

Interrogating **Africa's** Brand Potential



AFRICA BRAND SUMMIT

Monthly Webinars

Gala Awards Dinner - 9th December 2021

Venue: tbd

www.africabrandsummit.co



Africa Brand Summit 2021

The world emerges...

As the whole world emerges from the pandemic and each country – and continent – defines its own new global appeal, Africa continues to have its challenges cut out on both the human and economic scales. The Africa Brand Summit interrogates these challenges!

4th Annual Africa Brand Summit

Following current developments, worldwide, the 4th annual Africa Brand Summit continues to evolve after two traditional, face-to-face, events in 2018 and 2019, followed by a hybrid event in 2020 – with 50 delegates allowed in the face-to-face venue, in line with Covid-19 health safety protocols, and more than 400 livestreaming from across the world.

In 2021 we plan to host a continuous series of thought-provoking conversations on pertinent topics of governance, leadership, democracy, education and skills development, sustainable energy supplies, social justice, and the general attractiveness for foreign direct investment.



Africa Brand Summit 2021

Questions remain!

The continent has, on the whole, defied both expectations and the odds with its relatively lower number of casualties due to Covid-19 than places like the USA, the UK and parts of Europe. Yet, once again, African countries find themselves at the back of the global queues for vaccines and general investments in healthcare.

• Why is this the case? Is there a tendency to be discovered which keeps Africa from reaching its full potential? • What contribution does Africa make in scientific, including medical research? • What is the state of energy supply and what sources should the continent be investing in for the future? • Do current quality and cost of education stand in the way of Africa's realisation of its potential? • How can the realization of the UN's Sustainable Development Goals be incorporated while growing direct foreign investment in Africa? • Are African cities built with its citizen demographics, urban housing, as well as business practices and needs into consideration?

Africa Brand Summit Gala Awards Dinner

These and other questions will be answered in a series of topical, interactive webinars, culminating in the Africa Brand Summit Gala Awards Dinner, during which the much sought-after 'Influencer of Influencers' and other category Award will be presented in front of a live audience.



Africa Brand Summit 2021

How?

Series of topical **monthly webinars**

When?

Every last Thursday of the month: April – November 2021

Where?

Online

PLUS:

Gala Awards Dinner | December 9, 2021 | Place TBA

Including annual **Influencer of Influencers Awards** ceremony



2021 Webinars

DATE	TOPIC	SPEAKERS
29 April	<p>Africa: Politics, Economics, Society, etc.</p> <ul style="list-style-type: none"> • A wide-ranging discussion • Is democracy thriving in Africa; What signs must we be looking at? • What values must Africans insist upon? • Can Africans be proudly African and modern at the same time? • Can African traditional mores and practices be aligned to the concept of modern democracy with human and environmental integrated in it? 	<p>Solly MOENG and Professor PLO LUMUMBA</p>
27 May	<p>Energy supply and sources: when is it enough? MINERAL & NATURAL RESOURCES?</p> <ul style="list-style-type: none"> • What is the state of energy and electricity supply, around Africa? • What energy sources should the continent be investing in for the future, taking affordability, accessibility and environmental sustainability into account? 	<p>Shane PEREIRA Lesedi Nuclear Services Bertha Dlamini President: African Women in Electricity & Power</p>
24 June	<p>Education and skills development: what will take Africa further?</p> <ul style="list-style-type: none"> • What skills of the future should be developed? • What learning/teaching technologies must be invested in and developed? • To what extent do the quality of primary education and the cost of tertiary education stand in the way of Africa's realisation of its potential? 	<p>Dr Jon-Hans Coetzer EU Business School</p>
29 July	<p>Being African and LGBTIQ+</p> <ul style="list-style-type: none"> • What are the key challenges and how can they be overcome? • Can/Must African nations agree on a shared approach/ 	<p>Thami "Dish" Kotlolo</p>
26 August	<p>FDI and SDGs: a continental paradox?</p> <ul style="list-style-type: none"> • What will it take for Foreign Direct Investments (FDI) in Africa to be less "extractive" in nature and be more "sustainably developmental" of skills and infrastructure? • How can global democratic values be guaranteed, including social justice and the realisation of the UN's Sustainable Development Goals (SDG's)? 	<p>Bennie Van ROOY CEO: Grobank</p>



2021 Webinars

DATE	TOPIC	SPEAKERS
30 September	<p>Leisure and business tourism and its sustainability</p> <ul style="list-style-type: none"> • Do African economies benefit to the extent that they should from leisure and business tourism around the continent? • What must change to ensure that Africa sustainably reaps the rewards? • What lessons should Africa draw from the global Covid-19 epidemic? 	
28 October	<p>Urban development incorporating socio-economic demographics: how is it possible?</p> <ul style="list-style-type: none"> • Are African cities built for purpose, integrating particularities such as informal traders who create jobs and feed millions, as well as affordable housing within easy access of central business districts? • Can the above be accomplished in ways that integrate both visual appeal and practical functionality? 	
25 November	<p>International Relations and Africa's sovereignty</p> <ul style="list-style-type: none"> • Is China a threat to the potential of Africa's economic independence and self-determination? • How should the AU and individual African countries deal with China's influence? • Can ideological and emotional reasons with regards to colonialism and apartheid hinder or strengthen relations with foreign partners wanting to bring needed value to the continent? • How does Africa protect and enhance its sovereign interests when working with China, Russia or the 'broad West'; must it choose? 	Prof. Lumumba



GALA AWARDS DINNER – Venue tbd
Thursday, 9 December 2021 - 17h30 – 21h30

MASTER OF CEREMONY: Tbd

PRELIMINARY ORDER OF EVENTS

Keynote Address - XXXX

Starters

Welcome / Speaker – XXXX Chairman Judges' Panel

'INFLUENCE OF INFLUENCER' AWARDS

Other Category Awards

– Summit Convenor & Key Sponsor

Prize giving

Main Course / Dessert

Thanks & Closing Remarks – XXXX Co-Chair: Judges' Panel/Sponsor



Video Links

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



Some Past Media Coverage

2019

16 Aug. 2018 – [ETurbo News](#): Johannesburg wins the bid to host 2019 South Africa Brand Summit & Awards

16 Apr. 2019 - [Review Online](#): The 2019 Brand Summit South Africa partners with PRISA and the London, UK, based City Nation Place Ltd.

5 Jun. 2019 - [Sandton Chronicle](#): It's almost time for the 2019 Brand Summit SA and competition winners announced

4 Dec. 2019 - [Business Live / Financial Mail](#): Brand Summit Africa

2020

Sep. 1, 2020 – [Lowvelder](#): The Africa Brand Summit to be hosted on October 7 and 8

Oct. 2020 – [PRISA](#): Africa Brand Summit 2020 goes hybrid

6 Oct. 2020 – [BizCommunity](#): #2020AfricaBrandSummit: Why reputation matters

8 Oct. 2020 – [BizCommunity](#): #2020AfricaBrandSummit: Winners announced!

9 Oct. 2020 – [BizCommunity](#): #2020AfricaBrandSummit: Winning hearts and minds in the midst of a pandemic

etc.



Thank you!



AFRICA BRAND SUMMIT

More information:

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