

OffLimit Communications strides into the rest of Africa

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In recent years, OLC (OffLimit Communications) has extended its operations into multiple countries on the African continent.



President of Mozambique Filipe Nyusi and Coca-Cola Chief Executive Officer Muhtar Kent

Strong partnership with key players and suppliers have optimised output in regions like Botswana, Mozambique, Cameroon, Namibia, Angola and Ghana, enabling the agency to assist our clients in penetrating diverse markets in Africa.

The agency recently organised the much-anticipated opening of Coca-Cola Sabco's world class bottling facility in Maputo, Mozambique.



Guests are welcomed to the Coca-Cola Sabco bottling facility in Maputo, Mozambique

The plant in Matola Gare was built over three years at a cost of \$130m and is the largest world class greenfield facility in the company's history, across its seven-country regional markets on the continent, capable of bottling 48-thousand bottles per hour.

Having delivered a number of strong campaigns for Coca-Cola South Africa, OLC was tasked with ensuring a world-class

red carpet opening event outside the Mozambican capital.

Guests of honour included Mozambique President Filipe Nyusi and Coca-Cola Company CEO Muhtar Kent, as well as a number of leading cabinet ministers.



Offlimit Communications was selected to oversee the opening of the world class Coca-Cola Sabco bottling facility in Mozambique

OLC Managing Director Jerome Cohen says the SABCO plant launch event provided the perfect opportunity to re-enforce the agency's network of suppliers in one of the continent's booming economies. The agency is doing the same in Botswana currently and a number of other African countries.

"This was the most important launch in the recent history of Coca-Cola's operations in Africa, proving that OLC can deliver on par outside South African borders".

With other current clients like Ballantine's and PowerPlay expanding business into key African markets, Cohen says it's the perfect fit for OLC's own growth strategy for Africa.

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