



# Accolades for Africa Report

Africa Report, the weekly television programme that focuses on investment opportunities and positive business stories on the African continent, has been nominated for a 2005 Diageo Africa Business Reporting Award.

The programme has been short-listed in the category of Best Television Feature, along with CNN International and Newsnight (BBC). Both CNN International and Newsnight (BBC) belong to well-established media services, recognised as benchmarks for quality in the provision of news and analysis, and present a high standard of competition.

Amina Accram, who has recently been appointed to the Africa Report team, has also received a nomination for a 2005 Diageo Africa Business Reporting Award, in the category of Best Journalist. Also short-listed in this category are Orla Ryan (BBC) and Anver Versi (African Business).

Launched in March 2004, Africa Report has already earned an international reputation for challenging the one-dimensional perception of Africa and revealing the reality of doing business on the continent. The programme is endorsed and supported by The New Partnership for Africa's Development (NEPAD), the Common Market for Eastern and Southern Africa (COMESA) and numerous African governments.

Africa Report is a communication platform for African governments and organisations, large African corporations and multinational firms. It features in-depth interviews with influential political leaders and business decision-makers, the people who are driving socio-economic development on the continent. The programme is broadcast at prime time on CNBC Europe. It is also transmitted on an extensive network of satellite and terrestrial channels throughout Africa.

Prof Wiseman Nkuhlu, Chairman of the NEPAD Steering Committee has commended Africa Report for portraying a better image of Africa: "I believe that through a programme like this, more and more stories can be brought to the attention of investors. In my view, this would really lead to a better understanding of the great opportunities that are available for investors in many countries on the continent."

The Diageo Africa Business Reporting Awards were established in 2004 to honour those journalists and publications that contribute towards a more balanced view of Africa. In this way, the Awards encourage a more prolific reporting of the continent's business climate in the international media, enhancing the decision-making process of international investors with an interest in Africa.

The judges' decision will be announced at a gala ceremony at Guildhall, London, on Monday, 4 July 2005.