

CNN International partners with 2012 Africa Energy Indaba

The annual Africa Energy Indaba has announced that CNN International has signed on as its official international broadcast media partner for the fourth annual indaba which takes place from 21-23 February 2012 in Johannesburg, South Africa.



The indaba aims to extend its reach through the partnership, highlighting the event as the leading forum for debate on Africa's energy challenges and solutions. With the central theme of the event, "Unleashing Africa's Energy Potential", the event programme aims to formulate actionable ideas and proposals that will benefit the continent's billion people.

The association will see CNN International taking a significant presence at the Indaba, and a major awareness-building advertising campaign for the event on CNN across TV and online.

"We are pleased to have formalised this relationship, which will raise awareness of the Africa Energy Indaba in new markets across the globe. Our commercial campaign on CNN provides us with an effective and valuable way to reach fresh audiences, with the ultimate aim of working towards finding solutions to Africa's energy challenges as well as providing a platform to conduct business in the energy sector." says Liz Hart, managing director of the Africa Energy Indaba.

Rani R Raad, SVP and MD, Ad Sales and Business Development, CNN International, said, "How Africa and the world solve the energy challenges we face will impact on us all, and debate is a hugely important part of that process. For that reason we're delighted to continue our support of the Africa Energy Indaba."

For more, go to www.energyindaba.co.za