rebranded earlier on 9 July 2002, in Durban, South Africa, the last colonized African nation.

While Africa is a continent of 54 diverse nations and a billion people, all at different levels of development, collectively, it now presents a singular new global opportunity with peace and prosperity within reach. It's an Africa

with no more need for begging, blaming or borrowing.

No longer can Africa be accused as reported in The Sydney Morning Herald on 18 August 2003 about Idi Amin that '(like) many Africans, who admired a civilization whose external trappings he strongly desired, but of whose internal workings he had no idea, while at the same time he was partly enclosed in the mental world of a primitive tribalist.'

On December 15, 2013 when the world descended on the small village of Qunu in South Africa for Nelson Mandela's funeral, it was not a summit on Africa's demise or to resolve another war, but to celebrate a poignant moment – not only to bid farewell to an icon, but to acknowledge the caliber of leadership Africa can produce.

Now, collectively, as the father of African Nationalism Osagyefo Dr. Kwame Nkrumah urged 50 years ago, Africa "we face neither east nor west; we face forward." This is the African era with more reasons to believe in and to be inspired.

WE ARE GROWING



The Economist predicts that 6 of the top 10 fastest growing economies in the world will be African by 2015.

Real GDP in Africa has risen by 4.9% a year from 2000 through 2008, more than twice of what it was in the 1980s and 1990s.

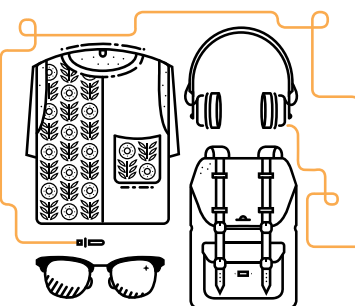
Africa now is the fastest growing economy in excess of 5%, projected to be \$2.6 trillion in 2020, buoyed by \$860bn combined spending by almost one billion African consumers according to the McKinsey

Global Institute.

Africa's wealthy class and high-net-worth individuals (HNWI) are also growing by 9.9%, the second highest growth rate in the world after North America, and above the global average growth rate of 9.2%, according to the 2012 World Wealth Report by the consulting firm Capgemini. According to McKinsey's Rise of the African Consumer report, Africa's consumer-facing industries are expected to grow by more than \$400 billion by 2020.

Africa is now the fastest growing economy in excess of 5%

WE ARE YOUNG



Africa is not only the world's fastest-growing population, projected to account for more than 40% of global population by 2030 (McKinsey), but the youngest with 70% of the population under the age of 30 (United Nations). This demographic dividend can be an opportunity

for a rising continent that will require new ideas and creativity in an information and borderless world in which the young thrive.

WE ARE AT PEACE

For a continent synonymous with frequent and expected coup d'états and as many as 16 raging wars as recent as 2002, Africa is now relatively at peace with around two thirds of governments in Africa democratically elected, compared with just eight in 1991. As Mandela recognized, "Peace is not just the absence of conflict; peace is the creation of an environment where all can flourish, regardless of race, colour, creed, religion, gender, class, caste, or any other social markers of difference."



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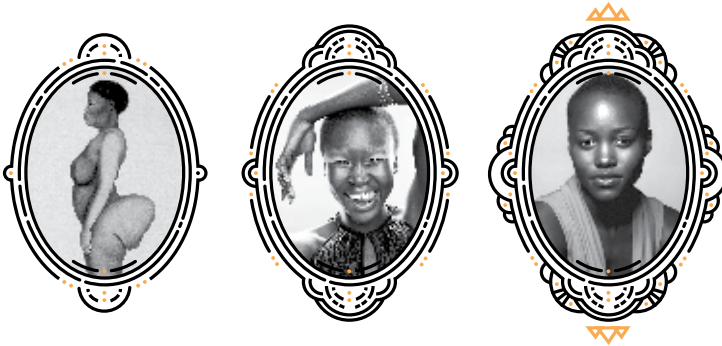
WE ARE CREATIVE

In the Brand Africa 100 survey, African brands represent only 33.7% of all the most valuable brands, while international brands account for 66.3%. Of the African brands, South African brands represent 71% of the share, Nigerian brands represent 27% and Kenyan brands represent the remaining 2%. As Africans become wealthier they are seeking more quality products and brands. In a spirited competition against global brands, Africans are fast-tracking 'Made in Africa' brands



across all sectors, particularly in retail, telecommunications and financial services where brands such as Shoprite Checkers, Kenya's Safaricom mobile money brand, M-Pesa, Nigeria's online retailer brand Konga, and South Africa's MTN have affirmed Africa's growing capability in building worldclass African brands and standards.

WE ARE BEAUTIFUL



In the 1800s South African Saartjie Baartman was shipped off to France as a freak. In the 1990s the Sudanese model Alek Wek emerged as a curiosity – a stereotypical African beauty.

In the 2000s, Hollywood and mainstream global media acknowledged Kenyan Lupita Nyong'o, the new face of Lancôme and Miu Miu, as the new standard of beauty.

◀ **Hollywood acknowledged
Kenyan Lupita Nyong'o as
the new standard of beauty** ▶

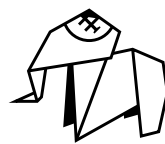
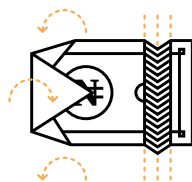
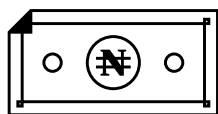
WE ARE PROUD



Iconic Nigerian singer, Fela Kuti once said “you must identify with Africa, then you’ll have an identity.” Africans are no longer running away from Africa. The

BBC Pulse of the People Survey in 2006 established that at least 85% of Africans are proud to be African and 3 out of 5 are confident in their countries.

WE ARE COMPETING



While the World Economic Forum ranks Sweden as the #1 most competitive nation, Africa is holding its own. In Africa, Mauritius is #1. The recent rebasing of the Nigerian economy has now created two centers of economic power in Africa – with Nigeria at #1

with \$500bn and South Africa #2 at \$350bn. Foreign Policy Magazine's Baseline Profitability Index, which measures frontier markets that offer high returns and improving economic institution ranks Botswana (2), Rwanda (5) and Ghana (10) among the top 10 globally.

« The new broadcasters of the African narrative »

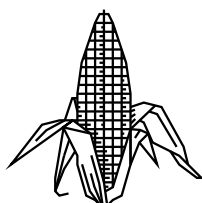
WE ARE ORATORS



Chinua Achebe, the late Nigerian literary giant once said, “until the lion tells his side of the story, tales of the hunt will always glorify the hunter.” For a long time the African story has been told by non-Africans. For a long time Africa responded by blaming the West's CNN and BBC. Inspired by the Arab nations’

Al Jazeera and China's CCTV who took control of their own narrative, Africans such as award-winning authors Chimamanda Adichie of Nigeria and NoViolet Bulawayo of Zimbabwe, along with the likes of DSTV and AllAfrica are the new authors of the African narrative.

WE ARE BECOMING INTERDEPENDENT



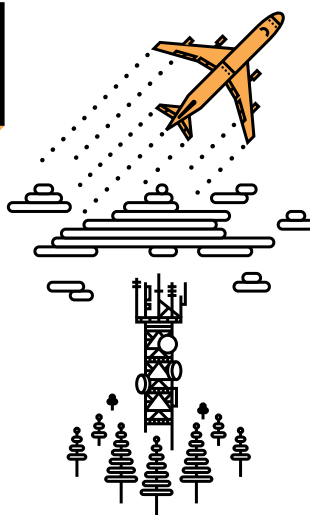
One of the fundamental goals of the OAU/AU since inception was to create economic cooperation and a common market for Africa. While collectively intra-regional trade is only about 12%, in other regions such as the East Africa Community it's as high as 26%. It has been estimated that a 1% increase in intra-regional

trade will generate over \$50 billion for Africa – effectively wiping out the need for debt. Africa has noted and buying local – creating enabling environments such as Buy Zimbabwe, Proudly South Africa and Team Namibia initiatives to catalyze local industries, create jobs and fast-track African innovation.

Three major African airlines connect all 54 African countries

WE ARE CONNECTED

The three major African airlines – Ethiopian, Kenyan and South African – among the best in the world, not only fly their individual national flags, but collectively connect all 54 African countries. MTN, Safaricom and Vodacom, and many other African networks connect all Africans to relate and transact. Collectively, they've eradicated the borders that divided Africa.



CHALLENGES

With the rise of Brand Africa, there are some challenges that can become barriers to the desired unity and prosperity:

CORRUPTION

Africa routinely dominates the Transparency International Corruption Index, with Sub-Saharan African countries having the highest perceived levels of public sector corruption.

INTOLERANCE

One of the major causes of conflict in Africa's history is intolerance – religious (e.g. Nigeria's Boko Haram), ethnic (eg. Sudan/South Sudan) and sexual orientation with 38 of the 54 African nations criminalizing homosexuality as un-African.

YOUTH UNEMPLOYMENT


Youth between 15 and 25 who represent 60% of the population and 45% of the total labour force (projected to be 75% in 2015) also represent 50% of the unemployed or inactive.

INEQUITY

Africa (and Latin America) has the highest disparity between the haves and the have nots.

OWNERSHIP

The challenge with Africa is that with all its opportunities and natural wealth, Africa is still largely mortgaged and sponsored. It is rising, but the pilots are not African.

Irrespective of all the challenges, as the old post-slavery Baptist preacher once acknowledged: "Lord we ain't what we should be and we ain't what we gonna be, but thank God Almighty, we ain't what we was." There's never been a better time to be an African in Africa. 

Thebe Ikalafeng is a pre-eminent global African brand architect, advisor and author. He is a Director of Brand South Africa, SA Tourism, WWF and founder of Brand Africa.



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