

## **APO appointed contract for Africa France Business Meeting 2011**

The African Press Organisation (APO) has been awarded the contract to provide media relation services for the third edition of the Africa France Business Meeting event, to be held the 23-25 May 2011 in Bordeaux, France. APO had responded to an invitation to tender launched by the organiser, the Chamber of Commerce and Industry of Bordeaux (France).



The APO will be in charge of the distribution of a series of press releases throughout Africa, as well as to international media having an "Africa" section. APO will also be in charge of organising several press conferences in Paris, and in French-speaking and English-speaking African countries.

### **Press conferences live via webcast**

Each of these press conferences will be available live on the internet through an interactive webcast. APO interactive webcast solution enables journalists from all over the world to participate in a press conference for free and in real time, from any computer connected to internet, with the possibility for them to ask questions.

"The Chamber of Commerce and Industry of Bordeaux had already appealed to the African Press Organisation for the media coverage of the previous edition of the Africa France Business Meeting in June 2010. The total amount of the contract that APO has signed this year is five times greater than the one signed in June 2010," declared Laurence Kabeya, project manager at the APO.

"The different media relation solutions of the APO will allow the Africa France Business Meeting to achieve its objectives and to become a leading event for business between Africa and France," added Kabeya.

The Africa France Business Meetings is a two-day meeting for developing new professional contacts in a very high-level 100% business-to-business environment.