



On 25 May 2021, Africa Day Brand Africa will announce Francophone Africa and Ivory Coast's most admired brands.

Brand Africa will also announce the brands admired for having been helpful during the Covid-19 pandemic.

Abidjan, Ivory Coast – 13 May 2021: Brand Africa is to unveil the 2021 *Brand Africa 100: Africa's Best Brands* – and the most admired brands and brands admired for having been helpful during the pandemic in Ivory Coast on Africa Day, 25 May 2021.

As we build back our economies, new opportunities are emerging. Against the backdrop of the AfCFTA which embodies greater intra-africa trade, self-sufficiency and a commitment to build back better, how will African brands and businesses react and reposition themselves post pandemic? Which local and African brands have retained, enhanced or lost their status and remained relevant among African consumers? Which brands have been the most helpful during the Covid-19 pandemic?

Programme

The 2021 Brand Africa: Africa's Best Brands announcement, to be hosted by Brand Africa founder and chairman, Thebe Ikalafeng and Brand Africa Vice Chairman for Francophone Africa and CEO of Publics and Opinion, Kwame Senou, will be presented live at the Royal Work Club, Le Plateau, Abidjan, in partnership with Opinion & Public on 25 May 2021 at 18h00 GMT. The announcement will feature panel discussions and keynote addresses by local and pan-African thought leaders and brand builders.

Brand Africa 100: Africa's Best Brands

Established 2011, the ***Brand Africa 100: Africa's Best Brands*** rankings are the most authoritative survey and analysis on brands and underlying businesses in Africa, based on a study by Geopoll across over 25 countries spanning all the five economic regions. Collectively they account for over 75% of the population and over 75% of the GDP of Africa. An analysis of the data by Kantar and Brand Leadership over the past 10 years,

has established that on average, only 20% of the brands admired by Africans are made in Africa.

Participants

Leading global and African audience of thought leaders, media and decision makers focused on building, investing in and/or influencing businesses and brands in Africa. Over the years, Brand Africa 100: Africa's Best Brands has been hosted by the Johannesburg Stock Exchange, Kenya Stock Exchanges and Nigeria Stock Exchanges and featured these exchanges' and other leading African businesses' CEOs, Chief Marketing Officers, Media, Entrepreneurs, Thought Leaders such global economist Dr. Dambisa Moyo, nation branding pioneer and best-selling author of Brand America, Simon Anholt and best-selling of Africa Rising, Professor Vijay Mahajan.

The results will once again be published as the cover feature of African Business which will be on sale globally our beginning of June 2021.

The Brand Africa 100: Africa's Best Brands events are organized by IC Events, Brand Leadership and africapractice, and supported by Africa Media Agency, BCW and Africa Brand Leadership Academy.

For Information on Brand Africa or the Brand Africa 100: Africa's Best Brands Rankings visit www.brand.africa or contact:

Kwame Senou, kwame@opinionandpublic.com

Thebe Ikalafeng, thebe@brand.africa or whatsapp +27 78 393 0248

To Register for the Events <https://register.brand.africa/Home/Register>

Follow the results on #BrandAfrica100. #AfricasBestBrands2021

Ends.