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Beverage industry giant ICBA enters Africa, taps policy veteran Iddah Asin to lead new chapter

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The International Council of Beverages Associations (ICBA), the global voice for the non-alcoholic beverage industry, has announced the establishment of ICBA Africa, marking a significant expansion of its worldwide presence. The council has appointed Iddah Asin, a distinguished public policy and sustainability leader, as the first Executive Director of the new regional chapter.



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The creation of ICBA Africa underscores the organisationâ??s recognition of Africaâ??s dynamic market growth and its commitment to fostering collaboration across the continent. The new entity will work closely with governments, civil society, and other stakeholders to share best practices, advance evidence-based policymaking, and address shared priorities such as health, nutrition, and environmental sustainability.

ICBA Africa will operate in concert with ICBA Latin America and ICBA Asia Pacific, further strengthening the councilâ??s global network and its role in promoting coherent, science-based approaches to industry challenges.

A Proven Leader at the Helm

Based in Nairobi, Iddah brings extensive experience in corporate affairs, policy advocacy, and stakeholder engagement. She previously served as Head of Government Affairs and Policy for Sub-Saharan Africa at Johnson & Johnson and as Manager of Government and Industry Affairs at Kenya Airways. An Advocate of the High Court of Kenya, she holds academic credentials in law and public policy from Makerere University, the Kenya School of Law, and Strathmore Business School.

Iddah has been widely recognised for her leadership, including being named among the Top 50 Women Lawyers by the Nairobi Legal Awards in 2024 and as one of Kenyaâ??s Top 40 Under 40 Women by Nation Media Group in 2017.

In her new role, she will collaborate closely with ICBA Vice President and Beverage Association of South Africa CEO Mpho Thothela, as well as the broader ICBA leadership team, to position the African chapter as a hub for innovation, sustainability, and policy engagement.

A Platform for Global and Regional Impact

ICBA President AndrÃ©s Massieu hailed the launch as a milestone for the sector, emphasising that under Ms. Asinâ??s leadership, ICBA Africa will serve as a vital partner to both regional and global stakeholders. ICBA Executive Director Kate Loatman echoed this sentiment, underscoring the organisationâ??s enthusiasm to expand its reach and impact across Africa.

The launch of ICBA Africa represents not just geographic growth, but a strategic commitment to building a resilient, inclusive, and sustainable beverage sectorâ??one that aligns with Africaâ??s priorities while contributing to global progress.