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Africa's top brands recognised

South African multinational telecommunications company, MTN was recognised as the overall best brand in Africa.

MTN walked away with the most admired brand in Africa and the most valuable African brand categories for the second year in a row at the 4th annual Brand Africa 100 Africa's Best Brands.

The announcement was made at an award ceremony held in Johannesburg last night.

The winners

Other African winners of the night included flour and bread brand Sasko from South Africa. Nigerian winners were brands GLO/Globacom, a mobile network, packaging brand Dangote, financial institution Zenith Bank and beer brand Star Beer. Uganda was represented by consumer goods brand Mukwano, and Tanzania was represented by motors and automatic devices brand Simu. Tusker, a beer brand from Kenya also made the winners' list.

Tea brand Yswara; online shopping site, Konga and fashion brand Kisua were recognised in the emerging African brands category.

The technology company Apple valued at \$128,303 million, won the most valuable brand in Africa, with Samsung coming first in the most admired brand in the non-African brand category.

African brands for Africans

Speaking at the event, Thebe Ikalafeng, founder and chairman of Brand Africa said that the Brand Africa 100 ranking plays an important role in assessing and recognising proudly Africa brand.

"When Africans build African brands or non-African brands are built in Africa, the businesses behind these brands contribute towards making Africa economically independent and enables it to address key socio-economic challenges."

He also highlighted the significant impact brand rankings such as these have in building proudly Africa brands.

"These rankings are increasingly significant as they are an important metric of the progress Africa is making in creating brands and services that respond to African conditions, needs and ambitions," he said.

According to Brand Africa 100 findings, while African brands have held their ground over the years, non-African brands continue to make up 77% of the top 100 brands on the continent.

African brands have however remained relatively stable, in 2013 they made up 24% of the top 100, in 2014 the figure stood at 25% and this year they stand at 23%.

"The number of non-African countries of origin has steadily diversified from 17 in 2013 to 19 in 2014 to 21 in 2015," says Brand Africa.

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