

VUVUZELA

FLEISHMAN
INTERNATIONAL COMMUNICATIONS
HILLARD

THE MOUTHPIECE OF AFRICA

EDITION 2 2010

Vuvuzela; the mouthpiece of Africa, is a quarterly newsletter for Fleishman-Hillard's African network

Digital. Integrated. Global.

FH AFRICA NETWORK GATHERS IN JOHANNESBURG

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in Angola and Mozambique



The FH African Network enjoying the South African Sun

On the 24th of November, Fleishman-Hillard (FH) South Africa welcomed African affiliates and FH'ers from across the region to its Johannesburg base for the second meeting this year. Representatives from Egypt, Kenya, Tanzania, Angola, Mozambique, Zambia, the United Arab Emirates and the UK, gathered for a three day session aimed at further cementing our network.

"There are many examples of fantastic work done in recent months across many of our African offices, and the meeting was an opportunity to take stock of our relationships with these offices, as well as review how we might better share capabilities and resources across the region," said Kevin Welman, MD of FH South Africa.

The gathering kicked off with an opening address and overview of African expansion plans from host Kevin Welman, and a welcome from regional president for the UK, Middle East and Africa, Kevin Bell. Annalise Coady, MD of FH in the Middle East then shared an insightful situational analysis of the Middle East and the challenges and opportunities faced by FH in the region.

Following the more formal sessions, the group then focused on interactive workshops around topics including international measurement trends, profitable account management guidelines, media training (train the trainer), crisis training and a very lively session on shared work across the offices in 2010.

"While working on the itinerary for the affiliates visit, we decided that while most of these offices had had prior interaction with many of our clients in South Africa, we needed to create a platform for more intense discussions around actual requirements in each market, and so the concept of client-agency 'speed dating' was born," continued Welman.

Individual stations were set up at a popular restaurant in Johannesburg with each country represented at a 'booth'. Clients were then encouraged to meet with the representatives from each country to further explore possibilities for that region, and decide on next steps. To ensure that the next steps were actioned, the relevant CRM from FH South Africa moved around the booths with their

client. "We have had positive feedback from the session with many more actions arising from this interaction in comparison with past meetings," concluded Welman.

Day two of the gathering flew past with many more training sessions including an incredibly valuable 'digital morning' with regional digital guru, David Lowey and South Africa's head of digital, Casey Monteiro. Kevin Welman also took the opportunity to guide the group through the World Cup client work and successes in South Africa.

The final day of the session saw several of the affiliate partners joined by the entire FH South Africa office for a tour of historical township, Soweto. The area, which lies to the South West of Johannesburg, was home to Nelson Mandela for many years and offers international and local visitors a brief insight into part of South Africa's history. FH staff and visitors were then treated to a typical South African meal at Sakhumzi Restaurant, shortly after sampling local Chibuku beer at a traditional shebeen.



Annalise Coady MD FH Middle East interacting with a FHS Client



Hebbah Hussein (Egypt), Sheila Kositany (Kenya), Luis Falcao (Mozambique)



Lisa Rabbitts, Mildred Kaunda (Zambia), Silvia Morgado (Angola), Hebbah Hussein (Egypt)



FH Staff in a Soweto Shebeen



Zenzile Tshama and Chama Mwenso of FH



FH Staff at lunch in Soweto



Elizabeth Cook of Tell-Em PR



Kevin Bell



Joao Duarte (Young Network) and Casey Monteiro



FH Staff and Affiliates at Lunch in Soweto



Inga Mzuku tours Soweto



Joanne Theodorides, Mildred Kaunda, Joao Duarte

FH MO BRO'S SUPPORT CANSA

Although the team in South Africa were sad to bid farewell to colleagues and friends from the affiliate agencies, they weren't at all sad to see the end of Movember (the month formerly known as November) where all male FH'ers in South Africa grew moustaches to raise funds and awareness for men's cancer. FH'ers Mo Bro's and Mo Sista's made various pledges towards this initiative with FHS very generously offering to match the total amount pledged.

All funds raised are allocated to CANSA's Men's Health Programs. Men from ages 15 to 40 need to examine their testicles each month, preferably after a bath or shower, to feel for any pea-sized lumps that could indicate testicular cancer. Men over the age of 50 need to go for simple screening tests each year to check for prostate cancer, which is the most common cancer among men in South Africa and globally. The lifetime risk for men developing prostate cancer in South Africa is 1 in 23.



L-R: Lwazi Stuurman, Casey Monteiro, Kevin Welman, Andreas Koshiaris, Peter Van Der Merwe & Chris Onderstall supporting Movember

Kenya – Tell-Em PR

VIRTUAL CITY WINS NOKIA INNOVATION CHALLENGE

Tell-Em Public Relations has had a successful third quarter of 2010. Once again digital media has been a key focus.

Virtual City, a Tech client, won the coveted Nokia Innovation Challenge Award in September, beating companies from 54 countries around the world. On receiving news of the

award, we sought and targeted influential bloggers who broke the story online hours before main stream media houses. As planned, the online coverage generated created immense awareness of Virtual City and substantially improved its search engine rankings. This further positioned Virtual City as a leading ICT solutions provider in the country.



L-R: CEO John Waibochi, Chief Operations Officer; Chris Sang and Silas Macharia, Chief Commercial Officer.

INTEL CLASSMATE LAUNCH

Another big event in October was the Intel Corporation's community launch of the Intel Classmate PC for use by children and teachers. Intel senior managers attending the event sent notes of congratulations to the Tell-Em team for a great job.



Anna Powless, an Instructional Designer at Intel Corporation, with children as they have fun learning to use the Intel Classmate PC

Zambia - Cutting Edge PR

NEW COPPER MINE AT KONKOLA NORTH

Brazilian mining giant Vale, together with Africa Rainbow Minerals (ARM) of South Africa recently commissioned the new Konkola North copper mine in Chililabombwe, which is situated on the Copperbelt near the border with the Democratic Republic of Congo.

The Konkola North Copper mine project's capital expenditure is estimated at US\$400 million and production is expected to start in 2013 where an estimated 1,500 jobs will be created. The project, which is expected to reach full capacity in 2015, has an expected mine life of 28 years with an estimated annual production of 45,000 metric tonnes of copper concentrate which is projected to increase to 100,000 metric tonnes a year by 2020. The colourful and pulsating ground breaking ceremony was graced by the President of Republic of Zambia, His Excellency Rupiah Bwezani Banda, Vale Chief Executive Officer, Roger Agnelli and ARM Executive Chairman, Patrice Motsepe.

SPRITE SLAM NATIONAL FINALS

Tell-Em successfully managed media relations around the Sprite Slam National Finals which was marked by a tour by celebrity NBA star Steven Smith. Smith was in the country to train the young basketball players and select a team of three champions who will be proceeding to the US for further training.

Smith has plied his trade in the NBA for 14 years with teams such as the Miami Heat, Portland Trail Blazers, San Antonio Spurs, New Orleans Hornets and the Charlotte Bobcats. Thanks to the efforts of our team, there was huge media turn out.



Former NBA star Steven Smith conducts a basketball clinic ahead of Sprite Slam Basketball Finals.

E-TOURISM EAST AFRICA CONFERENCE

And finally for this quarter – our team managed the publicity for the E-Tourism East Africa Conference, which took place in September in Nairobi. The event was sold out and local sponsors – Crowne Plaza Hotel, Kenya Commercial Bank and Safaricom were delighted with the media attendance.

Twitter were generated over the two-day event.

The Tell-Em Team passed the baton to the FH crew in South Africa for the E-Tourism Africa Summit which took place in Cape Town late October.



Damian Cook the CEO and Founder of E-Tourism Frontiers with KCB Divisional Director Treasury, David Thuo at the launch of the E-Tourism East Africa Conference

At the end of October over US \$85,000 in coverage had been generated for the event with media hits both online and in traditional media also occurring in South Africa. Bringing bloggers on board was a key part of the media strategy and over 20 pages of Tweets on

Vale, which is the world's second largest diversified mining company, contracted Cutting Edge PR to manage the media relations for this event. Print and electronic media coverage attained was extensive.



L-R: Patrice Motsepe, Executive Chairman of ARM; President Rupiah Bwezani Banda, President of the Republic of Zambia; Roger Agnelli, CEO of Vale

Zambia - Cutting Edge PR (continued)

SAMSUNG TO CREATE FAKE PRODUCT CONTROL NETWORK IN AFRICA

Samsung Electronics Southern Africa will extend its anti-counterfeit squad network to other countries in the SADC region once it succeeds in Zambia. The emergence of counterfeit products has led to a loss of colossal amounts of money by both the manufacturer and the consumer.

Maengdal Bae, Managing Director of Samsung Southern Africa (pictured

here) was recently in Kitwe at a media briefing, where an assortment of counterfeit Samsung electronic appliances, were put on display. These counterfeits were seized in a combined sting operation by the Intellectual Property Unit of the Zambia Police and Cycorp Zambia.



VODACOM BUSINESS AFRICA COMMITTED TO ZAMBIA

Vodacom Business Africa (VBA), which earlier this year acquired AfriConnect Zambia, the country's leading wireless broadband Internet Service Provider (ISP), announced that it is committed to offering affordable internet access to the wider community in Zambia, both in the urban and rural areas, as well as introduce a fuller, more integrated range of products.

Wally Beelders, the CEO of VBA presented the VBA team and vision for Zambia to AfriConnect's

stakeholders at a breakfast at the Southern Sun Ridgeway Hotel in Lusaka. Mr Beelders stated that the company is committed to major capital expenditure in AfriConnect.

This will allow for the upgrading of its network thereby increasing resilience, capacity and reaching new locations within the country. It will also offer Vodacom's high-capacity data infrastructure around Africa, bringing in more bandwidth (both fibre and satellite based) in addition to leveraging the range of skills.



L-R: Mark Bennett, Managing Director of AfriConnect Zambia; Honourable Mubika Mubika, Deputy Minister of Communications and Transport and Wally Beelders, Managing Director of Vodacom Business Africa

COCA-COLA AFRICA HEAD IN ZAMBIA



Mr Ahmet Bozer in the middle talking with guests at the Coca-Cola cocktail function.

Ahmet Bozer, President of the Eurasia and Africa Group of the Coca-Cola Company together with Nathan Kalumbu, President of the Coca-Cola East & Central Africa Business Unit were recently in Zambia to meet with their corporate and trade partners and visit a school for disadvantaged children (which has been adopted by Coca-Cola).

activities in over 90 countries, expressed his optimism about Zambia as a strategic market for Coca-Cola.

The guest of honour was the Deputy Minister of Commerce, Trade and Industry, Dr. Lwipa Puma. Cutting Edge PR successfully managed the media relations and event management.

In an address, Mr. Bozer, who heads Coca-Cola's business

BRITISH AIRWAYS

Cutting Edge PR recently managed a press briefing for Ian Petrie and Suneel Tyagi who discussed the current and future operations of British Airways in Zambia and other African countries.



L-R: Ian Petrie, British Airways Commercial Manger for Africa; Suneel Tyagi, BA Manger for East and Central Africa.

Nigeria – Quadrant Communications

50 YEARS OF INDEPENDENCE CELEBRATION

The month of October was a 'milestone month' for Nigerians all over the world and for several clients of The Quadrant Company. 1 October saw Nigeria celebrate its 50th independence anniversary from erstwhile colonial rulers, Britain.

As the rest of the world congratulated the West African country, its citizens at home and abroad took stock of their political, social and economic

development trajectory over the last five decades.

It was official celebration time for Aso Villa, seat of the Presidency in the federal capital territory, Abuja which hosted a state banquet and several other events. This was well attended by African and European heads of state, government representatives and the crème de la crème of Africa's business and diplomatic circles.



50 Years of Independence Celebration Cake



BRITISH AIRWAYS BUSINESS OPPORTUNITY GRANTS CAMPAIGN

British Airways on its part launched its Nigeria Business Opportunity Grants campaign. This campaign is intended to help companies grow by giving 50 businesses the opportunity to each win one free Business Class return ticket from Lagos or Abuja to any destination on the British Airways network.

This offer clearly demonstrates BA's support for SMEs in Africa's most populous economy. The 50 lucky companies will be announced and awarded their tickets at a grand ceremony in February 2011.



L-R: Ben Marshall, PR Executive (Asia, Pacific, Europe & Africa); Dr. Bolaji Ogundare, British Airways Nigerian Advocate; Adetutu Otuyalo, BA's Acting Commercial Manager (West Africa); Peter Stephenson, Director, Trade and Investment, UK Trade & Investment; Lolade Balogun, BA's Marketing Executive (Asia, Pacific & Africa); Ademola Sanya, BA's Trade & Sales Manager (Nigeria), and Niall O'Gorman (Marketing, APA) during the launch of British Airways Business Opportunity Grants

7UP SPONSORS GRADUATE STUDENTS

Seven Up Bottling Company held a press conference in September and recognised its trade partners, including its very first dealer in Nigeria. The company will henceforth be sponsoring one Nigerian graduate student every year for a Masters' in Business Administration degree at Harvard Business School. 7UP also staged an all night '7UP Rock Da Hall' concert, where a plethora of Nigerian artistes and pop star, Akon, thrilled the audiences.



L-R: Mr Sunil Sawhney, Managing Director, Seven Up Bottling (SBC) Plc; Mr Babatunde Fashola, Governor, Lagos State; Mrs Abimbola Fashola, First Lady, Lagos State and Mr Faysal El Khalil, Chairman, SBC Plc at the SBC Future is Green concert held in Lagos recently.

LAFARGE COMMEMORATIVE EVENT

Lafarge Cement WAPCO Nigeria plc and Seven-Up Bottling Company plc both began operations in 1960. Both companies have become part of Nigeria's business fabric and can count themselves as economic development partners with the people and government of Nigeria.

Corporate philanthropy and Entertainment was the defining theme of their respective commemorative events coordinated by The Quadrant Company. Lafarge held two media-focused events in one day – a breakfast session with select Business Editors from print and broadcast media and a Press Conference attended by over 60 media representatives. Quadrant is also planning a National Dialogue Session on the collapsed building syndrome for the cement company, scheduled during November in Abuja.



L-R: Managing Director, Lafarge Cement WAPCO Plc, Samy Ahmed Abdelkader; Chairman, Olusegun Osunkeye and Head of Communication, Mrs. Temitope Oguntokun, during a press briefing in Lagos recently.

EGYPT - TRACCS

Quarter 3 has been extremely busy and eventful for TRACCS. Aside from the day-to-day correspondence with clients and journalists, TRACCS were on the ground with press representatives and governmental figure heads almost weekly.

SAMSUNG'S STAR CORPORATE FOOTBALL TOURNAMENT

This all kicked off at the end of Ramadan with TRACCS organizing Samsung's Star Corporate Football Tournament which hosted twenty-eight corporate teams from August 15 to September 4. Samsung doubled a percentage of the proceeds raised and presented a cheque to the 57357 Children's Cancer Hospital in Tanta. Some of the funds raised will go towards the purchasing of medical equipment.

The project is supported by a grant from Samsung and is being implemented by the International Youth Foundation (IYF) and local partner organization, Nahdet El Mahrousa (NM). Samsung was also the lead sponsor in the "Egypt's Race for the Cure," which was organized by the first lady, Suzanne Mubarak's Women's Health Outreach Program (WHOP) and will take place on October at the Great Pyramids of Giza.



Samsung's Star Corporate Football Tournament

2010 EGYPTIAN OPEN GOLF TOURNAMENT

TRACCS' final October event was with SODIC, where they presented the 2010 Egyptian Open Golf Tournament at JW Marriott's Mirage City Golf Club. The tournament hosted players from Europe and the Middle East including special guest, Rory McIlroy from Northern Ireland, who is currently

ranked 9th in the world. The tournament festivities included a cocktail reception on October 21 and a Putting Challenge the day after. The Egyptian Open was first contested in 1921 and in recent years has become a part of The Challenge Tour, Europe's second tier men's golf tour.

EUROMONEY EGYPT CONFERENCE

For the third consecutive year, TRACCS' Egypt has handled the PR and editorial activities for the Euromoney Egypt Conference; the country's premier economic conference. More than 1,500 top Egyptian policy makers, business leaders and foreign investors gathered together in Cairo in September.

representatives, VIPs, conference participants and dignitaries.

TRACCS supported the media and delegates with reportage of each conference session in both English and Arabic. The opening ceremony witnessed the last speech given by the former Minister of Investment, Mahmoud Mohieldin, before he takes over his new post as managing director at the World Bank.

Amongst the delegates were the Prime Minister of Egypt, H.E. Ahmed Nazif, and 4 other high-profile ministers. TRACCS secured the attendance of over 100 journalists to cover the event and coordinated interviews with key Euromoney



Former Minister Moheldin giving the opening Speech at the Euromoney Conference



Dr. Ahmed Nazif giving the closing Speech at the Euromoney Conference


MAKRO'S STORE OPENING IN QALIOUBAYIA

As a continuation of our past successes, TRACCS organized Makro's launch of its second wholesale store in Qalioubayia Governorate. The store spans nearly 10,000 square meters and offers exclusive access to business professionals, housing over 20,000 products all under one roof. The store will help meet the needs of the company's growing customer base. The ceremony was attended by the

Prime Minister of Egypt, H.E. Ahmed Nazif; the Minister of Trade and Industry, Rachid Mohamed Rachid; the Minister of Agriculture, Amin Abaza; the Minister of Local Development, Abdelsalam Mahgoub; and the Governor of Qalioubaya, Adly Hussein. It was a largely successful event where TRACCS secured 53 print & online from page publications along with 9 prime time TV reports.



Dr. Ahmed Nazif & Minister Rachid at the Opening of the Makro Store



NEW HIRE: TRACCS

Salma Mohamed Moneeb
– Account Executive

Mauritius – Blast Communications

CRISIS MANAGEMENT TRAINING THE FLEISHMAN-HILLARD AND BLAST WAY...

October saw another success of the Blast and Fleishman-Hillard SA collaboration. Kevin Welman, FHSA MD, flew to Mauritius to run the extremely successful, tailored training programmes on crisis management. The training aimed to give Blast clients a thorough insight on how to handle crises with a special focus on how digital media has heavily impacted on the way these crises are managed. Following the excellent reviews and success of this training, Blast has already begun brainstorming topics for future sessions.

The cherry on top was definitely the great opportunity for staff to discuss with Kevin the diversity of the on field experience.



Kevin Welman with the Blast Communications, Swan Group and Holcim teams



Kevin Welman presents Crisis Training to participants from Groupe Mon Loisir

South Africa – Fleishman-Hillard

BA SOUTH AFRICA TEAM VISITS WATERSIDE

The BA South Africa team comprising Lisa Rabbitts, Caryl Ramsden and Clea Neofytou, travelled to London in October for a global hub forum at the BA headquarters. Together with hub teams from Hong Kong, France and the UAE, the team was privy to updates on BA's environmental, product development and consumer strategies. Not only did the team have the chance to spend two days with the BA communications team, but FH'ers from several offices had the chance to network and share stories from their own offices.

"The trip was fantastic and really allowed us to experience not only the British Airways product, but also the head office culture and approach. I feel really confident that I am in a much better place to be promoting the brand locally and across Africa," says Caryl Ramsden.



L-R: Caryl Ramsden, Clea Neofytou, Lisa Rabbitts



BA South Africa team visits Waterside

FHSA in the Xbox seat

FH TEST DRIVE THE NEW X-BOX 360 KINECT

FH is proud to announce we have been awarded the Xbox business. FH is now a part of what is undeniably the biggest year for the brand since its launch. The Xbox account is a totally new ball game, bringing together hardcore gamer communities, celebrity ambassadors and passionate consumer media.

The cherry on top has undoubtedly been the opportunities for the team to

play games (during office hours) in an attempt to broaden their product knowledge.

With Xbox Kinect controller-less gaming set to become a reality and news of local Xbox LIVE services on the way, this is indeed an exciting time for Xbox South Africa and a wonderful first for FH JHB.



Hollie Hepburn plays Xbox Kinect

FH UPS PRESENCE AT THE ANNUAL PRISA CONFERENCE

FH South Africa significantly upped its presence at the annual PRISA (Public Relations Institute of South Africa) conference in October. Traditionally we have taken a slight back seat at industry events of this nature but this year we decided to take centre stage.

On the first day of the two-day event FH presented global trends in the PR industry to all delegates made up of corporates, public sector representatives and competitive agencies. As one of the only 'true' global agencies in South Africa, FH

was well positioned to speak as an authority in this environment.

On the second day, we participated in a panel discussion on Integrated Communications and the effect of Web 2.0. The global head of Text 100, competitive agencies and niched web companies shared the stage with Kevin Welman, MD of FH SA.

Overall the event was well attended and FH was certainly positioned as a leading agency in SA and on the continent.



Kevin Welman presenting at the Annual PRISA conference

FH CONSUMER OFFERING RELOCATES TO THE MOTHER CITY



Lisa Rabbitts

FH South Africa is pleased to announce that Lisa Rabbitts, who has been a part of the FH Johannesburg team for 5 years, has now moved to the FH Cape Town Team. She will be relocating to Cape Town at the beginning of the new year. Lisa previously headed the Consumer practice group, managing accounts like Nokia, Nike and the Hilton Hotel group for FH Johannesburg. Due to the fact that a large portion of South Africa's consumer press and retail brands operate from the Mother City, this move made great business sense.

Lisa joins Clea Neofytou and Caryl Ramsden from the Cape Town team and has assumed responsibility for the British Airways account. In addition, Lisa will continue to lead the Nike business working closely with Andreas Koshiaris.

"There has been some great work done in the Western Cape to date, and I am excited to make further inroads into uncharted sectors and with new brands," says Lisa.

FH SA HELPS CIDA MOVE

FH staff got their hands dirty at a recent volunteer drive to paint the new campus for CIDA City Campus, South Africa's virtually-free university and FHSA's empowerment partner. The CIDA campus has recently relocated their premises from their Johannesburg CBD offices to become a residential institution in Lyndhurst.

With the number of students increasing daily, CIDA's new management, led by Professor Philip Hirschsohn, the

institution's new Executive Director, will be re-establishing itself as a residential campus and will also have additional property for further development of residences, academic buildings and research centres.

The FH staff were quick to volunteer their time and staff members joined hands with CIDA to accelerate the refurbishment of the new premises in time for 2011's admissions and accommodation.



FHSA staff get ready to paint the new CIDA campus



NEW HIRE: FLEISHMAN-HILLARD JHB

Zenzile Tshama - Account Director