

Most Valuable African Nation Brand 2012 announced

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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. The event was hosted by Brand Kenya at the Intercontinental Hotel in Nairobi, Kenya.

The top ten Most Valuable African Nation Brand for 2012 are:

| Ranking | Country | Brand value | Brand 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 |



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 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's 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 still 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's 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.

For more, go to www.brandafrica.net.
