

Cape Town sets to host the inaugural South Africa Brand Summit

Nominations have opened for the Brand Summit South Africa Awards. These awards seek to honour brands which make South Africa proud and submissions from enthusiastic proposers in the various categories have been well-received. Members of the public are invited to nominate any natural person, company, organisation, or group which they feel best and positively represents the South African experience. Nominations can be submitted for the following categories:

- Corporate Brand Contributor
- SMME and Start-up Brand Contributor
- Citizen Brand Contributor
- NGO Brand Contributor
- Global South African Corporate Brand Contributor
- Political Brand Contributor
- Public Governance Brand Contributor
- Media Brand Contributor
- Public Intellectual Brand Contributor

Launching in 2017, Brand Summit South Africa will provide a unique platform to begin – but probably not finish - a series of important conversations about how South African brands individually and collectively inform country/nation brand image and narrative. The summit will host a diverse range of local and international experts who have materially influenced the reputation of admired nations and private sector brands. These include:

- Bonang Mohale – CEO: Business Leadership South Africa
- Dr Mamphela Ramphele – Businesswoman
- Professor Jonathan Jansen – Academic, Writer, Social Commentator
- Sello Hatang – CEO, Nelson Mandela Foundation
- Mteto Nyati – Group CEO, Altron
- Yanina Dubeykovskaya - Content Director & Chairwoman, Geneva-based World Communication Forum
- Yogesh Joshi – President of the very influential Association of Business Communicators of India (ABCI)
- Gábor Hegyi – President of Capital Communications, Budapest, Hungary
- Dr Marlene Le Roux – CEO, ArtsCape

Nominations close on 15 September 2017. An esteemed panel of judges will select award winners from the pool of submissions received. The judging panel is led by highly-respected Marketing and Communication doyen, Tshepo Matseba.

Sponsors include South African businesses like Dust-A-Side, The City Press, Wesgro, The City of Cape Town, Imperial Logistics, World Communications Forum Association (WCFA), The Association of Business Communicators of India (ABCI), Tsogo Sun, African Eagle Tours, etc.

“Brand Summit SA is proud to be providing a platform to facilitate discussions about an ideal brand South Africa; what we would like South Africa to be known for and associated with (brand identity) and an opportunity to recognize, award, and celebrate the brands that make South Africa shine. At this difficult juncture in our country’s history, it is gratifying to be able to honour the leadership and excellence in all spheres of our society – those that remind us who we can still be and who make us proud to be South African”, Solly Moeng, Convener of Brand Summit SA.

More information about the nomination process and tickets to the event are available at www.sabrandsummit.co.za

For more, visit: <https://www.bizcommunity.com>