

Agility launches photo competition to reflect modern Africa

Agility is launching a global photo competition to highlight the success of emerging Africa and reflect its increasing progress, starting today 1 June 2015.

The competition seeks to highlight the often unreported side of a continent of many contrasts. It calls for photographers to capture an Africa booming with tech-savvy, youthful consumers, fast-paced urbanisation, and enormous long-term economic prospects.



"Much of the world's perception of Africa is outdated," said Geoffrey White, CEO of Agility Africa. "Today, seven out of 10 of the world's fastest growing economies are in Africa. This photo competition is intended to highlight a dynamic market with opportunity. Too frequently, the world reports only the bad news from the continent, when there is so much that is impressive that Africa can be proud of. We hope this photo competition will demonstrate some of the positives revealing the real progress and development that Africa is making."

Agility is investing in Africa and is committed to building new logistics capacity, infrastructure and access for businesses and consumers across the continent. The company's strategy also includes a strong social and environmental program, focused on education, training and health.

"The photo competition is an engaging way to encourage amateur and professional photographers to present modern, fast-changing Africa through images that show its successes," White said.

"We want to capture images reflecting the robust modernisation happening every day, from sustainable farming to manufacturing to oil and gas production. We hope, as a result, perceptions of Africa will become more balanced, and they

will come to see Africa as a significant contributor to the world economy."

The competition, open to amateur and professional photographers, will take place from June 1 - September 1, 2015. Agility will award a \$2,000 cash prize to the winner of each category, as well as a \$4,000 grand cash prize to the photographer who shoots the overall winning image that best captures the development and growth across Africa. The winning photographs will be shown on a CNBC Africa telecast and published in Forbes Africa.

For more information about the competition or to learn about Africa's growth opportunity, visit www.africa2015.com.

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