

## IMC scoops 'Africa's Business Oscar' yet again

NAIROBI, KENYA: The International Marketing Council (IMC) of South Africa was named Investment Promotion Agency of the Year at the recent third annual Africa Investor Awards - the second year running that the IMC has scooped this award at Africa's Business Oscars - in recognition of its excellent work in promoting South Africa as open for business.



The Africa Investor Awards are held annually to honour Africa's investment achievements. Previous winners include Lazarus Zim, which was named 2005 African Business Leader; Eskom, which won the 2005 Sustainable Investment in Africa Award and Barclays; which was named Bank of the Year in 2005.

Accepting the award, Margaret Dingalo, director of Stakeholder Relations at the IMC, said that it was proof that "the new South Africa works".

"While some may see our location on the southern tip of Africa as associated with trouble and poverty, we don't. We think Africa has a tremendous future - offering unparalleled opportunities for investors."

She went on to note that "South Africa is a nation of realists. A combination of creativity, idealism and pragmatism has helped us find lasting solutions to extremely tough problems."

Dingalo concluded her acceptance speech by urging delegates to "make South Africa your next stop."

The IMC won the Investment Promotion Agency of the Year award in 2005 and again in 2006.