

Informa Telecoms & Media opens office in Africa

CAPE TOWN: Informa Telecoms & Media announced yesterday, 12 November 2009, that it is opening a new office in Johannesburg, South Africa. The decision comes after the recent launch of SEACOM in Africa.



"Given the nature of the African market, we feel that now is the perfect time to open an office in the region," commented Martin Hill, MD of Informa Telecoms & Media. "By having an office in such a strategic location we're adding to our primary research capability and ensuring we remain the best-connected, most reliable research house in the market."

"We are constantly striving to get even closer to the markets that we serve and recognise the importance of having analysts on the ground in all regions around the world. We know that only by having a dedicated team specialised in a specific geography, and with the relevant local network of contacts and language skills, can we credibly ensure our research delivers the granular insights demanded by our global portfolio of clients," he continued.

According to the company South Africa was chosen due to its importance in region, both in the field of telecoms and in the economy in general. The office will be headed up by Thecla Mbongue, senior analyst Africa at Informa Telecoms & Media who has been covering the market for six years.

"The African market still represents a significant opportunity for investors. The number of mobile broadband subscriptions grew by 126% year-on-year in 2Q09, and when the new submarine cables go live, the competition and price reduction will see data connectivity, whether fixed or mobile, continue to grow," commented Mbongue.

"This is a critical time for the region and I look forward to providing crucial support and advice to the region's telecoms and media industry," she concluded.

For more information, go to <http://www.informatm.com>.