

S/A wins most Valuable African Nation Brand 2012

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Brand Africa, in association with Brand Finance on Friday, 25 May 2012, named South Africa as the Most Valuable African Nation Brand at the Intercontinental Hotel in Nairobi, Kenya.

The Most Valuable African Nations brands presented by Brand Africa, are derived from Brand finance's Global Nations Brand League, now in its fifth year, which covers a global sample of 138 nations, including 36 African nations.

The Global Nations Brand League is a Brand Finance's comprehensive analysis of the impact that a country's reputation and image have on foreign consumers and investors. It combines a range of economic, demographic and political factors, which are based on in-depth research by Brand Finance's global network of offices.

The research is a multitier methodology that encompasses qualitative, quantitative and secondary research. Accorded a brand rating, each nation brand has a benchmark study of the strength, risk and potential of the brand as well as the brand value: a summary measure of the financial strength of the brand.

The Most Valuable African Nation Brands' list, now in its second year, feature a new entrant on the list, Ethiopia, which replaces Libya on the tenth spot, with Ghana and Kenya swapping positions. Kenya moved one spot up from their ninth position in 2011, to eighth spot and Ghana moved one position lower to occupy the ninth spot. The rest of the countries remain in the same position as last year's rankings.

"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.

Underpinning the growth of Africa is an enabling environment that is being created by its diverse and positively evolving nations. The top 10 Most Valuable African Nations are without question among the most dynamic African nations at the forefront of re-inventing the Africa's image, reputation and competitiveness," said Thebe Ikalafeng, founder and Chairman of Brand Africa.

The event, hosted by Brand Kenya, was organised by Brand Africa's secretariat, Brand Leadership Academy and Africa Practise, an investment and development communications advisory practice.

The top ten Most Valuable African Nation Brand for 2012:

Ranking	Country	value	Rating
1	South Africa	218	A
2	Egypt	109	A-
3	Nigeria	88	BBB
4	Morocco	48	A-
5	Algeria	45	BB
6	Angola	31	B
7	Tunisia	24	A
8	Kenya	19	A-
9	Ghana	18	A-
10	Ethiopia	12	BBB