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The Star (Nairobi)

Africa: Kenya Ranked Eighth Among Continental Brands

BY LOLA OKULO, 25 MAY 2012

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KENYA has been ranked among the top ten African brands by global valuation consultancy organization Brand Finance, in its latest survey which measures the impact of a country's reputation and image on investors.

South Africa was named as the most valuable african brand followed surprisingly by Egypt which shrugged off the turmoil and negative image that followed the ouster of former president Hosni Mubarak while Nigeria also maintained its 2011 position three.

Kenya moved one spot up from last year's rank to stand at position eight. "One of the national brand endorsements is country of origin. There is no doubt that strong country branding can add billions to national wealth by supporting commercial brands in a hyper competitive world. All countries should be actively managing their nation brands to gain value," said David Haigh, the CEO, Brand Finance

He noted that Kenya's innovative capacity is ranked highly across the continent and that company spending on research and development as well as public institutions that collaborate with the business sector have all contributed to the country's ranking. "On the negative side however, we see that there is concern regarding health issues. With life expectancy of less than 65 years and reducing productivity of the work force," he said.

Other nations that made it to the top ten include Morocco, Algeria, Angola, Tunisia which were ranked four, five, six and seven respectively; and Ghana and Ethiopia which came in ninth and 10th respectively. The survey which is done by Brand Finance's global network of offices combines a wide range of economic, demographic and political factors to determine the ranking.

The research investigates the value drivers of a nation, for instance, what a nation is worth, how it generates value and what the year- on - year change is, in the value generated. "More than half of the world's fastest growing economies are from Africa, paving the way for Africa to transform itself from being a net importer of goods and services to being self-sufficient and a contributing rather just a consumer member of the global economy," said Thebe Ikalafeng Chairman Brand Africa. Last year, Kenyan mobile phone services Company Safaricom was ranked 15th in Brand Finance's survey on most valuable african corporate brands which was dominated by Nigerian and South African firms.

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