

# Retail experts discuss growth and innovation for Africa

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## Exploring the challenge of creating a sustainable brand in emerging markets - the Procter and Gamble case

Any successful retailer will tell you that building strong brand awareness is the best long - term marketing strategy. However, creating a sustainable brand in new and emerging markets presents a unique challenge for international retailers. If you would like to learn more about how to create a strong brand in emerging markets, then you need to be at Retail World Africa 2013!

Retail World Africa 2013 brings together innovative game changers that have managed to build successful brands and secure their position at the forefront of the industry. Join us as **Stand Vecera**, Vice President for South and East Africa at **Procter and Gamble** shares his knowledge and experience of branding in emerging markets. Go to [www.terrapinn.com/retailafrica](http://www.terrapinn.com/retailafrica) for more information.

If you're wondering how to overcome the challenge of making your brand appeal to the local consumer, then **Procter and Gamble's** presentation on "Exploring the challenge of creating a sustainable brand in emerging markets " at Retail World Africa 2013 will give you insight into how you too can get people talking about your brand.

The other retail experts include:

Unilever Africa  
Nestle Southern Africa  
Procter and Gamble South Africa  
Stuttafords South Africa  
Zando South Africa  
Uchumi Kenya  
Capacity Holdings, South Africa  
LuxLife, South Africa  
Bid or Buy, South Africa  
Mercedes Benz, South Africa  
Swop and Shop, South Africa

PS: [Book online now](#) or register for the free seminars and exhibition online [www.terrapinn.com/retailafrica](http://www.terrapinn.com/retailafrica).

REGISTER TODAY! For more information contact Bianca Allen at [bianca.allen@terrapinn.com](mailto:bianca.allen@terrapinn.com) or call +27 (0) 11 516 4038.