



South Africa Emerges Africa's Most Valuable Nation Brand

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VENTURES AFRICA- On the continent, South Africa is the Most Valuable African Nation Brand. This was revealed by Brand Africa in conjunction with Brand France at the Intercontinental Hotel in Nairobi, Kenya last Friday. The event, which was 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 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.

Africa Nation Brand list now in its second year features new entrants like Ethiopia, which replaced Libya on the tenth spot. While the rest of the countries remained in the same position as last year's rankings, the Nation Brand list this year shows a change in position between Ghana and Kenya as Ghana replaced Kenya in the ninth position while Kenya moved one spot up.

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.

At the end of the exercise, which features the use of multiple methodologies that includes qualitative, quantitative and secondary research; each nation brand is given a brand rating – a summary measure of the financial potency based on their strength, risk and future potential, as well as brand value.

Founder and Chairman of the Brand Africa, Thebe Ikalafeng, said, "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... 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."

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

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My name is Oluwabusayo Sotunde. I am a young versatile writer but my core interest is in Business analysis, Stock Market news update, and of course Book and Music Reviews. I have a keen interest in development issues, reading, exploring new things and being innovative. My writing experience includes sharing stock market updates on InvestingPort.com and being a major contributor to CP-Africa.com. I once worked at Eko FM, Lagos (on internship basis) at the news and current affairs department, before proceeding to the Nigerian Institute of Journalism (NIJ) to complete my studies.

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