

Interrogating **Africa's** Brand Potential



AFRICA BRAND SUMMIT

2-Day Hybrid Summit

7th & 8th October 2020

Hosted in Cape Town, South Africa

www.africabrandsummit.co

Video Links

- [Brand Summit South Africa 2018 Preview](#)
- [Brand Summit South Africa 2019 Preview](#)
- [Brand Summit South Africa 2019 Summary](#)
- [Brand Summit Africa 2020 Promo](#)



Wednesday 7th & Thursday 8th October 2020

Even before the global war against Covid-19 is entirely won, Africa, alongside other parts of the world, must work harder at rebuilding from the economic ruins. In fact, Africa's task will - more than ever before - be cut out for it as it adds a list of new challenges to longstanding ones.

- Will its drive to make integrated economic development a reality in our lifetime bear fruit?
- What are current perceptions about Africa's ability to defeat the odds and what informs such perceptions?
- What must Africans do to progressively eliminate negative perceptions about Africa and 'being African', in order to enhance the positive perceptions, over time?
- What cultural, social, political, corporate, and economic initiatives will be needed to turn Africa into a winning continent as a unit, as well as through its component countries and regions?
- What investments will be needed?
- What technologies will be needed?
- What legislative and policy initiatives must underpin such initiatives?
- How can individual Africans, African business and civil society be included and empowered to play a more influential role in all of this?
- How can Africans in the vast diaspora, and others, be turned into more positive ambassadors for Africa?
- How can Africa be made more attractive for African professionals and business leaders who are established in the diaspora, as well as others who can contribute positively to African development in various areas of human endeavour?



Africa Brand Summit Overview

DATE	ITEM	VENUE
	Arrival Refreshments and Registration	The Vineyard Hotel
Monday, 5th October	<ol style="list-style-type: none"> 1. Full Day Scenic and Thematic Tour 2. Media Tour 	
Tuesday, 6th October	<ol style="list-style-type: none"> 1. A PRISA (Public Relations Institute of Southern Africa) Master Class on 'country communication' – Public Relations' role in dealing with southern Africa's brand and image 2. A 'Reputation Matters' interactive Master Class on 'reputation management' 	
Wednesday, 7th October	<p>1st Day of core Brand Summit African Themed Gala Awards Evening</p>	
Thursday, 8th October	<p>2nd Day of core Brand Summit</p>	



Day One – Wednesday, 7 October

Program Directors: Shado Twala & Tomi Moyan

TIME	ITEM	SPEAKERS
07h00 – 07h40	Arrival Refreshments and Registration	
07h45 - 08h00	Welcome & Explanation of Health Safety protocols and two-day summit process	Shado Twala & Tomi Moyan Program Directors
08h00 - 08h10	Welcome message	Solly Moeng Summit Founder & Convenor
08h10 - 08h30	Welcome Address	Dr Talib Rifai Patron: African Tourism Board Amman, Jordan



Day One – Wednesday, 7 October

TIME	ITEM	SPEAKERS
08h35 – 09h05	Keynote Address	Professor Patrick Loch Otieno Lumumba Nairobi; Kenya
09h05 - 09h30	The impact of perceptions on destinations: Highlights from around the world	Saurabh Uboweja Managing Partner: BOD Consulting New Delhi, India
09h30 - 10h00	Q&A	Moderator: Phumlani Majozi Senior Fellow at African Liberty
10h00 – 10h15	TEA BREAK	



Day One – Wednesday, 7 October

The Food Value Chain Space

TIME	ITEM	SPEAKERS
10h15 – 10h35	<ul style="list-style-type: none"> • Africa is a net importer of food crops instead of being a net exporter, why is this the case? • What is the status of Africa’s food production and export capacity? • What are the threats and opportunities? 	<p>Bennie Van Rooy CEO: Grobank Johannesburg, RSA</p>
10h35 – 10h55	<ul style="list-style-type: none"> • Agriculture contributes handsomely to the GDP of the Western Cape Province of South Africa; how does it compare to other sectors? What investments does the Provincial Government of the Western Cape make in new technologies and skills to enhance and further grow this sector? • Which are the main export destinations for the Western Cape agricultural products? What are the key challenges and what is being done to mitigate them? 	<p>Dr Ivan Meyer Provincial Minister of Agriculture Western Cape Provincial Government, RSA</p>
10h55 – 11h15	<ul style="list-style-type: none"> • What skills, technologies, policies, and legislation are needed to turn the situation around? • What is Africa doing right and must be strengthened? • What is Africa doing wrong and must be changed? • Can funding be mobilised to support programs to bring about needed changes? 	<p>Neeraj Vij Regional Sector Manager Industry, Agriculture, and Human Development – African Development Bank Pretoria; RSA</p>
11h15 – 11h30	<ul style="list-style-type: none"> • What is the status of funding for emerging farmers? • Have they been badly affected by Covid-19? • What is to be done to drive a sustainable recovery? 	<p>Wandile Sihlobo Chief Economist: Agbiz Johannesburg, RSA</p>



Day One – Wednesday, 7 October

The Food Value Chain Space

TIME	ITEM	SPEAKERS
11h30 – 11h45	<ul style="list-style-type: none">• What are the key challenges faced by emerging commercial farmers?• Are such challenges unique to South Africa or are they replicated across the continent?• What can emerging commercial farmers across Africa do to have their voices heard and taken seriously by policy makers?• What policies are needed?	Mbali Nwoko Commercial Farmer Green Terrace Johannesburg, RSA
11h45 – 12h00	Q & A	Moderator: Ryland Fisher: CEO Ikusasa Lethu Media
12h00 – 12h30	LUNCH	



Day One – Wednesday, 7 October

Parallel Session: Social Justice

TIME	ITEM	SPEAKERS
12h30 – 13h00 Pre-recorded Speeches	Healthy Social Justice is important for socio-economic and political stability; ultimately country image. It also enables a positive climate for the realisation of Sustainable Development Goals	Dr Nardos Bekele-Thomas UN Resident Coordinator (South Africa); Professor Thuli Madonsela Stellenbosch University Law Faculty Trust Chair In Social Justice
13h00 - 13h40	Panel 1: Social Justice <ul style="list-style-type: none">• Has social justice been placed on the back banner, in SA/ Africa?• What should be the role of government?• Is (South) African media playing the role it should be in shining the torch on abuses or positive stories?• Should all global funding go through governments or is it better directed at specific civil society initiatives that drive social justice?	<ol style="list-style-type: none">1. Professor Catherina Schenk: University of the Western Cape2. Bongiwe Mlangeni: Social Justice Institute of SA3. Mandisa Kalako-Williams: Community Development Consultant4. Craig Kensely: Community Chest
13h40 – 14h00	Q&A	Moderator: Dr Marlene Le Roux CEO: ArtsCape



Day One – Wednesday, 7 October

Parallel Session: Country/Continental Communication of global crises: The case of Covid-19

TIME	ITEM	SPEAKERS
12h30 - 12h45	<p>Covid-19 brought about unprecedented communication challenges from countries, regions, and major multilateral organisations, including the WHO</p> <ul style="list-style-type: none"> • What are the key lessons? • What should be done differently, in the future? 	<p>Dr Owens Laws Kaluwa World Health Organisation Pretoria, RSA</p>
12h45 - 13h00	<p>Behind-the-scenes peek: Earlier impressions when Covid-19 first appeared and how SA managed to quickly pull together an impressive crisis communication machinery</p>	<p>Popo Maja: GM Communications & Stakeholder Management SA National Department of Health Claudia Shilumani: CEO Centre for Communication Impact Johannesburg, RSA</p>
13h00 - 13h10	<p>How have international institutions such as WHO and other countries managed communication around Covid-19? Was there visible international coordination or were countries left to do their own thing? What lessons can be drawn for the future? Invite Reps from: AU, CDC, WHO Africa, etc.</p>	<p>Maxim Behar President: World Communication Forum Association Sofia, Bulgaria</p>
13h10 – 13h20	<ul style="list-style-type: none"> • How have City, Nation/Country/Place Brands been affected by Covid-19? • Can they recover? What must they do to recover? <p>This session continues on the next slide</p>	<p>Clare Dewhirst City Nation Place London, UK</p>

Day One – Wednesday, 7 October

Parallel Session: Country/Continental Communication of global crises: The case of Covid-19

TIME	ITEM	SPEAKERS
13h20 - 13h30	What role can PR & Communications play in helping City, Regional/Provincial, and Country governments communicate better in times of crises? How can they separate spin doctoring from authentic PR & Communications?	Dr. Dalien Rene Benecke President: PRISA Johannesburg, RSA
13h30 - 13h40	How have international institutions such as WHO and other countries managed communication around Covid-19? Who came up tops, why? And who lost the plot, why? Was there visible international coordination or were countries left to do their own thing? What lessons can be drawn for the future? Invite Reps from: AU, CDC, WHO Africa, etc.	Yomi Badejo-Okusanya fnipr President of the African Public Relations Association (APRA) Lagos; Nigeria
13h40 - 14h00	Q&A	Moderators: Regine Le Roux (Reputation Matters) & Victor Sibeko (CEO: PRISA)

Day One – Wednesday, 7 October

The Role of the Media in shaping Perceptions About Africa

TIME	ITEM	SPEAKERS
14h00 - 14h15	<ul style="list-style-type: none"> Radio still, arguably, enjoys the biggest media penetration to some of the most far flung corners of Africa. Apart from informing and entertaining its listeners, what more can it do to drive positive change? 	<p>Busi Adebule CEO: TransAfrica Radio Johannesburg, RSA</p>
14h15 - 14h30	<ul style="list-style-type: none"> Often, foreign, global, media gets blamed for propagating stories about Africa that are negative and informed by stereotypes; is this always true? 	<p>Tola Babalola CEO: Wild Dreams Co Lagos; Nigeria</p>
14h30 - 14h45	<ul style="list-style-type: none"> SABC Radio is very diverse and far-reaching into the country and the region; is there a golden thread running through the messaging of all the stations to “be African in a globalized environment” or is each one of them left to its own message? 	<p>Gugu Ntuli Group Executive: Corporate Affairs & Marketing Johannesburg, RSA</p>
14h45 - 15h00	<ul style="list-style-type: none"> Channel Africa is along established medium and reaches multitudes of Africans on a daily basis. What makes it popular and what do its listeners associate it with? How does it play the role it could in speaking against wrong and promoting right, for the sake of Africa’s evolving image? 	<p>Maurice Mate Station Manager: Channel Africa</p>
	Q&A	<p>Moderator Ashraf Garda Founder: Champion South Africa</p>
15h15 - 15h30	<p>Wrap-up and closing remarks Announcement of Awards Evening protocols and procedures by</p>	<p>Solly Moeng - Founder & Convenor Program Directors</p>



Day One – Wednesday, 7 October

GALA AWARDS DINNER – The Vineyard Hotel, Newlands, Cape Town
7 October 2020 | 17h30 – 20h30

MASTER OF CEREMONY: Shado Twala & Naledi Moleo

ITEM	SPEAKERS
Keynote Address	Maria Kane-Garcia MD&CEO: TOTAL South Africa
STARTERS SERVED	
Address by Chairman: Judges Panel	Individual Speaker Tshepo Matseba ; Chairman: Judges' Panel
INFLUENCER OF INFLUENCER AWARDS	Summit Convenor & Key Sponsor
Awards recipients:	
Prizegiving: x 10 Awards	
DINNER SERVED	
Prizegiving: x 10 Awards	
DESSERT SERVED	
Thanks & Closing Remarks	Silvana Dantu - Co-Chair: Judges' Panel



Day Two – Thursday, 8 October

Program Directors: Shado Twala & Tomi Moyan

TIME	ITEM	SPEAKERS
07h00 – 07h40	Arrival Refreshments and Registration	
07h45 - 08h00	Welcome & Explanation of Health Safety protocols and two-day summit process	Shado Twala & Tomi Moyan Program Directors
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Wednesday 7th & Thursday 8th October 2020

African cities as critical role players in Africa's development

Faced by the triple challenges of urbanisation, climate change and economic development, governments all over the world, through the United Nations, have recognised the importance of local government - especially cities and regions - in changing the developmental trajectory towards one that is more favourable for growing populations. It is against this backdrop that the New Urban Agenda, the Paris Climate Change Agreement, as well as the Sustainable Development Goals (SDG), were adopted as key anchors for propelling world development towards this new trajectory.

African leaders, under the auspice of the African Union, adopted the AU Agenda 2063 which clearly articulates a vision of Africa's development trajectory. Of course, all of this was before the advent of COVID-19, which has imposed additional difficulties on how the noble intentions stipulated in these policy instruments will be achieved. As a result, some commentators have dampened the possibility that African cities will ever become critical role players in Africa's development. Citing the impact of governing in an emergency as a critical slow driver of development and the negative impact on the financial sustainability of neighbourhoods, towns, cities and regions.

With this background in mind, African municipalities and the entire development fraternity will be hosting AfriCities in November 2021. The Africa Brand Summit is an important platform to launch the early steps towards AfriCities 2021, and as such critical to starting publicity and mobilisation of numerous constituencies – civil society, commercial citizenship, innovators, public sector – towards meaningful participation at AfriCities 2021.



Day Two – Thursday, 8 October

The State of South African Cities

TIME	ITEM	SPEAKERS
08h15 - 08h45	A global perspective of local governments	Ermilia Siaz Secretary General: UCLG Barcelona; Spain
08h45 - 09h05	To provide an input on the “new role” of cities in global developments	Octavi de la Varga Mas Secretary General: Metropolis Barcelona; Spain
09h05 - 09h25	An African perspective on the role of cities, towns and regions A reflection on the State of Cities Report (SoCR)	Sithole Mbanga UCLG Africa Deputy Secretary General, CEO of the SA Cities Network Johannesburg, RSA
09h25 - 09h45	A Finnish perspective on how cities are managed for the best interests of residents	Sampo Suihko GM: Omnia Former Deputy Mayor Espoo, Finland
09h45 - 10h00	Questions & Answers & General Discussion	Moderator: Phumlani Majozi Senior Fellow at African Liberty
10h00 – 10h15	TEA BREAK	

Day Two – Thursday, 8 October

Parallel Session: Growing Africa's share of the Global MICE Market

TIME	ITEM	SPEAKERS
10h20 - 10h35	<ul style="list-style-type: none"> • What big is the global MICE pie and who is getting the biggest part it? • How can Africa grow its share of this pie, especially in the aftermath of Covid-19 • How can the MICE sector be used to build a solid knowledge economy in Africa? 	<p>Sisa Ntshona CEO: SA Tourism Johannesburg, RSA</p>
10h35 - 10h50	<ul style="list-style-type: none"> • Can Africa draft a single plan to attract a bigger slice of the lucrative MICE market? • What will it take for Africa to be post Covid-19 ready to resume and grow tourism? • What lessons can Africa take from more established regions of the world in this area? 	<p>Glenton De Kock CEO: SAACI Johannesburg, RSA</p>
10h50 – 11h05	<ul style="list-style-type: none"> • Is there any merit in African National Tourism Boards breaking down current silos in order to better coordinate their global marketing effort and, where possible, use pool resources to promote the continent? • What would it take for this to happen and what would be the downsides, if any? 	<p>Mr Cuthbert Ncube; Executive Chairman African Tourism Board Johannesburg, RSA</p>
11h05 - 11h20	How coordinated is the tourism sector across the continent? Tell us about the Strengths, the Weaknesses, the Opportunities, and the Threats	<p>Tshifhiwa Tshivhengwa CEO: Tourism Business Council of South Africa</p>
11h20 - 11h35	<ul style="list-style-type: none"> • Global Trends in the MICE Sector • What African destinations should look out and prepare for <p>This session continues on the next slide</p>	<p>Dr Rob Davidson MD: MICE Knowledge London, UK</p>



Day Two – Thursday, 8 October

Parallel Session continued: Growing Africa's share of the Global MICE Market

TIME	ITEM	SPEAKERS
11h35 - 11h50	<ul style="list-style-type: none">• The MICE Sector in Russia; Opportunities and Challenges• Lessons for Africa	Alexander Porodnov CEO: Investment Promotion Agency of the Sverdlovsk region & Ural Congress Bureau Ekaterinburg, Russia
11h50 - 12h30	Q&A	Moderator: Rashid Toefy DG: Western Cape Department of Economic Opportunities
12h30 – 13h00	LUNCH BREAK	



Day Two – Thursday, 8 October

Parallel Session: African Business must play its part

TIME	ITEM	SPEAKERS
10h20 - 10h35	<p>Research Presentation: African Economic Outlook and Brand Perceptions</p> <ul style="list-style-type: none">• Taking into account the impact of Covid-19, what is the economic status quo in Africa? What can be achieved in the short-medium-terms to reinvigorate productivity across the board and place value on Brand Africa?• What are the key Strengths, Weaknesses, Opportunities and Threats?	<p>Hanan Morsy Director: African Economic Outlook African Development Bank Cairo; Egypt</p>
10h35 - 10h50	<p>Small Business & Start-Up must have a place</p> <ul style="list-style-type: none">• Young Africans must be empowered and enabled to create own businesses and collaborate with others from other parts of the world to develop new ideas of the future	<p>Shiv Vikram Khemka Vice-President: SUN Group Zurich, Switzerland</p>
10h50 - 11h05	<p>Continental economic integration, global economic integration</p> <ul style="list-style-type: none">• Must priority be placed on the integration of African economies ahead of global integration, or can the two processes be managed in tandem without creating bottlenecks for African economic integration?• What must African economic powerhouses such as South Africa and Nigeria be doing to help?	<p>Busisiwe Mavuso CEO: Business Leadership South Africa Johannesburg, RSA</p>
11h05 - 11h20	<p>Should Corporate Africa take issues of corporate governance more seriously?</p>	<p>Terry Booyesen CEO:CGF Research Institute (Pty) Ltd Johannesburg, RSA</p>
	<p>This session continues on the next slide</p>	



Day Two – Thursday, 8 October
Parallel Session: African Business must play its part

TIME	ITEM	SPEAKERS
11h20 – 11h35	<p align="center">Impact Branding From Shareholders to stakeholders</p> <p>Why African businesses should integrate the realisation of the UN's Sustainable Development Goals into their business models.</p>	<p align="center">Dr. Gábor Hegyi Capital Communications Budapest; Hungary</p>
11h35 - 11h50	<p align="center">Thinking Reputation and Economic Development</p> <ul style="list-style-type: none"> • How can corporate Africa integrate considerations for continental image in the way it does business? • What are some of the negative perceptions associated with doing business in Africa and what must happen to correct them over time? 	<p align="center">Saul Kgomotso Molobi CEO of Brandhill Africa (Pty) Ltd Johannesburg, RSA</p>
11h50 - 12h30	<p align="center">Q&A</p>	<p align="center">Moderator: Vusi Thembekwayo Global Speaker & Venture Investor</p>
12h30 – 13h00	<p align="center">LUNCH</p>	



Day Two – Thursday, 8 October

African Politics

TIME	ITEM	SPEAKERS
13H00 - 13h45	<p>Panel 2: The role of African Politics in shaping perceptions about the continent</p> <p>It is hard to discuss Africa without including some lines on politics. Whether it's the AU, various regional and country politics, African politicians generate a lot of news coverage. Much of it is negative, despite some positive news in a handful of African countries in recent years.</p> <ul style="list-style-type: none"> • How do Africa politics inform perceptions about the continent? • What are the positives? • What are the negatives? • What must change and how can it change? 	<ul style="list-style-type: none"> • Crispian Olver: Author Researcher on the toxic confluence of political party funding, municipal administration, and business interests • Terry Tselane (Executive Chairperson; Institute of Election Management Services in Africa (IEMSA)) • Ralph Mathekg (Political analyst) • Willie Hofmeyr (Former AFU Head, NPA) • Ebrahim Fakir: Director of Programs Auwal Socio Economic Research Institute (ASRI) (RSA)
13h45 – 14h05	Q&A	Moderator: Ryland Fisher: CEO Ikusasa Lethu Media
14h10 - 14h40 Pre-recorded speeches	<p>How Education can enable the realisation of an Integrated African Economic Development, enabling more Africans to lead a sustainable livelihood?</p> <p>Strengths, Weaknesses, Opportunities and Threats</p>	<p>Professor Jonathan Jansen Distinguished Professor at Stellenbosch University</p> <p>Dr. Jon-Hans Coetzer: International Consultant in Education, Training and Development</p>



Day Two – Thursday, 8 October

TIME	ITEM	SPEAKERS
14h45 - 15h45	<p>Panel 3: The Role of Education in Africa's Development</p> <ul style="list-style-type: none"> • What must change? • What kind of skills and technologies of the future will be needed to improve the status quo? • Can skills of the old economy be transformed to meet the needs of a fast-changing and ambitious Africa? • What role can national governments, regional and continental bodies in Africa play? • What role can multinational organisations play? • What role can the African tertiary sector, in partnership with others from around the world, play? 	<ol style="list-style-type: none"> 1. Professor Jansen; Stellenbosch University 2. Professor Mills Soko; International Business & Strategy; WITS Business School 3. Dr. Jon-Hans Coetzer – Int'l Education & Development Consultant, Portugal) 4. Bennie Van Rooy; Grobank 5. Mikael Missakabo (Canada) 6. Metsi Makhetha (UN Resident Coordinator: Burkina Faso)
15h45 - 16h00	Q&A	Moderator: Tomi Moyan Pan-African Media Executive
16h00 - 16h15	Wrap-up and closing remarks	Solly Moeng - Convenor

2020 Africa Brand Summit ENDS

