

# Advertising Week looking to expand to Africa

NEWSWATCH: Following Advertising Week's announcement last year of its expansion into new territories, the annual American-based festival is planning to host an event in South Africa next year.

Founder and CEO Matt Scheckner announced this at the 2017 Opening Gala at the Radio City Music Hall in New York City, as reported by [PRNewswire.com](http://PRNewswire.com).

*“ We are hell-bent on being first to Africa and look forward to shining the global spotlight on the African continent which remains the world's fastest growth market. ”*

Following up, Jeremy Maggs interviewed Scheckner for the [Financial Mail](http://FinancialMail.com) during his recent visit to the country to meet with key stakeholders and find an appropriate venue.

Scheckner's vision, Maggs reports, is to take "the African story of innovation and use of technology" to a global market and "make the event more accessible to a general audience outside the brand and advertising echo chamber".



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