

PAMRO conference starts in Cape Town - 28 Aug 2017

BY LOUISE MARSLAND

We will be spending the next three days at the Pan African Market Research Organisation (PAMRO) annual conference, this time in Cape Town, South Africa, where Bizcommunity.com is also headquartered. So look out for the latest trends and case studies in media and marketing research from the African continent.

The first speaker from the African continent at #PAMRO2017 today, was [Kui Kariuki](#), from Ipsos Kenya, who spoke on content and consumer consumption habits. She encouraged brands to monitor social media and be ready to engage when something caught the attention of their consumers: "Organic content creation in the media space is the sweet spot and brands are able to jump on that."

Investing and growing infrastructure in Africa came under the spotlight in the past week, with the [Infrastructure Africa Business Forum](#) at which speakers from the continent urged African governments to create the environment for business to invest in infrastructure, as infrastructure investment is critical for Africa's growth and development.

[UNIDO](#) also recently hosted a special meeting on "innovation in infrastructure development and sustainable industrialisation" where delegates heard that African countries are committed to industrial progress and economic growth.

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Have a great week!

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