

## **SA is Africa's most valuable brand**

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That's according to Brand South Africa, which says for the second successive year South Africa has been named the leading country brand on the African continent by Brand Finance and Brand Africa.

The CEO of Brand South Africa, Miller Matola, says since 1994, South Africa has continued to exceed expectations in keeping its regulatory and financial environments sustainable and on par with the rest of the world.

He says since the establishment of Brand South Africa 10 years ago, formerly the International Marketing Council of South Africa, they've ensured that communications and messaging remains consistent with economic and development priorities identified by government.