

2010 Diageo Africa Business Reporting Awards winners

LONDON: Diageo last night, Thursday, 1 July 2010, announced the winners of the 2010 Africa Business Reporting Awards at a ceremony in London. This seventh edition received 770 entries with winners from the eleven categories from nine different countries.



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The Media of the Year Award went to *Business Day* in Nigeria. Peter Guest, editor of *This is Africa*, was named as Journalist of the Year and the Best Newcomer title was awarded to South African Gemma Ware, writing for *The Africa Report*.

Sustainable business

Paul Walsh, CEO of Diageo and chair of the judging panel said, "Very few consumer companies have the footprint, the leadership, the brands and the talent that Diageo has in Africa. We recognise that for Africa to develop, and for companies like Diageo to grow, we must do business sustainably. For us, that means being a responsible business that aids broader socio-economic development. We all have a role in ensuring that happens, including the media. It is for that reason that I continue to value and support the Diageo Africa Business Reporting Awards."

Changing perceptions of Africa

The keynote address was delivered by Obiageli Ezekwesili, VP, Africa region at the World Bank Group who commented, "It is obvious that the media in Africa - as much as international press - needs to be part of changing perceptions about the continent. The days of Africa being seen as a place where potential is yet to be realised, or just simply as a destination for aid, must be put behind us. The reality today is that Africa is a viable business destination with a large and mainly untapped market, offering excellent investment returns and diverse opportunities for business. That's the untold story of Africa, and the media has an obligation to bring it to wide(r) audiences."

Parliamentary Under Secretary of State for International Development, Stephen O'Brien said, "Too often, the only reports we see and hear of Africa here in the UK are of bad news. Yet Africa's rich culture and vibrant, growing economy is a good news story for those willing to look beyond the headlines. These awards are a great opportunity to celebrate the work of those journalists who scratch below the surface and show Africa for how it really is today - a continent that is looking to the future and open for business."

Ongoing growth and strength

Presenting the awards, Nick Blazquez, MD of Diageo Africa, added, "Across Africa we are seeing an increase in the public's appetite for business news and information, and an associated investment in business reporting by media outlets. The quality and quantity of entries this year has been extremely encouraging and we look forward to ongoing growth and strength in the business media across Africa. I'd like to thank everyone who has contributed to these awards and offer my congratulations to all of this year's winners."

2010 winners of the Diageo Africa Business Reporting Awards:

Best ICT Feature

'Zimbabwe catches on to Facebook' Iden Wetherell (*Global Post*, Zimbabwe/USA)

Best Finance Feature

'Ask Nigeria's Lamido Sanusi' David Stead and team (BBC World Service, Africa Have Your Say, UK)

Best Infrastructure Feature

'The Scramble for Blue Gold' Kerry Dimmer (African Decisions, South Africa)

Best Agribusiness / Environment Feature

'Hunger looms as biofuels take root in Uganda' Francis Kagolo (*New Vision*, Uganda)

Best Tourism Feature

'Land grabbing: The plunder of public beaches' Philip Mwakio (*The Financial Journal*, Kenya)

Best Use of New Media in a Story

'Spark Africa Series' Peter Vlam (Africa Interactive, Various)

Best Business News Story

'China Takes African Market by Storm' Felix Dela Klutse (*Daily Guide Newspaper*, Ghana)

Best Business Feature Story

'How Africa is Becoming the New Asia' Jerry Guo (*Newsweek*, USA)

Best Newcomer

Gemma Ware (*The Africa Report*, France)

Media of the Year

Business Day Nigeria (Nigeria)

Journalist of the Year

Peter Guest (*This is Africa*, UK)

Winners received a bronze statue titled "News" by the sculptor Loni Kreuder and a cheque for £500.

For more information, go to www.diafricafricabusinessreportingawards.com.

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