



WHAT ARE THE TOP 100 MOST ADMIRED BRANDS IN AFRICA?

10TH ANNIVERSARY GLOBAL LAUNCH

AFRICA DAY, 25 MAY 2020

Technical Partners **GeoPoll | Kantar | Brand Leadership**

Communication Partners African Business | African Media Agency | BCW Africa

Academic Partners Henley Africa | Africa Brand Leadership Academy | African Leadership University

Organizing Partners **africappractice | IC Events | Brand Leadership**

In association with JSE | Nairobi Securities Exchange | Nigerian Stock Exchange

WELCOME

“Out of Africa reborn must come modern products of human economic activity, significant contributions to the world of knowledge, in the arts, science and technology, new images of an Africa of peace and prosperity,”
President Thabo Mbeki – Republic of South Africa

Ten years ago, the world’s gaze was on Africa. The world’s biggest single sporting event, the 2010 FIFA World Cup, was coming to the continent, with South Africa as its host. To coincide with this historic moment we launched Brand Africa. We had a clear set of goals: To create an intergenerational movement to inspire a great Africa; drive a positive image of Africa; and inspire its competitiveness. We needed a metric and a benchmark. That inspired the launch of Brand Africa 100: Africa’s Best Brands. We knew then and more so now, that brands are a universally recognized metric and a vector of nations’ wealth, influence and identity. They reflect the entrepreneurial fabric and identity of nations and they generate jobs, wealth and the taxes that fund public goods. They are a leverage on which nations and enterprises can rise.

There is no doubt in my mind that one of the key catalysts for Africa’s growth, competitiveness and reputation lies in its ability to develop and grow truly great and global African brands and businesses. These brands can stimulate investment, tourism as well as a sense of nationhood, pride and belonging.

Today we face what they call a once-in-a-lifetime event. Covid-19 is changing things fundamentally. We are all at a reset and how we re-emerge will depend on the choices we make. The most important decisions we’ll make are how we rebuild more resilient and better balanced economies – collectively and individually. To thrive in this new world, we’ll have to find many of the answers at home.

Over the past 10 years of the Brand Africa 100: Africa’s Best Brands survey, we’ve learned that on average, only 20% of the brands that Africans admire are ‘Made in Africa’. It is both a concern but also a wonderful challenge for a continent characterized by an entrepreneurial spirit, resilience and youth. Non-African brands have set the benchmark. The challenge for Africa is to build on the excellence of brands such as South Africa’s MTN, Nigeria’s Dangote, Kenya’s Mpesa and Morocco’s OCP who anchor the four primary economic regions.

The first 10 years have been made possible by the consistent and immeasurable support of African Business, GeoPoll, Kantar, Brand Leadership, African Media Agency, BCW, africapractice, the Kenyan, South African and Nigerian stock exchanges and Henley Africa, Africa Brand Leadership Academy and African Leadership University. I am grateful for their partnership on this journey.

We have a packed novel program that integrates the market openings of the three major stock exchanges and the foremost leaders in Africa to reflect on the past 10 years and the impact of Covid on the next.

Welcome to the beginning of the next chapter of building great brands in Africa – and our continued passion for building Africa.

THEBE IKALAFENG

Founder and Chairman, Brand Africa

PROGRAM

TIME				ITEMS	PARTICIPANTS	c/o
KENYA	SA	NIGERIA	GMT			
08:45	07:45	06:45	05:45	Welcome Remarks	Richard Kiplagat - COO, Africa Practice	
08:55	07:55	06:55	05:55	African Union Anthem	Simphiwe Dana - Award-winning African Artist	
08:59	07:59	06:59	05:59	Countdown NSE Kenya Opening	All	NSE
09:00	08:00	07:00	06:00	NSE Kenya Market Opens	NSE Kenya	NSE Kenya
09:05	08:05	07:05	06:05	10 years of Brand Africa 100	Thebe Ikalafeng	
09:20	08:20	07:20	06:20	BA 100 Methodology	Caitlin van Niekerk – Global Client Development Manager, GeoPoll, USA	GeoPoll
09:35	08:35	07:35	06:35	2020 BA 100 Insights	Karin Du Chenne Chief Growth Officer Africa Middle East	Kantar
09:55	08:55	07:55	06:55	Introduction - JSE	TBC	JSE
09:59	08:59	07:50	06:59	Countdown JSE Johannesburg Opening	All	JSE
10:00	09:00	08:00	07:00	JSE Market Opens	JSE	JSE
10:05	08:05	07:05	06:05	BA 100 Results	Thebe Ikalafeng	
10:30	09:30	08:30	07:30	Are business schools in Africa geared for the continent's challenges?	Jon Foster-Pedley Dean, Henley Business School Africa	Moderator: Richard Kiplagat COO, africapractice
10:40	09:40	08:40	07:40	African Stock Exchange Panel – Impact of Covid on African financial markets.	Geoffrey Odundo - CEO, NSE - Kenya Dr. Leila Fourie - CEO,JSE – South Africa Oscar Onyema - CEO,NSE - Nigeria	Moderator: Omar Ben Yedder - Publisher/CEO, African Business, New African and African Banker, UK
11:25	10:25	09:25	08:25	Introduction – NSE Nigeria	TBC	NSE
11:29	10:29	09:29	08:29	Countdown NSE Nigeria Opening	NSE	NSE
11:30	10:30	09:30	08:30	NSE Nigeria Market Opens	NSE Nigeria	NSE Nigeria
11:35	10:35	09:35	08:35	Leading Brands Panel – Building Brands in Africa post-Covid	Mzamo Masito - CMO,Google Africa Sylvia Mulinge - Chief Customer Officer, Safaricom Anthony Chiejina- Group Chief Brand and Corporate Communications Officer, Dangote Group Robyn de Villiers - Chairman and CEO: BCW Africa	Moderator: Ms. Eloine Barry - CEO, African Media Agency, NYC
12:15	11:15	10:15	09:15	Closing Remarks	Gina Din Kariuki	

SPEAKERS



GEOFFREY ODUNDO
CEO, NSE | Kenya



Dr. LEILA FOURIE
CEO, JSE | South Africa



OSCAR ONYEMA
CEO, NSE | Nigeria



THEBE IKALAFENG
FOUNDER AND CHAIRMAN
Brand Africa



MZAMO MASITO
CMO, Google Africa



SYLVIA MULINGE
Chief Customer
Officer, Safaricom



ANTHONY CHIEJINA
Group Chief Brand and
Corporate Communications
Officer, Dangote Group



ROBYN de VILLIERS
Chairman and CEO,
BCW Africa



CAITLIN VAN NIEKERK
Global Client, Development
Manager, GeoPoll, USA



RICHARD KIPLAGAT
COO, africapractice



KARIN DU CHENNE
Chief Growth Officer,
Kantar



JON FOSTER-PEDLEY
Dean, Henley Business
School Africa



SIMPHIWE DANA
Award-winning
African Artist



OMAR BENYEDDER
Publisher/CEO, African
Business, New African and
African Banker, UK



Ms. ELOINE BARRY
CEO, African Media
Agency, NYC



GINA DIN-KARIUKI
Chair of the Gina Din Group
based in Kenya

SPEAKER BIO'S

Ms. ELOINE BARRY

CEO, African Media Agency, NYC

Eloïne Barry is a communications professional and founder of the African Media Agency ([www. http://africanmediaagency.com](http://africanmediaagency.com)). Born in Lyon, France to a Senegalese mother and a Guinea-Bissau father, Eloïne was raised and educated in France and is now based in the USA where she runs AMA globally. She graduated in 2003 with a Bachelor in Arts in English Literature from Université Lyon 2 and a Degree in Translation and International Relations from ESTRI, she then graduated in 2005 with a Masters in Communications from EFAP Lyon.

AMA specializes in helping companies grow their share of voice on a pan-African scale. Their deep knowledge and understanding of the continent helped them gain recognition and act as an authoritative source of news for the most influential media houses in every African country. AMA offices are located in Dubai (UAE), Libreville (Gabon), New York (USA), Johannesburg (South Africa), Nairobi (Kenya) and Lagos (Nigeria). With wide experience across the communications spectrum on a pan-African scale, AMA intimately understands the diversified and often complex business environment in each African country and guide clients with best practice on every step of their African journey.

OMAR BENYEDDER

Publisher/CEO, African Business, New African and African Banker, UK

Omar Ben Yedder is the Group Publisher and Managing Director of leading media, events and communications group IC Publications. The group, founded in 1966, offers a portfolio of award-winning Africa-focused magazines in English and French - New African, African Business, African Banker - which are the region's undisputed market leaders and reach over 2.5 million readers in more than 100 countries.

The group also organises events and provides a suite of bespoke advisory services and business intelligence. IC Publications combines experience and an unrivalled insight and network in Africa. Having previously been an Associate Vice President in the Equity Finance team at Merrill Lynch, Omar brought a new and dynamic approach to IC Publications. Omar has chaired the Africa Story Challenge competition, a programme driven by the Africa Media Initiative and sits on the board of Brand Africa. Omar studied Economics and Languages at Durham University and also is a Chartered Management Accountant.

ANTHONY CHIEJINA

Group Chief Brand and Corporate Communications Officer, Dangote Group

Anthony Chiejina, is the Group Chief Brand and Corporate Communications Officer for the Dangote Group, appointed in 2010. He previously held positions as the Personnel Manager and Editorial Adviser, Seven Up Bottling Company; Head, Corporate Communication, Zenith Bank Plc and Group Head, Corporate Communications, Oceanic Bank International Plc. Anthony holds several Master's degrees an MSc in Industrial Relations & Personnel Management, University of Lagos, MA. Organisational Analysis & Behaviour, University of Lancaster, UK, MA in Development Studies, Institute of Social Studies, The Hague, Netherlands and an undergraduate degree, BSc in Mass Communication, University of Lagos

Anthony is the recipient of numerous academic distinctions and awards including Salzburg Fellow for Gifted Mid-Career Professional, Austria; British Government Scholarship (ODASS) for Graduate Studies, UK; Netherlands Fellowship; University of Lagos Scholar 1982 and 1984; University of Oslo, Norway, Fellowship; Fellow of Oxford University Centre of Corporate Reputation; Member, America Public Relations Association and British Public Relations Association, Associate Member, Institute of Directors (IoD); Best Communication Manager in Manufacturing Sector in Nigeria by Brand Journalist Association of Nigeria (BJAN) 2018; Best Image Maker (Private Sector) in Nigeria (2017) by Brand Journalist Association of Nigeria; Best Corporate Communications Manager (Nigeria) 2016, by News Direct Newspaper; Zenith Bank CEO's Award (2000). He is also a co-opted Member, Presidential Flood Relief and Rehabilitation Committee 2012, and Member, Private Sector Coalition Against Covid-19 (CACOVID).

SIMPHIWE DANA

Award-winning African Artist

Simphiwe Dana is an Afro-soul and Traditional singer known for her creative social commentary and activism through music. Born in the Transkei, South Africa, the multi international award winning Dana who draws inspiration from South Africa's greats such as the late Miriam 'Mama Africa' Makeba, Busi Mhlongo and Dorothy Masuka, entered the South African music mainstream in 2004 with her debut album Zandisile which earned her a South African music award for "Best Jazz Vocal Album and Best Newcomer." In 2020 she released "Bamako" her long awaited and muchly anticipated fifth studio album, co-produced by the legendary Grammy Award winning Mali musician, Salif Keita and recorded in Mali.

SPEAKER BIO'S

ROBYN DE VILLIERS

Chairman and CEO, BCW Africa

Robyn is the Founder, Chairman and CEO of BCW Africa. She has been engaged in public relations, corporate communications and training, both in South Africa and across the continent, for 25+ years. BCW Africa, the unique network of indigenous, in-country communications consultancies she founded, provides local and international clients with market-relevant, integrated communications services in over 50 African markets, and is recognised locally and globally as the premier communications network on the continent. Robyn is widely known as a leader in the industry, having been recognised in 2016 by the Holmes Report, with an EMEA SABRE Award for Outstanding Individual Achievement – she is the only African to have won this award. In 2017 she was recognised with the Financial Mail AdFocus Industry Leader of the Year Award and in 2019 with a Lifetime Achievement Award by the South African PR industry PRISM Awards. Robyn's experience includes reputation management, issues and crisis management, corporate and marketing communications, public affairs and investor relations. She is widely known for her contribution in the areas of training and skills development across the continent. Robyn is a certified executive coach and is actively engaged in working with companies to improve cross-cultural awareness and the effectiveness of cross-cultural local and global teams.

In 2019, disproving the theory that you can't teach an old dog new tricks, Robyn attained a Masters in Executive Coaching from Ashridge University, part of Hult International, in the United Kingdom. She was also accredited as a Commercial Mediator in South Africa and in the United Kingdom and completed a certificate course at INSEAD on "Leading across Borders and Cultures". In addition, Robyn holds a BA (Languages) degree and is a Chartered Public Relations Practitioner (CPRP). Robyn is the Vice President of the African Public Relations Association (APRA), a member of the Advisory Council of the National Business Initiative (NBI), on the Board of the American Chamber of Commerce for Southern Africa and a member of the 30% Club of Southern Africa. She represents Africa on the BCW Europe and Africa Leadership Team and is on the Global Advisory Board for BCW's Advantage Women Initiative. She is also on the WPP South Africa Leadership Council, where she heads WPP's Diversity and Inclusion initiative, which includes Transformation and Gender Equity. She is the Champion of the WPP Stella Initiative in South Africa. Robyn is a co-founder and the current chair of the Unicef CEO Initiative in South Africa.

GINA DIN-KARIUKI

Chair, Gina Din Group, Kenya

Gina Din-Kariuki is a respected business woman, philanthropist and the Founder and Executive Chair of the Gina Din Group. A journalist by training, over the past 30 years she has been providing state of the art media and communication strategy to corporates, governments and NGOs in Africa and abroad through her Gina Din Communications Group (GDG), which was acquired earlier this year by the world's No.1 PR company Edelman Group out of New York. GDG is the most awarded PR agency in the region with over 130 local and international awards. Gina remains an advisor to Edelman for Africa. Gina has built a reputation as a leading authority in the communications field in Africa and is credited with playing a prominent role in the development of the Kenyan mobile industry in her capacity as the strategic advisor to Safaricom Ltd, a position she held for 12 years. Gina serves as a Goodwill Ambassador for the Kenya Red Cross and runs her the Gina Din Foundation, established to empower youth and women with high potential by connecting them to global resources and mentors. She is passionate about creating a positive narrative for Africa and is an ardent champion for "Shaping African Conversations." In 2015, Gina was named East Africa's most outstanding business woman of the year by CNBC and named one of 2015's most influential Africans by New African Magazine. In March 2016 Gina was appointed the UNFPA, the United Nations Population Fund's, honorary Ambassador. Her role is to support the Fund's efforts to empower women and adolescent girls, with a focus on advancing their health and rights.

KARIN DU CHENNE

Chief Growth Officer, Africa Middle East

Karin is the Chief Growth Officer at Kantar working across markets from South Africa to Pakistan, Nigeria to Kenya and more. Prior to this she was the Chief Executive Officer for Kantar South Africa which covered the Kantar Millward Brown and Kantar TNS brands. An inspirational business leader, Karin has over 25 years of experience in driving marketing, communications and customer experiences that deliver business results for local and multinational clients. She is passionate about her clients and has a determined drive to help employees and Clients alike in harnessing the power of digital and mobile to achieve better insights and turn these into business opportunities.

Karin's cultural sensitivity has been honed through global and regional experience, particularly through a three-year stint in Turkey based in Istanbul as Chief Client Officer for Kantar Insights in the Africa & Middle East region.

Karin has a passion for Africa and is a longstanding ESOMAR Member for Africa and was the Large Companies representative on the board of the South African Marketing Research Association (SAMRA). She loves the vibrance and opportunities presented in Africa and the entrepreneurial spirit. On a personal note she thrives on challenge, run on adventure and am passionate about understanding what makes people tick, to better motivate them to reach new heights and give of their best, which is always to the benefit of the greater team.

SPEAKER BIO'S

JON FOSTER-PEDLEY

Dean, Henley Business School Africa

It takes a multi-talented leader, innovative businessperson and expert in curriculum design to direct Henley Business School South Africa. Dean and Director Jonathan Foster-Pedley has worked in six continents and has over thirty years of global business experience. He is a former airline pilot and senior executive in the European aerospace industry, and has guided and facilitated cohesion and productivity in international and local multicultural sales and marketing and management teams. He is also an entrepreneur, a leading academic and coach (working as a visiting professor in Strategy, Creativity and Innovation), and a writer and blogger. He is Vice Chair for the South Africa Business Schools Association.

Foster-Pedley's expertise in strategy, creativity, design, thinking and innovation are key features of the Henley MBA curriculum. He has developed hands-on programmes designed to stimulate innovative business thinking strategies, to increase productivity in the workplace, and to develop self-confidence, self-belief, creativity, proactivity and out-of-the-box thinking. Foster-Pedley has the business acumen, the academic prowess, and the social conscience to direct Henley students so that they reach the full productive potential in every facet of their daily lives.

Dr. LEILA FOURIE

CEO, JSE | South Africa

With over 25 years of international experience, primarily in financial services, Leila Fourie has served on multiple boards and held senior roles in banking, capital markets and payments. Leila was appointed as CEO of the Johannesburg Stock Exchange effective 1 October 2019. Prior to this role, she held the role of CEO of the Australian Payments Network.

Leila served as Executive responsible for Consumer Finance at Australia's largest bank, The Commonwealth Bank of Australia, and also served as the NSW Vice President of the Economic Society of Australia and on the Board Audit Committee of Lifeline Australia. Before moving to Australia, Leila served on the Board of the Johannesburg Stock Exchange as Executive Director. Leila previously worked for one of South Africa's largest banks, Standard

Bank as Card Division Managing Director. During this time, she served as Chairman on the board of Diners Club and Board Member on Discover's Chicago-based Diners Club International Advisory board. Leila started in Standard Bank's Investment Bank as Global Director Credit analytics, capital and portfolio management for SA, UK, Hong Kong, Russia, Brazil and Argentina. Leila has a PhD in Economic and Financial Sciences and won the Economic Society South Africa Founders' award in 2012 for best Masters Economics thesis in the country. Leila has published several articles in academic journals and actively advocates for policy development in various sectors.

THEBE IKALAFENG

Founder And Chairman | Brand Africa And Brand Leadership Group

Named one of the 100 Most Influential Africans by New African Magazine, Ikalafeng is arguably the foremost global African brand and reputation authority. Ikalafeng is the founder of the award-winning African brand and reputation advisory firm, Brand Leadership Group, and has worked on over 100 diverse brands across Africa spanning corporate, political and place branding and activation strategies.

Brand Leadership has been inducted into the Rebrand Hall of Fame for Excellence in Branding in New York. Ikalafeng is the founder of Brand Africa 100, the most referenced and first pan-Africa survey and ranking of brands. In a distinguished corporate career which started in brand management in Colgate Palmolive in New York and concluded as chief marketing officer for NIKE for Africa prior to starting Brand Leadership, he won over 75 awards globally in marketing and branding. A Fellow of the Institute of Directors, he has served or serves on the boards of leading banking, telecommunication, tourism, food and the environment organizations and the marketing communication industry, including a 15 year tenure as member of the board of Mercantile Bank, 3 years as deputy chairman of SA Tourism and 5 years as Chairman of the Loeries. He has been to EVERY country in Africa, over 100 countries globally and EVERY continent from the Arctic to Antarctica.

Widely recognized as a thought leader in marketing and branding, Ikalafeng has co-hosted the **CNBC Africa Marketing, Media and Money** show and featured in respected media such as CNN, BBC, CNBC, FT and African Business.

SPEAKER BIO'S

RICHARD KIPLAGAT

COO, *africappractice*

Richard oversees Africa Practice's client output and servicing across all markets. Prior to Africa Practice, he spent 5 years as the Head of Global Strategic Alliances at Microsoft Africa, where he was responsible for managing the company's strategic engagements with development partners and inter-governmental organisations across 47 countries. He was instrumental in establishing Microsoft's partnerships with the African Union, African Development Bank, UNECA, ECOWAS, World Bank and East African Community among others. He negotiated significant public-private-partnership contracts in the education and health sectors.

Prior to joining Microsoft, Richard spent 4 years as the East African Regional Manager for SAP, the world's largest business software company. Richard studied economics and political science at the University of Toronto Canada, with a particular focus on the economics of development. He is passionate about focusing on the role of productivity in accelerating Africa's growth and competitiveness and is deeply committed to building partnerships as a means to achieve rapid and high impact results.

MZAMO MASITO

CMO, *Google Africa*

Mzamo Masito is the chief marketing officer for Google Africa. He is based out of the company's Johannesburg office and leads the African marketing team. His role entails bringing to life Google's mission to organise the world's information and make it universally accessible and be helpful, useful for every African, so that Google's users and partners can grow in Africa.

Masito joined Google from Vodacom/Vodafone, where he held several senior executive positions based in London and Africa. He has an MBA degree and is currently a PhD Candidate at University of Cape Town (UCT). A previous lecturer and convener at (UCT) Marketing and Management studies and the AAA School of Advertising. Mzamo currently serves on the GIBS advisory board, Red & Yellow Creative School of Business. He previously held senior executive Marketing positions at Nike (CMO Nike and World Cup 2010 Lead) and Unilever (VP Foods Business).

A leader, passionate teacher and philanthropist Mzamo believes in giving back and developing others. He founded and runs the NGO, African Men Care which funds underprivileged children to further their studies. Mzamo strongly believes that "to be young, gifted, free without opportunity is a devil's gift and to deny that opportunity is immoral and criminal." He is passionate about learning and deeply exploring how to harness the power of education, agriculture, e-education, technology, Telco as tools for social change at a profit, and how these tools can help bring about African renaissance, the Africa we want and African regeneration.

SYLVIA MULINGE

Chief Customer Officer, *Safaricom*

Sylvia is currently serving as the Chief Customer Officer in Safaricom PLC. She is the commercial leader at the most profitable company in East and Central Africa and is responsible for driving the company's commercial strategy and focus on the consumer to deliver long term shareholder growth as well as create preference for the Safaricom brand.

Over the span of her 20-year career in the corporate sector, Sylvia has built a reputation as one of Kenya's outstanding business transformative leaders, a mentor and a go-getter. She is the recipient of several awards, which includes her appointment to the Presidential Award Scheme, a self-development programme in Kenya aimed at equipping young people aged between 14-25 years with positive life skills so they can make a difference for themselves, their communities, Kenya and the world. Sylvia was named as one of Kenya's Top 25 Women In Digital in 2019, and has also been feted as one of Kenya's Top 40 under 40 Women for 3 consecutive years. She is a '2015 Young Global Leader (YGL) recipient, an award given by the World Economic Forum to those distinguished as exceptional global leaders under the age of 40.

Sylvia is a certified executive coach and a Bachelor of Science degree alumna from the University of Nairobi where she graduated with the highest distinction of First-Class Honors. Her passion for transforming lives, leadership, women empowerment & community impact has her currently serving on several boards including SHOFCO (Shining Hope for Communities), Endeavor Kenya and Food4Education, and she is also a Trustee of the President Award Kenya as well as the Safaricom Foundation. She was also appointed by the Unstereotype Alliance as one of the four Global Vice Chairs in 2019. A mentor and coach in both her professional and personal life, Sylvia operates on the principles of partnership, humility, openness and professionalism. But when all is said and done, her most treasured role is that of a mother to her two beautiful children.

SPEAKER BIO'S

GEOFFREY ODUNDO

CEO, NSE | Kenya

Mr. Odundo, holds a Master's degree in Strategic Management and an undergraduate degree in Mathematics and Economics. He is an Advanced Management Program (AMP) graduate from Strathmore Business School. Mr. Odundo was appointed Chief Executive of the NSE on March 3, 2015. He is an accomplished Investment Banker having been in the financial services sector for the last 27 years, 21 of which have been in the Capital Markets. Prior to his appointment, Mr. Odundo was the Managing Director and Chief Executive Officer of Kingdom Securities Limited. He was instrumental in the setting up of Coop Trust Investment Services, Coop Consultancy Services Limited and Kingdom Securities Limited. Mr. Odundo has advised on a number of corporate finance mandates in both the public and private sectors; he has also managed key mandates in the asset management industry. He has contributed to the growth of the Capital Markets in his previous role as a Director/Board Secretary - Kenya Association of Stock Brokers and Investment Banks, Chairman of the Financial Standards Committee - Kenya Bureau of Standards as well as the Board Director of the Nairobi Securities Exchange PLC.

Mr. Odundo serves as a Director of the Central Depository and Settlement Corporation (CDSC) Limited, Director of the NSE Clear Limited; and a trustee of the NSE Fidelity Funds. He is a member of the Central Bank Consolidative Forum for Domestic Debt Market (CFDDM) and a Council Member of the Institute of Certified Investment Financial Analysts (ICIFA). Mr. Odundo is also a board member of the Africa Securities Exchanges Association (ASEA), a Director of the East African Securities Exchanges Association and a Member of the Thomson Reuters Africa Customer Advisory Network.

OSCAR ONYEMA

CEO, NSE | Nigeria

Mr. Onyema has been CEO and member of the National Council of The Exchange since April 2011. In this role, he is responsible for superintending the general working of The Exchange. He is Chairman of Central Securities Clearing System Plc (CSCS), the clearing, settlement and depository for the Nigerian capital market; Chairman of NG Clearing, which is in the process of developing a CCP; and Chairman of the subsidiaries of The Exchange.

He is a member of several advisory boards including London Stock Exchange Group (LSEG) Africa Advisory Group (LAAG) and Thomson Reuters Africa Advisory Network. Mr. Onyema was the President of African Securities Exchanges Association (ASEA) until November 2018. He has served as a Council member of Chartered Institute of Stockbrokers (CIS); Global Agenda Council member of World Economic Forum (WEF); board member of FMDQ OTC PLC and National Pension Commission of Nigeria (PENCOM). Prior to relocating to Nigeria, he served as Senior Vice President and Chief Administrative Officer at American Stock Exchange (Amex). He also ran the NYSE Amex equity business after the merger of NYSE Euronext and Amex in 2008.

He holds the Nigerian national honour of Officer of the Order of the Niger (OON); is a Fellow of the Institute of Directors (IOD); Fellow of the Chartered Institute of Stockbrokers (CIS); Associate of Chartered Institute for Securities & Investment (CISI) in the UK; Holder of FINRA Series 7, 24, and 63 in the USA. Mr. Onyema completed the Harvard Business School Advanced Management Program (AMP) in 2015. He got his MBA from Baruch College, New York in 1998; and BSc degree from Obafemi Awolowo University, Ile-Ife, in 1991. Amongst several accolades, Forbes Magazine listed him as one of the ten most powerful men in Africa in 2015.

CAITLIN VAN NIEKERK

Global Client Development Manager, GeoPoll, USA

Caitlin van Niekerk is the Global Client Development Manager for GeoPoll, responsible for partnership development across Africa and the United States. Caitlin has 7 years of mobile research experience, including mobile research design and insight generation. Caitlin has worked across the Financial, Fast Food and FMCG sectors in her previous roles.

BRAND AFRICA 100: AFRICA'S BEST BRANDS

THE MOST AUTHORITATIVE SURVEY AND RANKING OF THE MOST ADMIRABLE BRANDS ACROSS AFRICA.

Brands are a catalyst and a vector of the image, reputation and value of organisations and ultimately of their nations and continents of origin.

Conceived by global African branding authority and the founder of *Brand Africa* and *Brand Leadership Group*, Thebe Ikalafeng, to provide an objective metric for brands that Africans admire and drive the continent's image and reputation, the global results and rankings report were launched on 30 September 2011 at a *Brand Africa FORUM* hosted by Brand South Africa in Johannesburg, South Africa. The results and rankings report were published by the *Mail & Guardian*, a South African based weekly newspaper.

The 2nd *Brand Africa 100: Africa's Best Brands* global results and rankings report was launched on 20 September

2013 within the *African Business Awards* program in New York, USA, on the sidelines of the United Nations General Assembly.

The *Brand Africa 100: Africa's Best Brands* survey and rankings are based on a comprehensive pan-African survey across at least 25 countries spanning all the five economic regions. Collectively they account for over 80% of the population and over 80% of the GDP of Africa.

The survey is conducted by *Brand Africa* research partner, *GeoPoll*, the leading global provider of fast, high quality market research in emerging markets, and analysis and ranking is undertaken by *Brand Leadership* and *Kantar*, the world's leading data, insights and consulting company.

INSIGHTS AND HIGHLIGHTS

SINCE THE SURVEY AND RANKINGS WERE LAUNCHED IN 2011, BRAND AFRICA 100: AFRICA'S BEST BRANDS HAS YIELDED REMARKABLY CONSISTENT RESULTS

80%

The 25 countries sample in the *Brand Africa* survey collectively account for over 80% of the population and over 80% of the GDP of Africa.

15,000

The survey yields more than 15,000 brand mentions and 2,000 unique brand mentions on average.

20%

About 20% of the brands that Africans recall spontaneously are made in Africa brands.

80%

At least 80% of the leading brands in each country are non-African.

THE TOP 100 BRAND LIST IS MADE UP OF:

Europe (+/- 40%)

USA (+/- 25%)

Asia (+/- 15%)

African (20%)

50%

South African, Kenyan and Nigerian made brands account for more than 50% of the Made in Africa brands in the Top 100 most admired brands in Africa.

60%

The Top 100 brands cover over 15 categories with technology, non-cyclical consumer, automotive, luxury and apparel brands accounting for more than 60%.

80%

Media brands are fragmented and dominated by local brands. However, of the brands that are accessible across more than one market, 80% are non-African.

60%

More than 60% of the Financial Services brands recalled when prompted for the category and continent are made in Africa.

GLOBAL MEDIA COVERAGE

The results and report are always eagerly anticipated and published annually since November 2013, the *Brand Africa 100: Africa's Best Brands* global results and rankings report have been published annually as the lead cover by African Business, the most respected and best-selling pan-African business magazine since 1966, in English. In 2019, it was published in both the English and French editions of *African Business*.



Geopoll's Patricia Githua and Brand Africa's Thebe Ikalafeng on CNBC Africa discussing the 2019 Brand Africa 100 methodology, results and insights with CNBC Africa's Nozipho Mbanjwa.

Brand Africa 100 media and communications partners, African Media Agency (AMA) (www.amediaagency.com) and BWC I Burson Cohn & Wolfe (www.bcw-global.com) manages Brand Africa 100 media relations and monitor news across the world.

Over the years, *Brand Africa 100: Africa's Best Brands* have been featured on global media channels such as CNN Africa, BBC Africa, CNBC Africa and FT, and the leading local and pan-African multi-media channels.



BRAND AFRICA

Brand Africa is an intergenerational movement to inspire a great Africa through promoting a positive image of Africa, celebrating its diversity and driving its competitiveness.

It is a brand-led movement which recognizes that in the 21st century, brands are an asset and a vector of image, reputation and competitiveness of nations.



Brand Africa is an independent Non-Profit Organisation registered in the Republic of South Africa (NPC 2013/146300/08) and a signatory to the Independent Code of Governance for Non-Profit Organisations in Africa (www.governance.org.za). www.brand.africa

BRAND AFRICA 100 PARTNERS

TECHNICAL PARTNERS

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