CNBC Africa celebrates five years of broadcasting

CNBC Africa, the pan-African financial and business channel, will celebrate five years of continental business broadcasting across Africa on 1 June 2012.



Launched on 1 June 2007, CNBC Africa is reportedly Africa's first - and still the only - real-time continental financial and business news network. Part of the global CNBC family, which reports around the clock from major financial centres worldwide, it boasts bureaux in Johannesburg, Cape Town, Nairobi, Lagos, Abuja, Windhoek, Libreville, Lusaka and Maputo.

The channel covers business and financial markets news from three regions across the continent, and can be described as a forum where the news of Africa's business world is announced and debated while presenting a view of the continent.

"Grown beyond all expectations"

"Africa's business and economic leaders have the opportunity to change the economic landscape and perceptions about the continent, which will pay dividends for generations to come. But to do so most effectively, they need access to reliable, relevant information as it happens.

"For the past five years, CNBC Africa has given them exactly that - and we look forward to continuing to providing them with this critical news service for a very long time to come," says CNBC Africa co-founder and chairman Zafar Siddiqi.

"CNBC Africa grown beyond all expectations since it was launched five years ago, and everyone on the CNBC Africa team is justifiably proud of the respected media brand that they have all helped to create.

CNBC Africa - an information source

"Through accurate and incisive reporting and analysis, and an attractive and dynamic programme schedule, CNBC Africa has clearly positioned itself as the premier African news and information resource for CEOs and senior corporate executives, financial houses and investors across the continent," says Rakesh Wahi, co-founder and vice-chairman of the

channel.

The channel's chief editor, Godfrey Mutizwa, says the past five years have been marked by in-depth coverage of Africa's economies and CNBC Africa plans to extend that to 12 hours in the next two years, while at the same time diversifying the channel's content.

"Our mission remains unaccomplished as long as there are markets and economies that go unreported in Africa. We see our role as providing our viewers with comprehensive information that is actionable, helping their businesses grow further across the continent," adds Mutizwa.

Changing perceptions of business in Africa

Wahi points out that CNBC Africa's anniversary celebration goes further than merely marking its five years of existence - it is also a celebration of the great business strides the continent has made in that time.

"CNBC Africa has, for its birthday month, adopted the theme Celebrate Africa!, tying in with its mission to change perceptions of Africa to one of a continent offering infinite possibilities. It has always been our aim to portray Africa as a place filled with opportunity, and we believe that we have lived up to that goal," he says.

Anniversary celebrations

CNBC Africa will mark its anniversary on-air in several ways, including documentaries, memorial testimonials by the network's reporters and anchors of the most memorable events of the past five years, and short scenes featuring Africa highlights.

Viewers can also celebrate CNBC Africa's anniversary by participating in an array of competitions, featuring great prizes. To register for the competitions, go to www.abndigital.com.

Roberta Naidoo, managing director of the ABN Group, of which CNBC Africa is part, says that CNBC Africa is in a class of its own on the African continent. This does not mean that the channel can ever afford to be complacent.

"Now more than ever, in these times of global uncertainty and the emergence of Africa as an economic crossroads of the world, we need excellence in our own financial journalism. The success of countries, companies, communities and individuals hangs on the flow of great and timely information - and CNBC Africa will always be the place to find it," Naidoo concludes.

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