

ICOM+IN rapidly growing in Africa

ICOM+IN, the international network of independent agencies, has formed a sub-Saharan Africa region and is reported to be aggressively stepping up its activity.



As part of its activity, Peter Jackson, the CEO of the Volcano agency in Bryanston, South Africa, has been appointed as the regional director, while Spearhead Africa in Dar es Salaam has been named the first ICOM+IN agency representative in Tanzania, becoming the eighth agency member in the region.

"Africa is an increasingly important part of the world," said ICOM+IN managing director, Gary Burandt.

"Peter has a sound objective to unify and assist the current sub-Saharan members of the network as well as to recruit members in countries not yet represented. We are optimistic about future growth prospects."

As one of the first steps, Jackson is setting up three regional hubs strategically positioned in the Western, Eastern and Southern areas of the continent.

"Tapping into the existing ICOM+IN Africa network and being afforded the opportunity to drive further growth across the continent is a great prospect for all of us," Jackson said. "We intend to provide our international clients with the largest African communications footprint available."

Until now, much of the activity has been undertaken by the multinational ad agency groups. "This is about to change," said Jackson. "The opportunity is ripe because an increasing number of international and local companies are realizing the growing importance of the Africa market."

New agency member

Spearhead Africa, the first new member appointed since the combination of the ICOM and IN networks was announced in July, joins current ICOM+IN agencies in Angola, Ghana, Ivory Coast, Mozambique, South Africa and Zambia as the foundation of the Africa region. Discussions are underway with a number of other major players, and other new members are expected to be appointed soon.

The integrated agency serves both local and international accounts, including APC, Coca-Cola Tanzania, Deloitte, Engen and Samsung.

Director, Monalisa Bangera said she is looking forward to the opportunity to tap into the experience of ICOM+IN's members on different brands and marketing solutions and to be able to service clients of other network members locally as well as to provide her agency's clients the access to proven advertising and marketing expertise across the world.

For more, go to www.icomagencies.com.

