


Kenya Ranked 8th Most Valuable Brand in Africa

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By [Mwakilishi](#) [3] | Mon, 05/28/2012 12:22PM -0400

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Kenya has been ranked the eighth most valuable country brand in Africa, growing 41 percent from last year's ninth position.

Brand Kenya CEO Mary Kimonye said much more financing needs to be pumped into branding the country that has a brand value of \$18.7 billion, emphasising the need to boost foreign investment in Kenya.

"Our investment level is not good enough. In terms of our financial size investment it is low on global standards marking ourselves against countries like Egypt and South Africa," she said.

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