

National Communication  
Partnership Conference

Working Towards Communication Alignment Pre 2010



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# Africa 2010: A continental perspective & opportunities for Africa



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***“This opportunity will grant us a chance to together build a better image of Africa”***



Alpha Konare, Chairman of the African Union Commission



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# The way we are ... Today



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# Africa Today

- **4.8%:** economic growth rate in Sub-Saharan Africa since 2000, compared with 2% average in high-income economies
- **\$32.4m:** value of exports of horticultural products from Ethiopia during the past three years
- **40%:** annual growth rate of the mobile telecommunications market in Africa since 2000
- **\$3bn:** the value of trade between Nigeria and China in 2005
- **280,000:** number of applicants to KenGen's IPO, committing \$374m in investment capital (an oversubscription of \$262million)



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“Our image was not made by us”

Hugh Masekela, 5<sup>th</sup> August 2006



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**The way we are reported  
and the way we are seen  
continues to be in very bad taste...**



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## The way we are reported – key western media

- There is a miniscule amount of news in key Western media depicting Africa as an attractive investment destination (although there are countries that now and then do receive numerous positive mentions on tourism, sports and trade).
- The most frequently mentioned topics for African countries in western media are: terrorism, unrest, governance, corruption and HIV AIDS.
- While there is some positive reporting on sports, leisure and culture, most of it depicts Africa as wild, untamed and for the venturesome. This lends to social stereotyping and hinders our ability to attract investment.

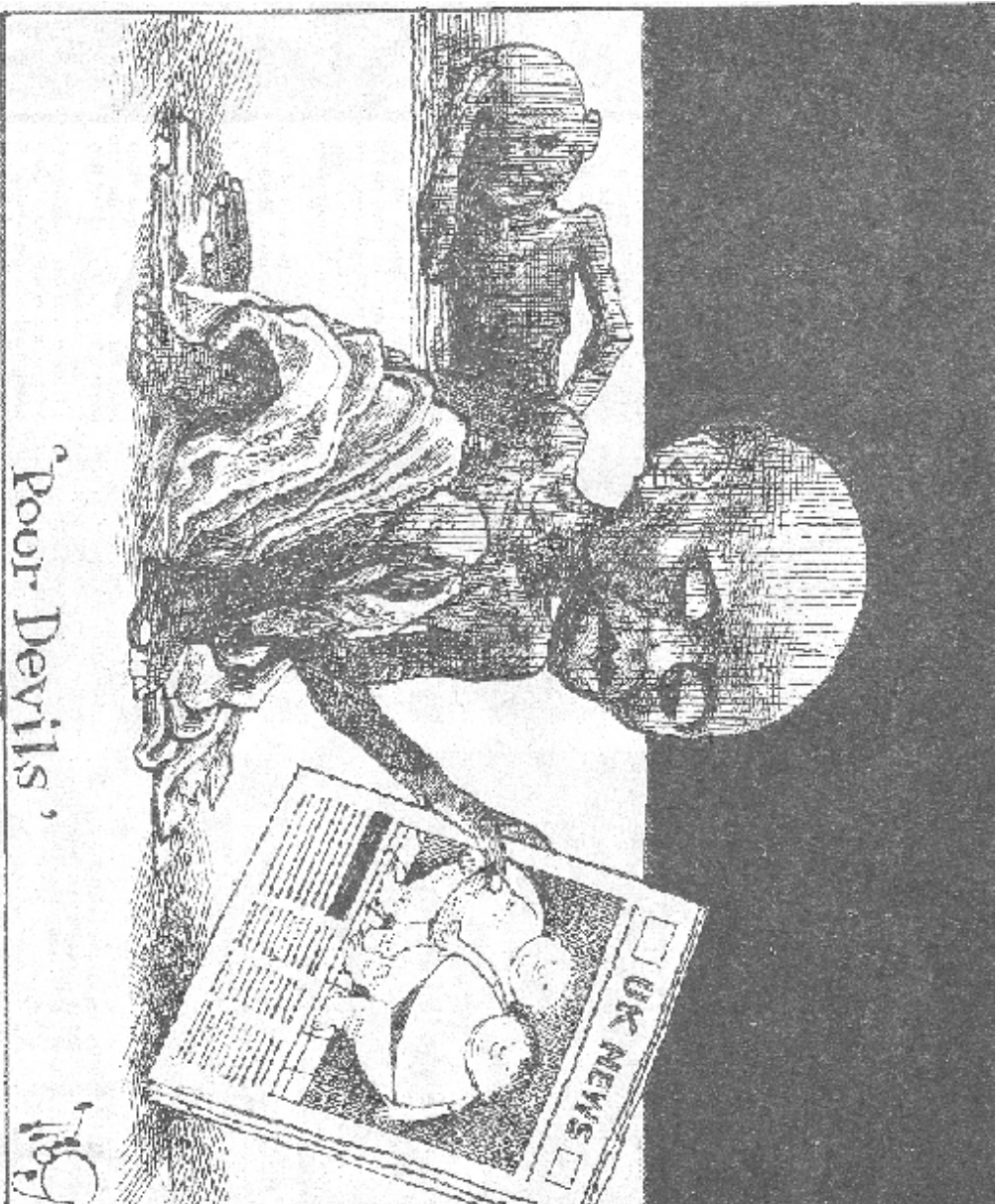


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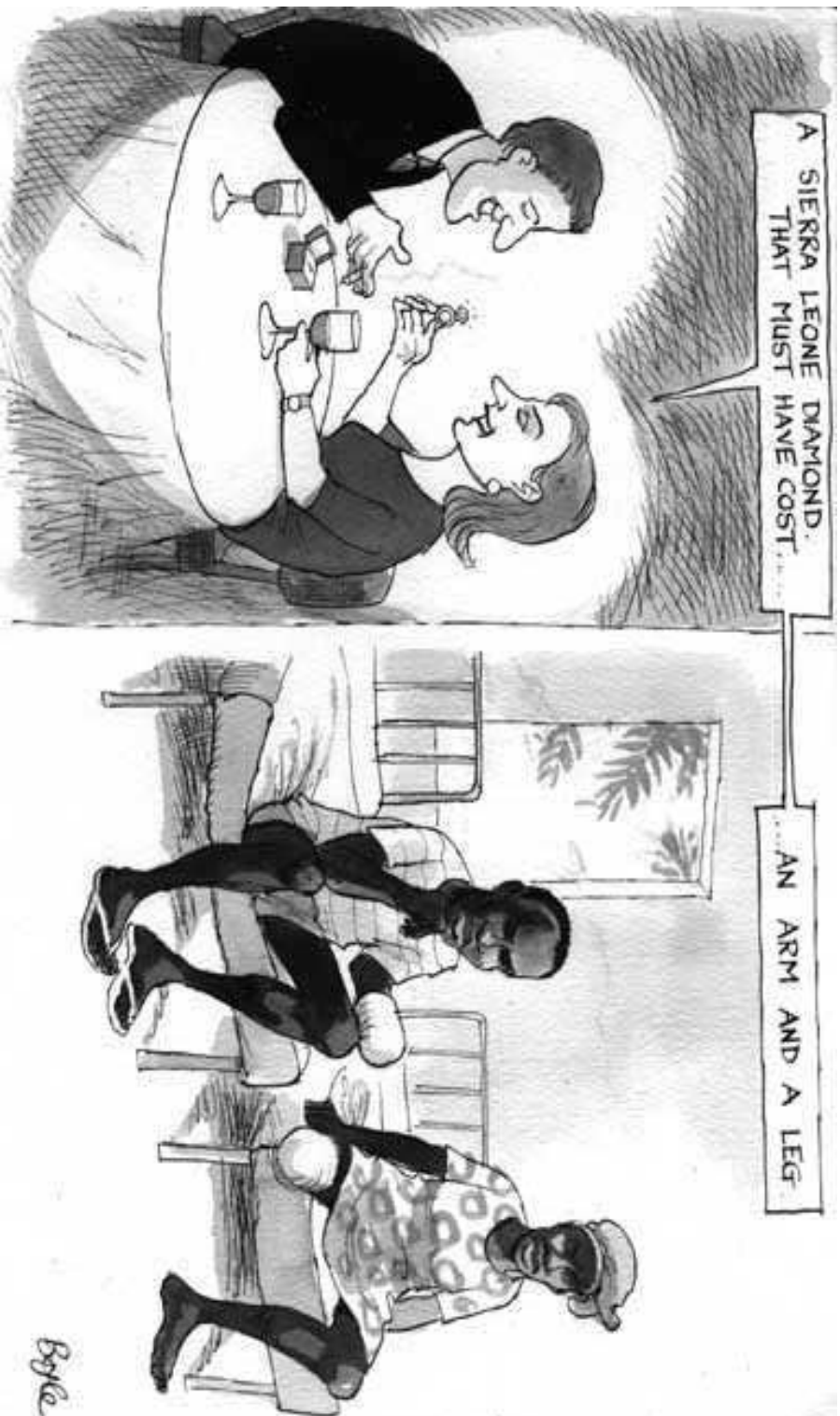


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**2010 ...The opportunity to re-brand our continent and to change our negative image to positive...**



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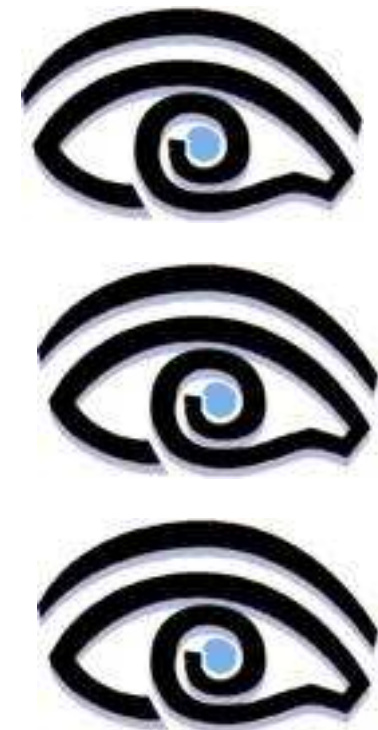
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## 3 Eyes

- Image
- Investment
- Involvement



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# Image

- Common African Brand Identity



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# Investment

- Promote a commercial image of Africa – ‘Africa plc’
- Encourage all FIFA sponsors and commercial partners to promote their African heritage
- Quintessentially Africa, and universally world-class
- Co-opting the African private sector



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# Involvement

- African Union Leadership
- Government involvement
- African Embassies
- Identifying events / milestones to communicate 2010 and engage media and civil society
- Direct involvement of African people



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# AU/NEPAD

- AU/NEPAD 2010 desk, that will work in coordination with the Local Organizing Committee
- AU/NEPAD 2010 strategy – every platform to be exploited



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## NEPAD towards 2015

- 2010 should be seen as an opportunity to create partnerships utilising football as a vehicle towards the shared objective of poverty eradication and achieving the Millennium Development Goals.



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## President Thabo Mbeki

*“ We invite football fans of the world to journey to a tourist paradise across our magnificent continent of Africa. For the 2010 Soccer World Cup will stand out as a unique event that celebrates Africa in all its magnificent splendor, richness, vibrancy, diversity and glory. Africa is ready. Africa's time has come. Africa is calling: Come home to Africa in 2010 - Kommen Sie heim nach Afrika in 2010.”*



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