

## Kenya: 2011 Africa Business Reporting Awards launched

Diageo has launched the annual Africa Business Reporting Awards in Nairobi, Kenya. The six year old awards is an initiative of Diageo - a premium drinks business with majority shareholdin in East Africa Breweries Ltd (EABL). In 2010, 700 entries from more than 25 countries were received.

By [Carole Kimutai](#), 26 Jan 2011

"As we are all aware, African media is increasingly influencing perceptions of the continent globally and shaping investor sentiment. This is why the best journalistic talent and influential media outlets from Africa, as well as international sources, are being strongly encouraged to submit entries into the Awards," said Brenda Mbathi, corporate relations director, EABL.

### **There are 11 categories for journalists to enter:**

- Best ICT Feature
- Best Finance Feature
- Best Infrastructure Feature
- Best Agribusiness/Environment Feature
- Best Tourism Feature
- Best use of New Media in a story
- Best Business News Story
- Best Business Feature story
- Best Newcomer
- Media of the Year
- Journalist of the Year

In 2010, the number of categories was extended with sector-specific categories to reflect the important ro that various industries play in economic development. "It is therefore with great anticipation and confidence that we look forward to 2011, which promises to be a year of continued growth. This year we hope to see increased macro-economic stability, more foreign direct investment, the dramatic expansion of broadband internet capacity, and better infrastructure and enterprise development. These are exciting times for Africa as a region with huge potential," she added.

The closing date for entries is 21 March 2011 and details can be submitted online. The awards ceremony will be held on 30, June 2011 in Central London.

For more information, go to [www.diageoafribusinessreportingawards.com](http://www.diageoafribusinessreportingawards.com).

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