

MEDIA ADVISORY

Unisa to award honorary doctorate to Africa's pre-eminent branding authority, Thebe Ikalafeng

Approved for public release.

DATE: Monday, 27 May 2024

Mr Thebe Ikalafeng, recognised globally as the pre-eminent African authority on branding, will be conferred with an honorary doctorate by the University of South Africa (Unisa) at a graduation ceremony to be held at the Unisa Muckleneuk campus in Pretoria on Thursday, 30 May 2024.

At its sitting on 15 September 2023, the Council of Unisa unanimously resolved to award the degree of **Doctor of Philosophy in Management Studies (*Honoris Causa*)** on Mr Ikalafeng, in recognition of his lifelong commitment to learning, his impactful contributions and his singular accomplishments in business.

Ikalafeng has garnered recognition for his advocacy of a brand-led African renaissance, with his influence recognised by prestigious publications and organisations such as *New African Magazine*, *Most Influential People of African Descent (MIPAD)* and *Reputation Poll International*. His unwavering commitment to shaping a positive narrative for Africa has left an indelible imprint on the continent's branding landscape.

He is the founder of Africa Brand Leadership Academy (ABLA), whose aim is to develop capacity and talent for Africa-focussed brand leadership. He has dedicated himself to nurturing Africa-focussed brand leadership, aiming to amplify the continent's presence on the global stage.

Ikalafeng is a Chartered Marketer (SA), with BSC (1992) and MBA (1993) degrees from the Marquette University in the USA, specialising in marketing. He also holds an LLM (2021) degree in intellectual property from the University of Turin in Italy, offered in collaboration with the World Intellectual Property Organisation (WIPO) in Geneva, Switzerland. His commitment to continuous learning is also demonstrated by his completion of executive education programmes with Wits University and the Harvard Business School.

Amongst Ikalafeng's many business accomplishments is the creation of the current Unisa brand architecture at the time of the merger of the old Unisa, Technikon South Africa and Vista University Distance Education Centre (VUDEC) in 2004.

The details of the graduation ceremony are as follows :



Date : Thursday, 30 May 2024
Time : 18:00
**Venue : ZK Matthews Great Hall, Winnie Madikizela-Mandela Building, Unisa
Muckleneuck Campus, Pretoria**

Members of the media are invited to attend and cover the graduation ceremony. You can also follow the proceedings online by clicking the attached link:
<https://www.youtube.com/unisavideos>

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