

## UK conference to promote African brands

Senior executives of Africa's top companies and global brand experts are set to gather in the United Kingdom this August to share their experiences and expertise - a move aimed at promoting more African brands.

 By [Walter Wafula](#) 14 Jun 2010

Naphtal Akin, the director Africa Brand Conference (ABC) said brand experts will meet in London 18-19 August 2010, at the conference, themed 'Building brands beyond borders'.

### Africa's leading brands

"It is designed with the needs of the African companies in mind; to help them understand the powerful branding principles that have transformed many companies from struggling start-ups to successful global brands," Akin told Bizcommunity.

The conference is targeted at the continent's leading brands, corporate executives, social marketers, marketing professionals, educators and non-profit organisations. He said the participants "will gather to share best practices and discuss new branding methods to grow their and your businesses." Some of Africa's leading brands include; Nokia, MTN, Unilever, GlaxoSmithKline (GSK), and MultiChoice Africa.

### Speakers at the event will include;

- Doug de Villiers, group chief executive, Interbrand Sampson Group;
- Thebe Ikela, group chief officer, Brand Leadership Group;
- Ahmad Yahya, marketing director, Middle East and Africa (MEA) - CIS, Fonterra Brands;
- William Asiko - president of The Coca-Cola Africa Foundation (TBC); and
- Margaret Mwaura - brand building director, Unilever.

ABC is also calling for more speakers at the event to share their personal success stories and expertise for building borderless brands.

"Speaking at our events offers numerous benefits including an unparalleled platform to gain exposure for your institution; increased credibility for your business, project or team; and the opportunity to convey your corporate goals and vision," said Akin.

### ABOUT WALTER WAFULA

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