



## MEDIA RELEASE

### For Immediate Release

## SOUTH AFRICA NAMED THE MOST VALUABLE AFRICAN NATION BRAND FOR THE SECOND SUCCESSIVE YEAR

- **Egypt and Nigeria retain their respective second and third positions**
- **Kenya goes up one position and now ranks eighth**
- **Ethiopia makes its debut at position ten on the African Nation Brands League**

**25 May, 2012:** Brand Africa in association with Brand Finance today 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 (1) South Africa, (2) Egypt, (3) Nigeria, (4) Morocco, (5) Algeria, (6) Angola, (7) Tunisia, (8) Kenya, (9) Ghana and (10) Ethiopia. Mugo Kibati Director General for Kenya Vision 2030 secretariat delivered the key note address. Invited guests included CEO's and senior executives from Kenya's public and private sector.

The "Most Valuable African Nations Brands" presented by Brand Africa, are derived from Brand Finance's Global Nations Brand League, now in its 5<sup>th</sup> 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 wide 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 research investigates the value drivers of a nation, i.e. what a nation is worth, how it generates value and what the year- on - year change is in the value generated. It also provides an opinion on the value of the strongest and most-valuable brands in the world. The league table is critical to fully understanding the value drivers of a country and how these drivers affect the nation's brand. It also helps with understanding the basis of both tangible and intangible value creation through impacting key stakeholders, which generates foreign direct investment, exports and tourism.

Said by David Haigh, the CEO and founder of Brand Finance, “In a world of ever increasing competition brand reputation has become a crucial differentiator. Economic wealth hangs on fine distinctions between commercial offers. Branding can be found at the company, product and endorsement level. 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.”

Now in its second year, the **Most Valuable African Nation Brands**’s list 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 9<sup>th</sup> position in 2011, to 8<sup>th</sup> spot and Ghana moved one position lower to occupy the 9<sup>th</sup> 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 creating 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,” Thebe Ikalafeng, Founder & Chairman, Brand Africa.

The awards were followed by a Brand Africa Roundtable discussion, on the results and the “Implications of the nation’s brand value as a Catalyst for Competitiveness”. The Roundtable discussions were facilitated by Thebe Ikalafeng, Chairman and founder of Brand Africa, the panellist included Permanent Secretary in the Ministry of Information and Communications, Dr. Bitange Ndemo; Brand Kenya Board CEO, Mrs. Mary Kimonye; CEO & Founder of Brand Finance plc., David Haigh; and Chairman and CEO of Comcraft Group, Dr. Manu Chandaria, OBE, EBS.

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

**Ends**

#### **RANKINGS FOR 2012 BRAND LEAGUE TABLE**

<b>Top African Nation Brands</b>	<b>Brand Value</b>	<b>Brand Rating</b>
<b>1</b> South Africa	218	A
<b>2</b> Egypt	109	A-
<b>3</b> Nigeria	88	BBB
<b>4</b> Morocco	48	A-
<b>5</b> Algeria	45	BB
<b>6</b> Angola	31	B
<b>7</b> Tunisia	24	A
<b>8</b> Kenya	19	A-
<b>9</b> Ghana	18	A-
<b>10</b> Ethiopia	12	BBB

Issued by: BLG Public & Stakeholder Relations

For: Brand Africa

By: Charmaine Lodewyk

Tel: +27 11 463 5091

Cell: +27 71 490 6559

Email: Charmaine@brandleadership.com

### **About Brand Africa**

Brand Africa's vision is to inspire and unlock sustainable growth, reputation and competitive standing for Africa.

Brand Africa is a brand-driven approach which recognises that in the 21<sup>st</sup> century, brands are an asset and key driver of value for nations and their various public and private institutions. Properly managed and leveraged, an insights and brand-driven approach can inspire a sustainable socio-economic growth for Africa's individual sovereign states and the collective African Brand.

Brand Africa is pro – active, independent, non– profit, non– political and non– partisan pan African initiative *for Africa by Africa*.

[www.brandafrica.net](http://www.brandafrica.net)

### **About Brand Kenya Board**

The Brand Kenya Board is tasked with the responsibility of identifying and refining the key attribute in Kenya, that contribute positively to the image and reputation of the Nation – to be internationally recognised for its land, people, natural resources and its position as a key player in the East African region's socio-economic development. Our goal is to enhance these characteristics and create an authentic, credible brand for the country that establishes our uniqueness in the global arena.

[www.brandkenya.co.ke](http://www.brandkenya.co.ke)

### **About Brand Finance**

Brand Finance is the world's leading brand valuation consultancy. Brand Finance advises strongly branded organisations on how to maximise their value through the effective management of their brands and intangible assets.

Brand Finance has conducted thousands of brand valuations for clients of all sizes and across most sectors. Brand Finance client's include international brand owners, tax authorities, lawyers, government bodies and investment banks.

Brand Finance publishes Global 500 – the world's most valuable brands and Global Nation Brands 100 – the most valuable nation brands league annually.

[www.brandfinance.com](http://www.brandfinance.com)

## PROFILES

### About Thebe Ikalafeng

Thebe Ikalafeng is arguably one of Africa's foremost brand authorities. He has been recognised as one of the Top 10 thinkers in Marketing in an Ipsos survey among business decision makers in Southern Africa.

He is founder of the award winning Brand Leadership Group® and Brand Leadership Academy®, and the seminal Brand Africa™ and Public Sector initiatives.

A global African, he has been recognised with the award Asia Brand Congress "Global Brand Leadership" award and the Marquette University/ American Marketing Association " Award for Marketing Excellence."

Ikalafeng's distinguished career is highlighted by his leadership of **NIKE** (Africa) to over 75 local and global awards, including the Cannes Lions and Institute of Marketing Management's " Marketing Company of the Year" Roll of Honour. He has led **Brand Leadership** to the Fin Week " Marketing Services Agency of the Year" 2008 (South Africa) and the 2011 REBRAND 100 Global Award for Effective Brand Transformations (New York, USA).

He is vice - chairman of the **Brand Council of South Africa** and a non-executive director of **Mercantile Bank Holdings, WWF** South Africa (WorldwideFund for Nature), South African Tourism and various other leading corporate boards and all notable industries.

Ikalafeng is widely recognised in Africa and the world, and has been featured in global media such as CNN, BBC and CNBC Africa.

Ikalafeng holds BSc (Business Administration) and MBA degrees from Marquette University in the USA, completed executive education at Wits Business School and Harvard Business School, and qualified as a **Chartered Marketer (SA)**.

**Born in Kimberley, South africa**, he advises, teaches, writes and speaks globally in commercial, political, nation and personal brands & branding and related matters.

### About David Haigh

**CEO and Founder: Brand Finance Plc**

David is the CEO and founder of Brand Finance plc. David qualified as a Chartered Accountant with Price Waterhouse in London. He worked in international financial management then moved into the marketing services sector, firstly as the Financial Director of The Creative Business and then as Financial Director of WCRS & Partners. He left to set up a financial marketing consultancy, which was later acquired by Publicis, the pan European marketing services group, where he worked as a director for five years.

David moved to Interbrand as Director of Brand Valuation in its London based global brand valuation practice, leaving in 1996 to launch Brand Finance.

David has represented the British Standards institute on the International Standards Committee working party on the standardisation of brand valuation methods and practices, whose draft standard (ISO 10668) is due for publication in November 2010.

He has worked in the area of branded business, brand and intangible asset valuation since 1991 and since January 1995 have specialised entirely in this area.

David is passionate writer and has written many articles for the marketing and financial press on branded business and brand valuation and is the author of numerous publications

#### **About Ollie Schmitz**

##### **Managing Director: Brand Finance South Africa**

Oliver is Managing Director of Brand Finance South Africa, a subsidiary of Brand Finance plc. Oliver recently moved back from the United Kingdom where he was employed with Brand Finance plc for 9 years, two years as Managing Director of the company's head office in London.

Oliver's experience includes advising strongly branded organisations, both large and small, on how to maximise shareholder value through effective management of their intangible assets.

Oliver is the Global Account Director for Vodafone – a position held for five years. During this period Oliver has directed 20 strategic projects for the Vodafone Global Brand team including valuing the Vodafone portfolio in 72 markets for five consecutive years.

Oliver also valued the Miller portfolio of brands following the acquisition of Miller by SAB plc for balance sheet recognition in May 2002.

Other clients include Brand South Africa, De Beers, Manchester United, Microsoft, Shell and Telefonica.

Oliver holds a BSc ( Hons) in Computer Science.