

Happy Africa Day, Africa

By [Thato Nhlapo](#), issued by [Africa Media Warehouse](#)

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As we celebrate Africa Day, it's also important that we take pride in that our continent is on the move. Peace largely prevails in Africa. Extreme poverty is declining. Income is rising and there are inroads against deadly diseases.



Also, many of her countries are among the world's fastest-growing economies, defying the global downturn. Opportunity beckons for ever greater numbers of people. And ever more international investors are taking notice. Africans are now defining themselves as masters of industry in the global market place.

This is African time, it is Africa's day! There's a celebratory spirit in the air of many Africans making the continent proud on the world stage.

For example, Trevor Noah - a young man from Johannesburg - has gone from a small-time comedian to incoming host of one of the world's well-known comedy shows, Comedy Central in New York.

Yvonne Chaka Chaka, fondly known as the "Princess of Africa", one of the continent's well-known musicians, has become a global icon as a UNICEF Goodwill Ambassador. As Global Goodwill Ambassador for the Roll Back Malaria Partnership (RBM) and Unicef Goodwill Ambassador for East and Southern Africa, Yvonne has used her platform to visit communities and government officials - including heads of state, ministers of health and ministers of foreign affairs - across Africa and several other continents, spreading life-saving malaria messages and lobbying for greater investment in efforts to combat the disease along the way.



Aliko Dangote, a Nigerian by nationality, who has been listed by *Forbes* magazine as the 23rd richest person in the world with fortunes worth \$25bn is a manufacturer with a presence in 16 African countries producing cement, sugar and other value-added products.

Kenyan actress Lupita Nyong'o has won an Oscar Award for Best Supporting Actress for her role in Steve McQueen's *12 Years a Slave* - a big destination boost that undoubtedly enhances Kenya's presence on the global map.

At Africa Media Warehouse (AMW), we are happy that more people and companies are beginning to realise that image-building is a key factor to success and cannot be totally overlooked. Many companies have placed this critical factor on their priority list and continue to fine-tune the development process in order to be recognised by the public, their peers within African industries and competitors alike.

As the supporting arm in Africa for advertisers, we are cognisant that what our continent needs to do is to follow the example of the developed countries and sell the best image of itself. To be able to change people's perceptions is a difficult process that requires specialised knowledge about how people perceive things and what sorts of associations they form.

Indeed, a well-known adage in the marketing world goes like: "Selling your products without advertising is like winking at a girl in the dark--you know what you are doing, but nobody else does". The huge financial outlays that companies earmark for advertising their products or services across Africa bears out the truth of this saying.

Of course, deep challenges persist. But, Africa's overall trajectory is clear. Africans are writing a new narrative in their

history. At Africa Media Warehouse, we are proud that a more stable and prosperous Africa is on the horizon.

AMW will continue to be a close partner to Africa in this journey.

"Let us all unite and celebrate together..." - African Union Anthem

Happy Africa Day Africa!

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