



International Advertising Association
WORLD SERVICE CENTER

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Press Release

Ad Industry convenes in Accra April 27-28th 2015

Leading African marketers to speak at the IAA Africa Rising Conference

New York, April 20th 2015: The International Advertising Agency (IAA) in conjunction with the Advertising Association of Ghana (AAG) hosts its Africa Rising - The New Consumer Generation Conference from April 27-28th 2015 at the Movenpick Hotel in Accra, Ghana.

The conference is scheduled to be opened by the President of the Republic of Ghana, His Excellency John Mahama.

IAA Chairman and World President Faris Abouhamad stated "The IAA, both at a local and global level, has a reputation for successful international ad-industry events. The IAA's membership in Africa has shown signs of accelerating growth in countries such as Cameroon, Ghana and Nigeria. So it is a natural progression for the IAA to create a gold-standard conference to focus exclusively on ad industry trends, insights and future developments taking place in the dynamic continent that is Africa. We are delighted to host the inaugural IAA Africa Rising conference in Accra."

The program will cover in great detail the changing consumer landscape, the growing global interest, and the challenges and successes of brands and technology in Africa. Leading industry speakers will provide a detailed analysis of economic and social trends in Africa's wider ad industry; will highlight the region's growing creative power and highlight the emergence and role of mobile and technology. There will also be a key session to discuss self-regulation versus protectionism - as the ad industry comes under closer scrutiny. This is the first IAA conference since 1997 bringing together the top advertising and marketing executives in Africa.

Mr Joel Nettey, IAA Ghana Chapter President and President of AAG commented "This is probably the greatest thing to happen to the marketing communications industry in Africa in a long time. Finally, the world gets to discuss the trends, strategies and challenges that affect Africa and Brands in Africa from an African perspective but with Global relevance. No one who wants to have a piece of the African pie can afford to miss this event."



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The speaker line-up includes: Faris Abouhamad, **IAA**; Samuel Ashitey Adjei, **Ecobank Ghana**; Seni Adetu, Immediate Past CEO of **Guinness Nigeria Plc/Diageo Brands Nigeria**; Yaw Nsarkoh, **Unilever Nigeria**; Dawn Rowlands, **Dentsu Aegis Network SSA**; Fabrice Sawegnon, **Voodoo Group**; Dmitry Shishkin, **BBC**; Alhassan Andani, **Stanbic Bank Ghana Ltd**; Kenneth Ashigbey, **Graphic Communications Group**; Kemi Okusanya, **Moneygram Anglophone West Africa**; Paul Squirrell, **thenetworkone**; Serame Taukobong, **MTN Ghana**; Udemé Ufot, **APCON**; Reginald Laryea, **Chairman Ogilvy & Mather Ghana**; Kojo Lokko, **John Hopkins Center for Communication Programs**; Sir Steve Bamidele Omojafor, **STB-McCann**; Kelechi Nwosu, President of **AAAN**; Yaw Agyenim-Boateng, **McKinsey & Company**; Nnenna Onyewuchi, **Yellow Brick Road Nigeria**; Julius Owusu-Kyerematen, **Vodafone Ghana**; Tunji Olugbodi, **Verdant Zeal Group**; Lolu Akinwunmi, Chairman of **Prima Garnet Africa**; Fatima Alimohamed, **Wilmar Africa Ltd**; Tim Acquah-Hayford, **TWBA\Markcom**; Emmanuel Addo, **AdMedia FCB Ghana**; Julian Boulding, **thenetworkone**; Brett Bivans, **IARD**; Millward Brown; Charles Chijide, **OAAN**; Dr. Jeffrey Cole, **USC Annenberg School**; Norkor Duah, **Lowe Accra**; Jarrod Eckstein, **the Creative Counsel**; Preba Greenstreet, **Alcohol Producers and Manufacturers Association of Ghana**; Ryan Hogarth; Erich Joachimsthaler, **Vivaldi Partners**; Illana Melzer, **Eighty20 Consulting**; Thembi Msibi, **Advertising Standards of South Africa**; Joel Nettey, **Innova DDB Ghana**; Sean O'Hara, **BBC Advertising** and Susan N. Omanga, **Exclamation Mark Ltd**.

To register for IAA Africa Rising www.iaaglobal.org/africarising

Previous IAA events in Africa included the 27th IAA World Congress held in Durban in 1990, The IAA's Africa Summit held in Sun City in 1993 and the IAA Africa Forum held in Kenya in 1997.

For more information contact:

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International Advertising Association

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with members in over 40 countries, is a one-of-a-kind global partnership comprising advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org