



The *Branding Africa* Initiative

Behind the project...

ATOM tdf

Innovation | Strategy | Alignment

NUCLEUS

ATOMIC SERVICES

OUR WORK

RESOURCES

TALK TO ATOM

CAREERS





Why Branding Africa Is the Design Goal

By Foreign Correspondent Martin Miruka | October 19, 2009

You have passionately advocated the need to create exportable “Made in Africa” brands rather than simply exporting unbranded commodities and raw materials. Why is this so important?

Africa's socioeconomic future has, in my opinion, one key pillar: the sustainable socioeconomic empowerment of her people. This empowerment depends almost solely on the ability to create jobs and industry (i.e., stable, lasting institutions), since this is the only way that economic income, hence power, for the average African can be sustainable.

The ability to create jobs and industry ceases to exist in a scenario where we export raw material and someone else in a recipient country sets up industries to add value to those materials and create jobs out of that for themselves. Of course, they also generate an exponential multiple in revenue per measure from the same material after adding value. Hence, if Africa is to create sustainable socioeconomic growth, she has no choice but to start adding value internally to her raw material and creating brands around these that can attract the same premium in supermarket and shop shelves in the West. Failure to do this will guarantee a continuous cycle of poverty and

exploitation. This, in turn, has all sorts of side effects, including bad politics, since poor people care about their next meal, not democracy, and for as long as that is the situation and the poor are the majority, bad politics shall survive on the backs of the poor. Bad politics, in turn, nurture bad economic policies and on and on the cycle continues.



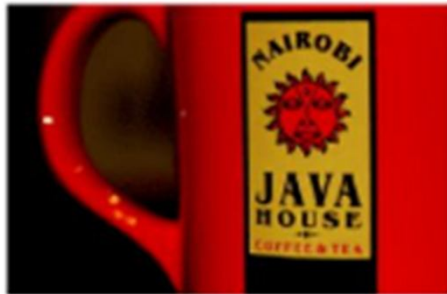
KENYA REVENUE
AUTHORITY LOGO



Why Branding Africa Is the Design Goal

By Foreign Correspondent Martin Miruka | October 19, 2009

So, if Africa is to gain prominence in the global economy, it needs to build its own brands? Instead of exporting coffee beans, it needs to build a global preference for Kenyan coffee. It needs to develop its own labels rather than be an unnamed supplier to others.



NAIROBI JAVA HOUSE LOGO

Beyond adding value to raw materials, we must have Made-in-Africa brands from all other sectors so as to increase our ability to have sustainable institutions across sectors for reasons I stated above. This would have a double benefit of “rebranding” Africa’s image from that of a place to be only exploited and which has nothing to offer the world, to a continent that competes in and with the world on her

own terms. We, Africans, have much more than raw materials to offer the world. The entrepreneurial spirit and capacity of the African people (of which there is much more than you may imagine) will never be fully unleashed without these opportunities to build institutions and compete in the world market, while sharing with and teaching the world those great innovations that can only be borne of adversity. The world probably has much more to gain than Africa herself, from a fired-up, brand-driven African economic engine.

<http://www.atissuejournal.com/2009/10/19/why-branding-africa-is-the-design-goal/>



The *Branding Africa* Initiative

Objectives

- ✓ Preserve and promote traditional African know-how
- ✓ Support entrepreneurship and African industrial (re)deployment
- ✓ Acting towards modifying commercial and aid funds balance towards Africa
- ✓ Opening European markets to African brands
- ✓ Support Diaspora action towards Africa
- ✓ Promoting diversity, culture and African values (human first, creativity, simplicity, resistance to adversity)





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Behind the project...

BASSIROU GNING



PROFESSIONAL BACKGROUND

- Purchasing Manager at Oriflamme
- Supply Chain Manager at Johnson&Johnson
- Site Supply Chain Head at Amgen
- Directory Supply chain Analytics and Process optimization at UCB

TECHNICAL EXPERTISE

- Management, Supply Chain, Process improvement, Lean, Six Sigma, Finance

SECTOR EXPERTISE

- pharmaceuticals, cosmetics, medical devices

PERSONNAL INTEREST

- African industrial development
- Industrial processes

ALINE DELHAYE



PROFESSIONAL BACKGROUND

- HR & Finance Officer at Telefónica s.a
- Communication Manager at ACEM
- Secretary General at FEMA

TECHNICAL EXPERTISE

- Management, Communication, Public relations, Public Policy, Sales

SECTOR EXPERTISE

- European Affairs, Mobility & Transport, Road Safety, Motorcycling, ITS, Standardization

PERSONNAL INTEREST

- African social and economic growth
- Global balance of commercial exchanges
- African heritage recognition



The *Branding Africa* Initiative

Activities

Commercial and consultancy activities

- ✓ Purchase office for African industries
- ✓ Distribution of African Brands (Retail / Wholesales)
- ✓ Commercial representation of African companies
- ✓ Design, Marketing and Communication to tailor African production to the EU market
- ✓ Operational and Strategic advices
- ✓ Technical support:
 - Production Process improvement
 - Events organisations;
 - Policy drafting
 - Research work
 - Grants and funding
 - Strategic communication
 - Stakeholders coordination
 - Standardization work
 - Institutionnal affairs

Lobbying and supporting activities

- ✓ Promotion of African Heritage and tradiitonal know-hows;
- ✓ Creation of an African Entrepreneurs Network targetting access to Western markets;
- ✓ Development of an ethical and sustainable label taking into consideration African reality and specific constraints
- ✓ Lobbying activities for opening EU markets to African Brands
- ✓ Lobbying activities for changing the prism of global commercial balance and development aid with regards to sub-saharian countries
- ✓ Support to entrepreneurship and (re)deployment of Afrcian industry;
- ✓ Supporting African Diaspora activities towards Afrrica



The *Branding Africa* Initiative

CREASOL s.p.r.l. (Europe) /s.a.r.l. (Senegal)



- a **Purchasing Office** for African-owned industries
- a **Distribution Platform** in Europe for African brands supporting national economies
- a **Hub of technical competencies** to support industrial deployment
- a **Promotion Tool** for mainstreaming African know-hows, cultural heritage, and technical characteristics of African industrial production (strength, creativity, sustainability, resistance to adversity, style & creativity, humanity)
- an **Investment Tools** in economic sectors supporting the development African economies



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African SMEs selection

Sectors: Home decoration, Fashion & Accessories, Cosmetics and Care, Childhood, Culture

BRANDS:

- ✓ Owned by Africans
- ✓ Registered in one or more African countries;
- ✓ Contributing to the industrial development or with identified industrial potential;
- ✓ aiming at protecting the African Heritage, and traditionnal know-how;
- ✓ showing a sustainable production process (social & environmental)

CARACTERISTICS:

- ✓ contemporary design / creativity
- ✓ mid- up range
- ✓ day2day needs
- ✓ up range
- ✓ hand-made/crafted,
- ✓ traditionnal know-hows protection
- ✓ special order (made to measure)





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Structure & Roadmap

