

NEW YORK, USA  
**SEPTEMBER**  
**2013**



**African**  
**BUSINESS**  
*Awards*  
20<sup>TH</sup>  
SEPTEMBER



**African**  
**LEADERSHIP**  
*Forum*  
21<sup>ST</sup>  
SEPTEMBER

**Platinum Sponsors**



**CONTACTS**

**Programme and Speakers**

**Erika Atzori**

[e.atzori@icpublications.com](mailto:e.atzori@icpublications.com)

Tel: + 44 (0) 20 7841 3238

**Partnerships and Media**

**Ogo Okafor**

[o.okafor@icpublications.com](mailto:o.okafor@icpublications.com)

Tel: + 44 (0) 20 7841 3292

**Sponsorship and Delegates**

**Roy Ash**

[r.ash@icpublications.com](mailto:r.ash@icpublications.com)

Tel: + 44 (0) 20 7841 3220

**Sponsorship and Delegates**

**Fahad Khalid**

[f.khalid@icpublications.com](mailto:f.khalid@icpublications.com)

Tel: + 44 (0) 20 7841 3290

**Gold Sponsors**



**Silver Sponsors**



**Sponsor**



**Official Partner**



**Media Partner**



# ABOUT

---

## African BUSINESS *Awards*

SEPT 20 2013,  
Mandarin Oriental,  
NEW YORK

For the past six years, the Awards have represented the key annual event for the African business community. The objective of the Awards is to highlight a successful and confident Africa open to national, regional and global business ventures. Launched in 2008 by *African Business* magazine, the African Business Awards have become a platform to celebrate excellence in African business by recognising the individuals and companies that are driving Africa's rapidly transforming economy and creating new economic opportunities for citizens and communities all over the continent.

Following a call for entries, the Awards Committee draws a shortlist of nominees for each category from the pool of submissions. The committee is made up of our editorial board and experts with an in-depth knowledge of the African business landscape. Our distinguished and independent judging panel of business leaders, with extensive expertise across the African regions, then selects the winners based on a number of set criteria. The winners are announced at the Awards ceremony.

---

## African LEADERSHIP *Forum*

SEPT 21 2013,  
Apella, Event Space at Alexandria Center  
NEW YORK

The African Leadership Forum will be preceded by the African Business Awards. Contemporary African societies are subject to new global trends and technological shifts – economic, cultural and political – which are part of the process of Africa beginning to become a globalisation protagonist.

Africa's growing interdependence with global forces calls for a new generation of African leaders – whether Heads of State, business leaders, media specialists, investment analysts, or representatives of rating agencies, think-tanks, or government officials – who are capable of identifying and seizing the opportunities and overcoming the challenges presented by this new era.

Africa's unprecedented confidence in its own capabilities must be effectively promoted both within and outside the continent in order to replace Africa's old image with a fresh reality, one that reflects the current phase of political stability, booming economies, and a favourable investment climate.

The African 're-branding' message, however, must reflect a genuine change in attitudes, mindsets

and policies. The central question remains leadership. Are African leaders tackling globalisation effectively? How are they engaging with political, economic and financial global players? How are they conveying a 're-branded' image of the continent when dealing with the global centres of power? How do they build on Africa's strengths and the benefits of globalisation to ensure a sustainable improvement in the lives of Africans?

The African Leadership Forum will address these questions bringing together African leaders, development experts, economists, political commentators, representatives from think-tanks and financial institutions, as well as private sector and civil society leaders. By discussing economic growth, foreign direct investment, official development assistance and development issues, the debate will seek to identify and promote a new shared vision for Africa. It will also bring together top African and global political, business, media, arts, sports and development leaders in an unique, collaborative environment to freely exchange their ideas on leadership, particularly within an African context.

---

# *A unique joint platform to discuss African leadership and celebrate African business success*

The African Leadership Forum, organised in partnership with the Africa Capacity Building Foundation and the UN Global Compact, takes place during the UN General Assembly's meetings in New York in September 2013. Both the Forum and the Awards will be held in conjunction with the UN Global Compact Leaders Summit 2013, which will bring together over 1000 chief executives and leaders from civil society, government and the UN. The summit represents the largest and highest-level United Nations event for business leaders, including a think-tank luncheon hosted by the United Nations Secretary-General, Ban Ki-moon, named: 'United Nations Private Sector Forum: Africa'.

Benefiting from these prestigious partnerships and the presence of thousands of international dignitaries in New York at this particular time of the year, the Forum and the Awards represent a unique opportunity to be part of an informal yet high level networking platform to engage with the world's top leaders interested in African affairs. This joint platform is designed to provide participants with opportunities to learn, discuss and contribute to the debate on leadership at the Forum and to enjoy, network and celebrate at the Awards.

---

## **MAIN THEMES OF THE FORUM**

**African leadership in politics, business, media, and development**

.....

**Women in leadership**

.....

**'Brand Africa'**

.....

**Globalisation, international relations and democracy**

.....

**Health, education and social development**

.....

**Technological innovation and connectivity**

.....

**Economic growth and poverty reduction**

.....

**Entrepreneurship and SMEs**

.....

**Youth employment and job creation**

.....

**Education, training and human resources**

.....

**Regional integration, reforms and investment climate**

.....

# Join the United Nations Secretary-General, Ban Ki-moon at a high-level think-tank luncheon on the private sector in Africa

## WHY ATTEND

- Meet top African political, business, media, sports, arts and development leaders who are shaping the agenda of the continent;
- Discuss and identify strategies to promote a new image of Africa against misconceptions;
- Explore how African and international media can contribute to rebranding Africa;
- Discuss strategies to ensure that the new image of Africa is not only a 'brand' but a genuine concern and commitment by African leaders to improve the lives of Africans;
- Communicate action plans to further improve the continent's business and investment climate with a view to accelerating growth and poverty reduction;
- Bring the African youth's point of view to the table, challenging political and business leaders' views on how to create jobs and prospects for young Africans;
- Find out about success stories in innovation, youth and women's leadership, business, entrepreneurship, art and sports;
- Network and celebrate with high level international leaders interested in African affairs;
- Participate in a think-tank luncheon at the UN Global Compact Leaders Summit, the 'UN Private Sector Forum: Africa', hosted by UN Secretary-General Ban Ki-moon.

## WHO SHOULD ATTEND

- Political leaders
- Business leaders and entrepreneurs
- Media leaders, journalists, and bloggers
- Development experts
- Youth organisations
- Civil society organisations
- Business associations
- PR, branding, and marketing firms
- Think-tanks, research institutes, and academic institutions
- Innovators and technology experts
- Regional and international organisations
- Leaders in sports
- Leaders in literature and art

## WHY SPONSOR

Sponsoring the Forum and the Awards offers wide-ranging benefits, giving your institution a unique platform at the conference and at the ceremony, as well as through our publications *African Banker*, *African Business*, and *New African*, by enhancing your corporate profile to influential participants. Our dedicated team will work closely with sponsors to tailor their involvement in the Forum and maximise media exposure.

## NETWORKING OPPORTUNITIES

Sponsors will benefit from networking opportunities and scheduled or impromptu meetings can be facilitated in line with sponsors' objectives.

**Exposure & Visibility:** Pre, during and post-event marketing exposure is offered across bespoke Diamond, Platinum, Gold and Silver packages. At the event, sponsors will benefit from branding and signage featuring corporate logos displayed prominently. Post-event communication with delegates and the wider business community will include sponsor logos. Sponsors will also benefit from extensive media coverage in our business and current affairs magazines *African Banker*, *African Business*, and *New African*, as well as from international media covering the event.