

SA to host Africa International Media (AIM) Summit

The Africa International Media (AIM) Summit takes place at the Durban Manor Hotel and Conference Centre in Durban, South Africa, 5-6 November 2010, and will address the 2010 FIFA World Cup and its successes. The two-day summit aims to develop a conscious awareness of the need to ensure balanced representation of Africa within the global community.



This "re-branding" of Africa is an evolving process that will continue over a period of ten years until Africa is set in a more positive light in the minds of millions, said Dr. Erieka Bennett, president, African Communications Agency (ACA), head of mission DAF (AU).

Honouring 2010 leaders

"The theme of this year's summit is, 'The impact the World Cup had on the image of Africa'. It also gives us an opportunity to say thank you to South Africa for organising a first-class event in Africa. The event ends with an Africa Living Legends Banquet where key African leaders, journalists and soccer greats will be honoured," she added.

The summit is hosted jointly by the African Union (AU), African Development Bank (ADB), Economic Community Of West African States (ECOWAS), the African Communications Agency (ACA) and the SA National Editor's Forum (SANEF).

The event plans to host the 2010 leaders of SA, football stars, and national and international media agencies and journalists.

Past honorees at AIMS since 2006:

- Nelson Mandela - former president, South Africa
- Kofi Anan - former secretary general, UN
- Ruth Sando Perry - former president, Liberia
- Professor Wole Soyinka - Nobel Laureate
- Olusegun Obasanjo - former president, Nigeria
- Chief Emeka Anyaoku - former secretary of Commonwealth
- Muhammad Ali - former heavy-weight champion