

Ornico launches *Open Africa* with GIBS

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Brand Intelligence company Ornico publishes business and brand guide for industry leaders in partnership with the Gordon Institute of Business Science (GIBS), at the University of Pretoria.

Ornico and the Gordon Institute of Business Science (GIBS) announced today that they would launch an annual publication called *Open Africa* on [Thursday, 8 September 2016, at 5.30pm at GIBS](#). Aimed at CEOs, business owners, marketers, communications agencies and public-facing government departments, *Open Africa* is a joint annual publication about doing business in Africa for Africans by Africans.

Open Africa contains stories, insights and reports about continental growth opportunities, case studies on doing business in Africa, and business lessons from brand leaders across the continent. "In little over a decade the story written about Africa by those outside of the continent has gone from one of bust to boom, and back again," says Oresti Patricios, CEO of Ornico. "Thankfully there's now a new understanding of just how nuanced and diverse markets on this continent are. Africa is not a country, and successfully engaging growth opportunities means understanding each market on its own terms," he adds.



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"What we are doing with *Open Africa* is to enable African brand and business leaders to tell their own stories about their own experiences on the continent," Patricios says. *Open Africa* will be [launched with a panel discussion](#) focussed on growth opportunities on the continent, together with an inside track from industry leaders doing business in Africa, on Thursday, 8 September 2016, at 5.30pm at GIBS.

The panel discussion will be chaired by Patricios and features:

Boris Kamstra - CEO of Alphamin Resources;

Brooks Mparutsa - Hollard International CEO;

Lyal White - Director of the Centre for Dynamic Markets at GIBS;

and Dianna Games - CE of Africa @ Work and Executive Director of the South Africa-Nigeria Chamber of Commerce.

All delegates who attend the panel discussion will get a free copy of *Open Africa* that includes insights on Africa by: Google's Luke McKend; Facebook's Nunu Ntshingila-Njeke; Wole Olaoye of Nigeria's Diametrics; Marius Oosthuizen, head of the GIBS 'Future of Business in South Africa Project'; Iroko TV's Jason Njoku; Receiptful's Adii Pienaar; Kees Snijders of Flickswitch; Silvertree's Peter Allerstorfer; and much, much more.

Those interested in attending the discussion and getting the limited print publication should [book online with GIBS](#).

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