

## TBWA\ Africa Conference 2019

TBWA\ recently hosted its annual Africa Conference which attracts industry leaders from its agencies across the continent. The TBWA\ African collective comprises of 47 offices in 28 markets, who gathered under the theme of #DISRUPT to share insights on techniques and trends, including strategic collaboration, to explore creativity as a growth engine and to analyse innovative approaches in disciplines such as 4IR and technology in Africa. "We plan to maintain momentum into 2020. Affiliates are building volumes by providing more services in each market while exploring cross-border opportunities," says Graham Cruikshanks, Director of Africa Operations.



Ulrich Proeschel, Worldwide Vice President of Business Development with Karabo Denalane, CEO of TBWA\Hunt\Lascaris



Yatish Narsi, Chief Experiential Officer at Grid Worldwide



Fifi Peters from CNBC Africa moderates a panel discussion on pan-Africa marketing



Silondile Jali, Content and Communications at TBWA\South Africa interviews Fifi Peters from CNBC Africa



Content creators Timothy Maurice, Siya Metane, Gareth Cliff and Thami Pooe with Kelechi Nwosu, MD of TBWA\Concept in Nigeria and Graham Cruikshanks, Director of Africa Operations



Karabo Denalane moderates a panel discussion on building strong client relationships



**Ntombi Malaza, Head of Brand at TBWA\South Africa**

The sessions included thought leadership from within the top-ranked regional group such as John Hunt (Worldwide Creative Chairman), Ulrich Proeschel (Vice President of Business Development) and Noah Khan (Regional President of Digital and Innovation for Africa and the Middle East).

[Read the full release.](#)

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**TBWA**



We develop business-changing, culture-defining and award winning ideas for brands. Ranked in the top 3 regional networks in Africa and consistently in the top 10 global agencies.

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