



**proactive leadership to drive africa's
reputation and competitiveness**

Top 10 country brands in Africa to be unveiled in Kenya on Africa Day, 25 May.

15 May 2012 - Brand Africa in association with Brand Finance plc are gearing to announce the “Top 10 most valuable African Nation Brands” on Africa Day, 25 May 2012. The Brand Africa ‘Most Valuable Nation Brands’ will be hosted by the Brand Kenya Board in Nairobi, Kenya. This is the second such release of the most comprehensive pan-African survey developed by global brand valuation firm, Brand Finance. Mugo Kibati, Director General – Kenya Vision 2030 Secretariat will deliver the keynote address to invited guests including CEO’s and senior executives from Kenya’s public and private sector. The founder of UK based Brand Finance, David Haigh, will co-present the results with Thebe Ikalafeng, founder of Brand Africa.

The ‘Most Valuable African Nation Brands’ is an initiative of Brand Africa and Brand Finance plc. It 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, based on in-depth research by Brand Finance’s global network of offices. 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 a brand value: a summary measure of the financial strength of the brand

The announcement of the “Most Valuable African Nation Brands’ will be followed by a Brand Africa Dialogue panel discussion, on the results and the “Implications of the nation’s brand value as a Catalyst for Competitiveness” . The panellists include 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.

Now in their fifth year, the BrandFinance Global Nation Brands league covers a sample of 138 nation brands, including 36 African nations. In the 2011 survey, the top 10 countries in Africa were South Africa, Egypt, Nigeria, Morocco, Algeria, Angola, Tunisia, Ghana, Kenya and Libya.

“The ‘Most Valuable African Nation Brands,’ ranking is an important milestone for African nations in their quest to build independent and distinct nation brands. It recognizes that Africa, while speaking in one voice is made up of 54 sovereign countries at various stages of development,” says Thebe Ikalafeng, founder and chairman of the Brand Africa Initiative.

He contends that the image of Africa does not reflect its growth and entrepreneurial spirit. Africa has outpaced developed economies, growing at 5% rate during tough global economic conditions. “Key to Africa’s growth and future are dynamic African nations that create enabling environments to build thriving businesses and brands.”

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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 recognized 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

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 recognizes that in the 21st century, brands are an asset and a 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 a proactive, independent, non-profit, non-political and non-partisan pan-African initiative *for Africa by Africa*.

www.brandafrica.net



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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's clients 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