ACNOA - ANOCA

ANOCA NEWSLETTER

MONTHLY REVIEW OF AFRICAN OLYMPISM

MARCH 2026

INTERNATIONAL OLYMPIC COMMITTEE



ANOCA ZONE VI MARKETING FORUM 2026

ADVOCATING FOR THE ADOPTION OF EFFECTIVE MARKETING STRATEGIES

SPORTS DIPLOMACY

TANZANIAN AMBASSADOR TO ALGERIA, H.E. IMAN S. NJAIKALI, RECEIVED IN AUDIENCE AT THE ANOCA PRESIDENT'S ALGIERS OFFICE

WINTER OLYMPIC GAMES MILANO CORTINA 2026

AFRICA'S PERFORMANCES

The curtains were drawn on the Winter Olympic Games Milano Cortina 2026 on Sunday, 22 February 2026. While the medal bag remains desperately empty for Africa, history will remember an unprecedented participation: 14 athletes, representing eight nations, took on the snowy slopes of Italy, notably in alpine, freestyle, and cross-country skiing. An all-time record that reflects the growing ambition of African athletes, even if a significant gap remains between these athletes and the world's elite in terms of speed.



ALPINE SKIING: THE UNFORGIVING MOUNTAIN

The bulk of the African contingent gathered on the slalom and giant slalom technical slopes. Young Lara MARKTHALER, South Africa's true spearhead, caused a sensation. With a 39th place finish in the slalom and a 47th place finish in the giant slalom, she clocked up the continent's best alpine performances.

Coming up closely behind, Madagascar's skier Mialitiana CLERC, competing in her third consecutive Games, an African record, showed exemplary consistency by finishing 49th in the slalom and 50th in the giant slalom.

The results were more mixed for the men. Benin's trailblazer Nathan TCHIBOZO made a remarkable debut, finishing 48th in the giant slalom, although he was unable to complete the slalom. But for others, the hard Italian ice was without pity: Pietro TRANCHINA (Morocco) and young Winston TANG (Guinea-Bissau) left the competition without a ranking, following falls or technical errors.

GROUNDS FOR HOPE IN SNOW SPORTS

Africa proved its mettle in niche disciplines. Nicole BURGER, who proudly carried the South African flag at the opening ceremony, finished in a respectable 25th place in the skeleton. In freestyle skiing, Malica MALHERBE came close to the middle of the table, finishing 27th in moguls and 30th in parallel moguls, proving that African agility can also be exported to rough terrain.



It was a tough battle in cross-country skiing. Nigeria's Samuel IKPEFAN, a leading figure in the sport on the continent, gave his all to finish 65th in the classic sprint and 94th in the 10km. He finished ahead of his counterparts Abderrahim KEMMISSA (103rd) and Matthew SMITH (108th), for whom crossing the finish line was already a victory in itself against the Norwegian and Swedish stars.



APPOINTMENT TAKEN FOR 2030

While the raw figures may mean nothing, the symbolic impact is tremendous. For the first time, nations such as Benin and Guinea-Bissau saw their flags flying on Olympic snow. Africans did not win any medals, but they departed with one certainty: winter sports are no longer an exclusive club, and the road to 2030 has now been paved by the 14 pioneers.



Message of gratitude from ANOCA

THE HONOURABLE MUSTAPHA BERRAF THANKS THE PRESIDENTS OF THE EIGHT NOCS AND EXPRESSES HIS IMMENSE PRIDE IN AFRICAN ATHLETES



ANOCA President, Mustapha BERRAF, lavished praise on the 14 athletes from the eight African NOCs who participated in the Milano Cortina 2026 Winter Olympics. Taking stock of this historic participation by African skiers, ANOCA warmly congratulated the entire African Olympic and Sports Movement, and in particular to the eight NOCs from which the 14 heroes of Milano Cortina 2026 hail.

"***As the curtain falls on the Winter Olympic Games Milano Cortina 2026, I would like to express my immense pride in all our athletes who represented our continent at this global event. This year, we made history by sending our largest ever team of 14 athletes, most of whom were making their remarkable debut at the Winter Olympic Games***," said the ANOCA President.

Looking ahead to the 26th Winter Olympic Games in 2030, he commended the eight NOC presidents: «***I would like to express my sincere thanks to the presidents of the eight African NOCs for their tireless work in making this possible. We look forward, with great expectation, to the continued growth of African participation in the next Winter Games, both at youth and senior levels.***»

Among the eight African NOCs, South Africa's performance at Milano Cortina 2026 was outstanding. With five athletes competing, South Africa had the biggest contingent on the continent. In her first Olympics, Lara MARKTHALER (19 years old) finished 47th in the giant slalom then 39th in the slalom. It was "***a great experience***" for the young skier, who is one of the athletes who benefitted from the Olympic Solidarity programme.

Her compatriots fared less well. Malica MALHERBE (aged 21) was eliminated in the qualifying rounds, then was predictably knocked out in the first round of the duel against one of the



world's best, Jakara ANTHONY. Nicole BURGER (21) finished 25th and last in the women's skeleton, cross-country skier Matthew SMITH (35) finished 108th in the 10 km, and Thomas WEIR (17) went off course in the very first run of the men's slalom, like many others. He also finished 63rd in the giant slalom.

Madagascar closely followed the adventures of Mialitiana CLERC (aged 24) finished 50th in the giant slalom and 49th in the slalom. His compatriot Mathieu GRAVIER (22) finished 57th in the men's giant slalom. Making his Winter Games debut, Benin's Nathan Tchibozo was ranked 48th in the giant slalom. However, he was unsuccessful in the slalom, being among the 51 skiers who did not finish the first run. A similar scenario for Eritrean Shannon ABEDA (29) who finished 69th in the giant slalom and did not finish the slalom. He was participating in his third Winter Olympics.

The young Winston TANG (aged 19), the first representative in the history of Guinea-Bissau left with a head full of memories, but he too went off course in the very first run of the men's slalom – the only event in which he competed. Kenya's sole athlete, 18-year-old Issa Gachingiri LABORDE aka PERE, competed in the giant slalom and finished 66th.

For Morocco, Pietro TRANCHINA (aged 22) unfortunately fell during the giant slalom on 14 February and did not finish the race. The other Moroccan representative, Abderrahim KEMMISSA (31 years old), finished 103rd in the 10km cross-country skiing race. Nigerian cross-country skier Samuel IKPEFAN (34) finished 65th in the classic sprint, where 95 athletes competed. He finished 94th in the 10km. These performances are all the more respectable considering he underwent a major knee surgery in September.



African rankings

Lara MARKTHALER | South Africa | Alpine skiing | 39th (slalom), 47th (giant slalom)

Nicole BURGER | South Africa | Skeleton | 25th

Malica MALHERBE | South Africa | Freestyle skiing | 27th (moguls), 30th (parallel moguls)

Nathan TCHIBOZO | Benin | Alpine Skiing | 48th (giant slalom), Not classified (slalom)

Mialitiana CLERC | Madagascar | Alpine Skiing | 50th (giant slalom), 49th (slalom)

Mathieu GRAVIEN | Madagascar | Alpine Skiing | 50th (giant slalom)

Samuel IKPEFAN | Nigeria | Cross-Country Skiing | 65th (sprint), 94th (10km)

Issa LABORDE | Kenya | Alpine Skiing | 66th (giant slalom)

Shannon ADEBA | Eritrea | Alpine Skiing | 69th (giant slalom)

Thomas WEIR | South Africa | Alpine Skiing | 63rd (giant slalom), Not classified (slalom)

Abderrahim KEMMISSA | Morocco | Cross-Country Skiing | 103rd (10km)

Matthew SMITH | South Africa | Cross-country skiing | 108th (10km)

Pietro TRANCHINA | Morocco | Alpine skiing | Not classified (giant slalom)

Winston TANG | Guinea-Bissau | Alpine skiing | Not classified (slalom).



Olympic Games Milano Cortina 2026

THE IOC WELCOMES A NEW KIND OF WINTER GAMES AND LOOKS AHEAD TO THE ALPS IN 2030

Closing the Winter Olympics on 22 February, 2026, IOC President Kirsty COVENTRY hailed a truly magical moment during these two unforgettable weeks of Games, and called on the youth of the world to assemble four years from now in the French Alps, to celebrate the 26th Winter Olympic Games.



The curtains were finally drawn on the Winter Olympics Milano Cortina 2026 on 22 February 2026, with a moving closing speech by the IOC President, who wanted to make these first Games of her presidency a resounding success – for the athletes, for Italy and for the entire Olympic and Sports Movement: a successful challenge for Kirsty COVENTRY.

Speaking after the President of the Milano Cortina Olympic Committee, Giovanni MALAGO, who expressed his pride in having organised these Olympic Games, the IOC President warmly congratulated all the participants: "***My fellow Olympians, you have been incredible, each and every one of you. Brave. Fearless. Full of heart and passion. You have left it all on the snow and ice. Two unforgettable weeks, living every moment to the fullest. You gave everything, and you shared it with us,***" said Kirsty COVENTRY, who extended her special thanks to the Italian organisers, partners and volunteers, and to all the athletes for "***making these Games truly, truly magica***l".



She also hailed athletes for the "***true Olympic spirit***" they demonstrated over the course of these two weeks of competition. "***You showed us what excellence, respect, and friendship look like in a world that often forgets these values. You showed us that the Olympic Games are a place for everyone. A place where sport brings us together,***" she said, proudly.

The Olympic cauldrons have now been extinguished in Milan and Cortina. The Olympic flag has been handed over to the 2030 Alps. It's the final curtain on extraordinary Games, whose vibrant closing ceremony took place on Sunday, 22 February, in Verona, bringing a memorable final day of competition to a close. "***But the celebration isn't over yet***," the organisers promised.

"***Dear friends, I now declare the Olympic***



Winter Games Milano Cortina 2026 closed. But don't be too sad. In accordance with tradition, I call upon the youth of the world and all of you here tonight to assemble four years from now in the French Alps, to celebrate with all of us the 26th Olympic Winter Games," she said.

With our sights now set on 2030, the IOC President expressed her deepest gratitude to His Excellency President Sergio MATTARELLA, number one supporter of Team Italia, the government and Prime Minister Giorgia MELONI, who deserve credit for sharing the best of Italy with the world during these Games.





ANOCA President expresses his warmest congratulations to the IOC President

Following the resounding and historic success of the Winter Olympic Games Milano-Cortina 2026, ANOCA President, the Honourable Mustapha BERRAF, on behalf of ANOCA, the 54 member NOCs, athletes, officials and all African communities, extends his warmest and heartfelt congratulations to the IOC President, Mrs Kirsty Coventry.

ASSOCIATION OF NATIONAL OLYMPIC COMMITTEES OF AFRICA
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The President

To
Her Excellency Kirsty Coventry
IOC President
Lausanne, Switzerland

Subject: Congratulations on the resounding success of the Winter Olympic Games Milano-Cortina 2026

Madam President,

I am indeed honoured to extend to you my warmest congratulations on the resounding and historic success of the Winter Olympic Games Milano-Cortina 2026. It is thus with a heart beaming with joy, admiration and sincere gratitude that I write to you on behalf of ANOCA, our fifty-four member NOCs, athletes, leaders and communities.

Madam President,

More than just a sports event, these Games celebrated the noblest qualities of the human spirit: perseverance, challenging limits, fraternity among nations and the beauty of competition based on mutual respect and the universal values of Olympism. Watching the extraordinary performances of athletes from around the world on the snow-covered landscapes of Lombardy and the Dolomites, we all felt deep within us that unique thrill only the Olympic Games can produce.

Italy, land of culture, beauty and an age-old civilisation, offered the world an incomparably elegant and welcoming setting. But behind the splendour of these Games is an architect with a remarkable vision and an iron will: YOU.

Your leadership at the helm of the IOC, marked by humanity, intelligence and a contagious passion for sport, has been profoundly inspiring for the entire global Olympic Movement.



I wish, Madam President, to sincerely underscore the historical and symbolic significance of your presidency. You are the first woman to head the IOC since its inception in 1894. In you, all women in world sport in general, and women in Africa in particular, see themselves represented, celebrated and elevated. For us Africans, who strongly believe that women's emancipation is key to global prosperity, your accession to the highest office of the Olympic Movement bears a

message of hope and pride that resonates strongly. Need we insist that you are the icon of the continent and our example of resilience and generosity for a united world?

I note with great delight that the Milano-Cortina Games brilliantly demonstrated, once again, the ability of Olympism to bring people together, to elevate and to unite. Each medal carried with it a story of sacrifice, dreams and resilience. Each ceremony was an ode to human dignity. Each smile on the podium was a victory of the spirit over doubt and obstacles.

As President and representative of African NOCs united under the banner of the African Olympic and Sports Movement, I am fully aware of and would like to congratulate the tremendous work accomplished by the IOC, the teams of organisers and the thousands of dedicated volunteers to make these Games a success. True to our mission of sports development, and committed to upholding Olympic values across the continent, we extend to you our sincere gratitude and warmest congratulations.

I hope the considerable momentum you have given to the Olympic Movement will be sustained. May the bridges between continents be consolidated, and may Africa, land of champions, talent, and sports passion, continue to find in the IOC a trusted partner and committed ally under your stewardship, with unwavering support in its pursuit of Olympic excellence.

Respectfully,

Hon. Mustapha Berraf

ANOCA President
IOC Member
Vice President of ANOC
President of the Olympafrica Foundation

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ANOCA Zone VI Marketing Forum 2026

ADVOCATING FOR THE ADOPTION OF EFFECTIVE MARKETING STRATEGIES

The two-day workshop held in Maseru focused on stronger sports marketing, partnerships and sustainability across the Zone.



In view of strengthening collaboration among ANOCA Zone VI NOCs, Lesotho hosted the 2026 ANOCA Zone VI Marketing Forum on 26 and 27 February 2026.

Announced as highly anticipated, informative and impactful, the two-day forum lived up to its billing, with all ANOCA Zone VI NOCs participating.

While officially opening the deliberations, ZOC President Thabani Gonye, who doubles as Vice President of ANOCA Zone VI, began by underscoring the need to adopt effective marketing strategies. He further noted that many NOCs continue to depend on Olympic Solidarity funding, while government support remains limited in most of our countries.





He concluded by emphasizing the need to focus capabilities and actions on high-level performance of athletes, strategic partnerships and resource mobilisation, as well as strong governance and effective support. He pointed out that despite its immense social, educational, economic and wealth-creating potential, sport is still too often perceived as a mere recreational activity rather than a strategic investment in development.

The same argument was put forward by the President of the Lesotho National Olympic Committee, Letsatsi Ntsibolane, who insisted on the need to adopt innovative marketing approaches and strengthen partnerships.

Under the theme "***Together, we continue to build stronger, more visible and sustainable Olympic movements across the region***," the last







day workshops focused on strengthening sports organisations through investment in brand equity, strategic partnerships and compliance, consistent and appealing communication, and the effective use of social media.

Noteworthy among the participants was the active presence of the Eswatini Olympic and Commonwealth Games Association (EOCGA) at the workshop. EOCGA was represented by Thoba Mazibuko, Director of the Eswatini Olympafrica Centre who oversees EOCGA marketing activities, as well as Nhlanhla Dlamini, EOCGA Finance Manager.

Prominent attendees also included EOCGA CEO, Maxwell Jele, in his capacity as Secretary General of ANOCA Zone VI, and Zakhele Dlamini, President of the Southern African Athletics Confederation (SACA).



Sports diplomacy

TANZANIAN AMBASSADOR TO ALGERIA, H.E. IMAN S. NJAIKALI, RECEIVED IN AUDIENCE AT THE ANOCA PRESIDENT'S ALGIERS OFFICE



Tanzanian Ambassador, H.E. Iman S. NJAIKALI, paid a courtesy call on the ANOCA President and IOC member, Honourable Mustapha Berraf, at his Algiers office.

The meeting was a heartfelt exchange, showcasing the strong bonds of friendship and cooperation among African nations as they push for the development of the Olympic Movement in Africa.

H.E. conveyed his government's appreciation to ANOCA President for the renovation of NOC-Tanzania and for IOC-ANOCA assistance in resolving the NOC's internal conflict.

In return, Honourable Mustapha Berraf thanked his guest and pledged to collaborate with the IOC to support athletes' preparation and ensure the smooth running of NOC operations.

The Ambassador was also informed that ANOCA Zone V President, Mr Donald RUKARE, will oversee the deliberations of the General Assembly of NOC Tanzania.

The Ambassador ended his visit by inviting the ANOCA President to Tanzania, an invitation Honourable Mustapha Berraf warmly accepted, thanking him for the kind gesture.



ANOCA ACHIEVEMENTS IN 2025

YEAR OF ACTION, RECORD OF EXCELLENCE



2025 was a watershed moment for ANOCA governance. Through major events and decision-making forums, Africa nailed a blend of sport and social responsibility, making giant strides in sports integrity, gender parity in governing bodies and sustainability. Here is a recap of highlights of this epic journey that set the stage for Africa ahead of Dakar 2026.

THE MAIDEN AFRICAN SCHOOL GAMES have left behind vivid memories of outstanding talent. On tracks, in pools and on the fields, our young athletes displayed exemplary courage and resolve. More than just a competition, the event revealed to the world a "***golden generation***" ready to fly African colours on the international stage.

Beyond physical performance, the games celebrated friendship and fraternity. In a spirit of mutual respect and fair play, smiles and solidarity broke linguistic and geographical barriers, with each event reinforcing the Olympic values that are fundamental to our African identity.

Under the most distinguished patronage of the President of the People's Democratic



Republic of Algeria, His Excellency Abdelmadjid TEBBOUNE, Algeria proved they were worthy hosts. With impressive infrastructure and the strong commitment of the authorities, Algeria hosted 3,500 athletes representing 51 nations. Despite the summer heat, the crowd remained very enthusiastic. From gymnastics stands to football pitches, Algerians turned out massively to cheer on these young talents in a festive atmosphere, marked by cultural exhibitions and themed evenings.

Algeria topped the rankings, with Egypt and Tunisia closely on their heels. This Maghreb sweep, paired with rich intercultural exchanges, clearly boosted ties among our nations.

All in all, this inaugural edition was a historic triumph, bequeathing a lasting legacy that will inspire future generations. The torch has now been passed: we look forward with excitement to Nigeria in 2027 and Kenya in 2029 to continue this great journey of African school sport.

THE AFRICAN YOUTH GAMES ANGOLA 2025 were celebrated beyond sport per se, with unforgettable moments and spectacular ceremonies in Luanda and Bengo. The opening ceremony in the Estádio Nacional 11 de Novembro blended Olympic traditions and cultural creativity, showcasing all the 54 African NOC delegations. Young athletes, draped in their national colours, paraded with great pride and excitement, symbolising African unity.

The sports programme included 21 disciplines to feature in Dakar 2026, offering athletes an opportunity to qualify for this historic event. Facilitated by



the Government of Angola and ANOCA, the organisation was smooth, moving between the two host cities.

Among the highlights were the first medals, which triggered strong emotions, symbolising sacrifice and dreams. Broken continental records and gestures of fair play embodied the Olympic spirit, while the joyful and official closing ceremony brought athletes together as one big family, illustrating the fraternity developed during the Games.

The games had an impressive digital impact, with over 2 million views on social media, reflecting the growing interest in African sport. Live streams reached a wide audience, connecting Africans and the Diaspora to this pan-African event. AYG Angola 2025 celebrated not just sports achievements, but also stronger continental identity and community spirit, while reaching a global audience.

During the games, the ANOCA Athletes' Commission made a lasting impression with its engagement booth. From 10 to 20 December 2025, this space became the key meeting point for the continent's young talents.

In partnership with WADA, the initiative focused on three key pillars:

- **Integrity**: Raising awareness of the dangers of doping and the risks of illegal sports betting.
- **Ethics**: Promoting fair play and Olympic values.
- **The future**: Anticipating career transition at the outset of an athlete's career.

ANOCA President Mustapha BERRAF welcomed this success, reaffirming that athletes remain ANOCA's focal concern. The initiative left a lasting legacy for African sport: training champions aware of both their rights and obligations.



THE THIRD ANOCA PAN-AFRICAN GENDER EQUALITY FORUM was held in November 2025 in Burundi, under the most distinguished patronage of the President of the Republic of Burundi, H.E. Evariste NDAYISHIMIYE. Bringing together 300 leaders and champions, the event marked the transition from inspiration to tangible action.

Key figures and challenges:

Although Paris 2024 achieved gender parity on the field, the IOC noted that only 28% of leadership positions in NOCs are held by women.

Major commitments:

ANOCA President Mustapha BERRAF announced the following historic measures:

- **40% goal:** A circular now requires a minimum of 40% female representation in NOC leadership positions.
- **Incentives**: Implementation of incentive and dissuasive policies to ensure good governance.

The forum also emphasised the role of male allies and the relevance of strategic partnerships. All eyes are now focused on Abuja for the next edition in 2027.

THE SECOND AFRICAN FORUM ON ENVIRONMENTAL PROTECTION opened in Luanda with a strategic guidance phase. Led by ANOCA and the IOC, delegates first defined a



common vision aimed at adapting sports policies to the continent's climate realities, while seeking to drastically reduce the carbon footprint of major events.

The meeting then moved on to technical discussions and awareness-raising. International experts and iconic athletes, such as Tegla LOROUPE, shared their views to demonstrate that athletes are natural ambassadors for change. This phase highlighted the importance of integrating the environment into young athlete training.

Then came the high point dedicated to celebrating excellence. By recognising the NOCs of Botswana, Cape Verde, Mauritius and Uganda, as well as the President of the Republic of Rwanda for his anti-plastic policies, ANOCA transformed these individual successes into inspiring models for the entire African Olympic and Sports Movement.

The event concluded with some big commitments. With the adoption of key recommendations, including environmental reporting and adherence to UN frameworks by June 2026, Africa is shifting gears from just raising awareness to taking action, positioning itself as a leader in sustainable sport.

ON 28 MARCH 2026, KUWAIT CITY will host the historic '***Silk to Sahara***' event, sealing the ANOCA/OCA partnership. Bringing together 99 NOCs, the event will celebrate the Africa/Asia union through sport and culture. The highlight will be an hour-long show culminating in a collective performance by the Gulf countries and the two continents.

Live-streamed worldwide, the event will make sport a powerful tool, bringing people together and fostering world peace.

In a nutshell, 2025 will be remembered as the year Africa turned its ambition into action. From Algiers (Algeria) to Luanda (Angola), through Bujumbura (Burundi), we built a legacy beyond mere sports achievements. By making integrity, the environment and equality our governance priority, ANOCA is preparing a generation of responsible champions. With its sights now set on Dakar 2026, African sport is asserting itself more than ever as a driver of progress, unity and global influence.



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