

McCann Africa hub launched in SA

As part of McCann Africa's plan to re-ignite its pan-African offering, the African network hub, previously based in London, has now been moved to Johannesburg, South Africa. McCann is currently present in 32 African countries.



Executive Management throughout Africa meet up in Johannesburg for the McCann Africa Re-ignite Conference

The organisation held a gathering of executive management from key African markets at a conference in Johannesburg with focus on establishing centralised support, putting tools and processes into place, sharing information and cross-business referrals, and providing the framework for both Pan-African and global training.

The cocktail party at the end of the second day of the conference allowed for African office leaders to interact with senior clients from L'Oréal, Microsoft, Merck Pharmaceuticals, Nestlé and Isuzu Trucks.

The next gathering is scheduled to take place in Kenya in November 2009.

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