

## **New VP Africa for World Federation of Advertisers (WFA)**

BEIJING: Idorenyen (Idy) Enang, president of the Nigerian Advertisers Association (ADVAN) and MD of Samsung Electronics at Samsung West Africa, has been appointed WFA regional VP for Africa. This was confirmed today, 15 April 2011, by unanimous vote at the WFA Annual General Meeting in Beijing.



WFA's regional VP is responsible for regional representation of the WFA and for coordinating the regional network of advertiser associations, including the associations of Morocco, Nigeria, South Africa and Zimbabwe. One of Enang's priorities will be to increase the WFA footprint in Africa through the establishment of advertiser associations in other markets.

Enang was previously commercial director at Cadbury and before that held various management and marketing positions with Coca-Cola. He studied at the Enugu State University of Science and Technology and the University of Uyo. He also founded and runs Corporateshepherds.com, a social entrepreneurship initiative which helps professionals and organisations through contemporary teaching, guidance, and motivation.

Stephan Loerke, WFA MD, said: "We're delighted to announce Idy's appointment as regional vice president. I'm sure this will go a long way to increasing WFA's presence in Africa and ensuring that advertisers are better represented in the emerging markets of the region."

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