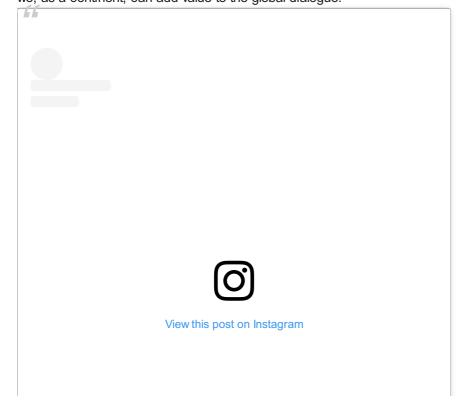


#CannesLions2019: Shukri Toefy on the African ad industry in the context of Cannes

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.





'The Authentic African Story" @shukritoefy on stage now @cannes_lions #canneslions #africa #africanstory #cannes ##sksales

A post shared by Bizcommunity.com (@bizcommunity) on Jun 20, 2019 at 7:33am PDT



Loeries2017: Building the new creative economy at the speed of thought Jessica Tennant 17 Aug 2017

For more, visit: https://www.bizcommunity.com