

## Brandworld TV's Interactive Africa conference





Brandworld TV's Interactive Africa conference designed for all stakeholders in the business of handling brands and the branding industry took place at the Sheraton Towers, Lagos, Nigeria on 15 November 2007. It provided a specialized forum for participants to brainstorm and discuss issues relating to brand building and management with a view of charting the way forward.

Papers on diversity management in advertising, the impact of mobile on online business, brand lessons were among those presented.

The theme of this year's conference was "Interactive Africa - turning challenges into opportunities", which addressed the issue of looking at Africa in all its history and contemporaneity, and the idea that the world should begin to see the continent as a separate market region apart from the Middle East.

Bizcommunity.com's MD Robin Parker was in attendance to present the theme paper titled "Digital Jungle - Africa on the verge of Digidom" - a look at Africa's position in the new world as a continent, vis-à-vis businesses, social life and evolutionary issues.

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