

Draftfcb Africa Conference

Draftfcb's Africa network was founded in 1996, and most of the very first affiliated agencies are still part of the network and all attended the March conference held at Spier just outside Stellenbosch. In total, 42 people from 27 countries in Africa were present.



The theme of this year's event was 'The Power of Growth' to celebrate the network's successes of the past 18 months during which it added the following pan Africa clients to its portfolio:

MoneyGram International

SC Johnson

Emirates

Trellidor.

Several senior Draftfcb officials attended the conference including Laurence Boschetto (CEO of Draftfcb Worldwide), Anil Kapoor (Regional President Africa and Asia) and John Dixon (CEO of Draftfcb South Africa).

In addition, key clients addressed the delegates:

Nick Najjar (Marketing Director for SC Johnson in Africa)

Anthea Nussey (Marketing Manager for MoneyGram International in Africa)

Kevin Peddie (Marketing Director for NetMark in Africa)

Wayne Halgryn (Marketing Manager for Trellidor in Africa)

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