

Press Release

SA's top companies to share global best practice at brand and reputation management workshop

International Brand and Reputation Community (INBREC) launches first SA-based workshop

.. February 2016, Johannesburg - Executives of several blue-chip companies in South Africa and other African countries will gather on Thursday, February 25, for the inaugural meeting of the Africa Chapter of the International Brand & Reputation Community (INBREC).

The INBREC Africa Chapter was launched last October in South Africa, in partnership with South Africa's leading reputation management organisation, Vuma Reputation Management, to advance the concept of brand and reputation management among member corporates and organisations.

"INBREC's Country Chapters are dedicated forums for senior brand and reputation managers of successful and highly respected corporations and organizations. Members meet up to 3 times a year to have a high-level exchange of their experiences, share their expertise and exclusively learn from peers worldwide," says INBREC co-founder and co-chairman, Prof Markus Renner, also a managing partner of the Branding-Institute in Switzerland and former Global Head of Brand and Reputation Management of the pharmaceutical giant Novartis.

Vuma Reputation Management Founder and CEO Janine Hills, says the reputation of a company is key to its success, and strong company reputations ultimately build a country's reputation.

"Research has shown that a nation's reputation is largely shaped by the experience and perceptions of corporate brands in that country. Through the high-level forums of the INBREC Africa Chapter, member organisations are privy to the knowledge and candidly shared experiences of other global corporates, which will enable them to better manage their reputations in their respective markets, locally and globally," she says.

The upcoming INBREC Africa Chapter event, the first of two meetings to be held this year, will be hosted in Sandton by Nedbank, an INBREC Africa member. It will include a presentation by Esme Arendse, Nedbank's Executive Head for Group Communications looking at the changing nature of strategic reputation management from a banking perspective.

Dr Petrus de Kock, General Manager of Research for Brand South Africa, will address members on how Corporate SA can build its brand and reputation, and Prof Markus Renner will then share an example of a stakeholder-guided brand and reputation management strategy by one global blue chip company.

"The greatest benefit of INBREC to member organisations lies in being able to set the bar higher in the discipline of brand and reputation management, and getting top level management support and understanding of how brand and reputation impact the bottom line, for the benefit of the organisation and the country it is based in," says Prof Renner.

Currently there are six Chapters of INBREC, Switzerland (since 2005), Germany (since 2008), UK, Benelux, Nordics and Africa (since 2015). Among the member organizations are global corporates and product brands like ABB, Allianz, Bayer, Bosch, Diageo, ING Banking Group, Mercedes, Munich Re, McDonalds and Rolls-Royce.

Members of the Swiss and German Chapters have to meet two of the following criteria: be a blue-chip company or listed on Swiss Market Index (SMI), German DAX or any other major

stock index; be an owner of one of the most valuable brands; and have an annual turnover of a minimum 1bn Euros/Swiss Francs.

Ends.

About INBREC

INBREC, the International Brand & Reputation Community is a dedicated forum for senior Brand & Reputation managers of successful and highly respected international corporations and organisations. Its purpose is to provide its participants a unique network of managers responsible for the Brand & Reputation of leading corporations and organisations, enabling them to exchange their experiences, share their expertise and exclusively learn from peers worldwide.

The ultimate goal is to consistently improve the quality, effectiveness and efficiency of Brand & Reputation Management as well as demonstrably contribute to the success of international corporations and organizations.

The INBREC Chapter Africa was founded at a launch event in cooperation with Vuma Reputation Management in Johannesburg in October 2015.

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