IAA COMPASS: AFRICA

The Future Reimagined - Rethinking African Brands

In partnership with

WiM|AFRiCA

Thursday 12th March 2026

Fordham University London,
2 Eyre Street Hill,
London,
EC1R 5ET

IAA COMPASS: AFRICA The Future Reimagined: Rethinking African Brands, brings together senior marketers, brand leaders, investors and creative pioneers to explore the forces reshaping growth across African markets and the diaspora. In partnership with **Women in Marketing Africa**, this London examines brand expansion, nation branding, investment flows, creative leadership and cultural influence — positioning Africa not as an emerging story, but as a defining force in global marketing. The conversations and connections sparked here continue at the IAA Africa Rising Conference in Accra, where the dialogue deepens and action moves closer to the continent.

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AGENDA

13:30	Registration & Refreshments (light lunch)	
14:15	Welcome	Michael Lutterodt-Quarcoo Host & Moderator Kirsty Giordani IAA UK Andrea Djan-Krofa WiM Africa
14:30	Opening Keynote: The Future Reimagined: Building African Brands with Dignity, Discipline and Global Reach	Yaw Nsarkoh Independent Strategic Advisor
15:00	Panel: Understanding the African Consumer – Data, Culture, and Storytelling	Tamara Ojeaga Kantar Lydia Amoah Backlight Inc
15:30	Panel: UK-Africa Brand Partnerships in Practice	Jamila Saidi UK Department of Business and Trade Fade Ogunro The Fade Agency Steven Apampa Nike Kojo Marfo My Runway Group
16:10	Break (20 minutes)	
16:30	Panel: Reimagining Africa – Tourism, Nation Branding and Global Perception	Kgomotso Ramothea African Travel & Tourism Association (ATTA)
17:00	Panel: Banking on the Future – Finance, Fintech and the African Consumer	
17:30	Closing Reflections: Why UK–Africa Connections Matter	Steve Babaeko IAA Africa Region / X3M Ideas
17:50	Drinks Reception	
19:30	Close	