

#CannesLions2019: Shukri Toefy on the African ad industry in the context of Cannes

Our roving reporter Ann Nurock chats to CEO of Fort, Shukri Toefy, the only South African speaker at Cannes this year, about the African ad industry in a global context.

“ *The metanarrative of Cannes Lions over the last year has been this idea of inclusion and diversity.* ”

However, the diversity and inclusion at Cannes doesn't spread to regional diversity and inclusion, he said. He thinks there's an over-representation of US and European countries and voices and suggests that we step into the circle and show that we, as a continent, can add value to the global dialogue.

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'The Authentic African Story' @shukritoefy on stage now @cannes_lions

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