

Top executives at Brand Kenya forum



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A brand

is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The Intercontinental Hotel in Nairobi was last Friday the home of everything branding. The guests executives from different brand companies were at the behest of the Brand Kenya board to see the unveiling of Top 10 African brands by Brand Finance, a UK based leading brand valuation agency.

The report was positive as Kenya improved in the brand listings going up one place to 8th

as South Africa held fast as the continents biggest brand no doubt helped by little matters like the Nelson Mandela effect and hosting the FIFA World Cup recently.

Also on offer was a round table discussion between folks that know a thing or two about brands and included ICT PS **Dr Bitange Ndemo**, philanthropist and entrepreneur **Dr Manu Chandaria** and **Thebe Ikalafeng**.

The latter is the founder of Brand Africa an independent non-profit making pan African initiative dedicated to inspiring the continent's grow, reputation and competitiveness.



Dr Bitange Ndemo, Hanningtone Gaya Chairman Brand Kenya and Mugo Kibati Director General Vision 2030.



David Haigh Chief Executive Brand Finance with Oliver Schmitz MD Brand Finance.



Nyambura Koigi MD Post Bank with Mary Kimonye CEO Brand Kenya.



Rakesh Rao CEO Crown, Manu Chandaria Mabati Rolling Mills and Mohan Chandra Commercial Director Kenya Airways.



Thebe Ikalafeng Founder and Chairman Brand Africa with
Miller Matola CEO Brand South Africa.