

Nigeria among Africa's most valuable nation brands

Written by DANIEL OBI
Thursday, 31 May 2012 08:05



Nigeria, South Africa and Egypt have emerged as the three most valuable African nation brands.

This was revealed by Brand Africa in conjunction with Brand Finance at an event organised in Nairobi, Kenya recently by Brand Africa's secretariat, Brand Leadership Academy and Africa Practise, an investment and development communications advisory practice.

The Most Valuable African Nations Brands as 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 based on 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, and is based on in-depth research by Brand Finance's global network of offices.

The research is based on a multitier methodology that encompasses qualitative, quantitative and secondary research. Each nation brand has been accorded a brand rating: a benchmarking study of the strength, risk and future 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, features a new entrant on the list, Ethiopia, which replaced 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 still remain in the same position as last year's rankings.

Morocco came forth with Algeria, Angola and Tunisia in the fifth, sixth and seventh positions.

"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 contributing rather than being just a consumer member of the global economy", the report said.

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