

AABLA to include *Forbes Africa AdAwards*

The All Africa Business Leaders Awards ([AABLA](#)) 2012 finale, set to take place at the Vodacom on 25 October 2012, will now include two categories from the [Forbes Africa AdAwards](#).

The categories that *Forbes Africa AdAwards* will present on the night, gives recognition to the excellence advertising agency networks whilst paying tribute to the stars of the industry across Africa.

"Forbes Africa have decided to take on a more bespoke format for this year's awards and will look at a more elaborate awards ceremony next year where the full complement of categories will be incorporated", said general manager of *Forbes Africa*, Davlynn Lidbetter.

AABLA, now in its second year, is the ideal platform to include the following categories from *Forbes Africa AdAwards* sponsored by Eskom:

- *Forbes Africa* Agency Network of the Year
- *Forbes Africa* Advertising Leader of the Year

AABLA is made possible by the involvement and support received from the sponsors, including Telkom, IDC, BMW, The Department of Arts & Culture and the Young Presidents Organisation.

For more about The All Africa Business Leaders Awards, go to www.aabla2012.com.