
Afreximbank looks to the future of African business in campaign with CNN

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The African Export-Import Bank (Afreximbank) is raising awareness about investment opportunities across the African continent through a multi-faceted campaign on CNN.

The campaign, established by CNN International Commercial (CNNIC), includes a dynamic mix of event partnership, TV and digital advertising, branded content, and editorial sponsorship. This media mix is across multiple CNN platforms in order to reach a wide range of business leaders, opinion formers and decision makers interested in doing business in Africa.

The focus of the campaign is Afreximbank's landmark Intra-African Trade Fair - a seven-day event taking place in Cairo in December offering a platform for sharing trade, investment and market information and enabling buyers and sellers, investors and countries to meet, discuss and conclude business deals.

As media partner for the event, CNN is promoting the Intra-African Trade Fair on CNN International's EMEA feed and digital platforms via a TV commercial, digital advertising and bespoke Fact Files produced by CNNIC's branded content studio, Create. CNN will also have a presence on-stage at the event.

In addition, Afreximbank is sponsoring a series of vignettes about different aspects of Africa's creative industry. These editorial vignettes are produced by CNN Vision, the creative production powerhouse of CNN International.

"This is a rich campaign that draws on many aspects of CNN content, expertise and our different platforms to position Afreximbank at the centre of creating business opportunities across Africa," said Cathy Ibal, Vice President, CNNIC. "No other international media connects with business decision makers and leaders like CNN, and we look forward to seeing the impact that this campaign can have on Afreximbank's Intra-African Trade Fair and its initiatives in growing African business."

"Afreximbank is keen to raise the profile of intra-African trade and to grow its value exponentially over the next few years," said Kanayo Awani, Managing Director of the Intra-African trade Initiative at Afreximbank, which is overseeing the IATF project. "The Intra African Trade Fair (IATF) is expected to kick start the right conversations that will nudge the continent in this direction and form the foundation of the vital partnerships required to achieve the objectives. This is why partnering with CNN on this campaign is a critical step for us - to reach the right spectrum of audience essential to our vision for the IATF."

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