

# African Market Momentum: insights, obstacles and opportunities

The CMO Council Africa Advisory Board Meeting is set to take place on Wednesday, 28 November 2012, via live telepresence linking members and experts in Lagos, Nairobi, Johannesburg and Cape Town.



In partnership with video conference providers Polycom, FVC and Kathea, the board meeting will virtually connect board members and subject matter experts across the African region through immersive telepresence facilities in Lagos, Nairobi, Johannesburg and Cape Town.

These facilities are comfortable, high definition meeting rooms designed to make the technology disappear and the meeting experience as natural as possible. Each facility will include dual displays so that participants in all of the four locations will be able to see one other on large screens and have full content sharing capabilities.

## Topics to be discussed include:

- Outlook and opportunity in West, East and Southern African markets
- Challenges and complexities across sub-Saharan Africa - trusted partnerships, localisation requirements, infrastructure, tariffs, government controls, bureaucracy, corruption, training, cultural diversity, marketing and media effectiveness, customer data, etc.
- Go-to-market experiences and best practices - market entry strategies, product and pricing requirements, distribution sell-in, branding campaign innovations, brand failures and success stories

## Event details

**Date:** Wednesday, 28 November 2012

### Time and Location:

#### Lagos

Time: 1PM - 4PM WAT

Venue: Stallion Vision

270A, Ajose Adeogun St

Victoria Island, Lagos, Nigeria

#### South Africa

Time: 2PM - 5PM SAST

Venue: Kathea House

45 Wessel Rd

Rivonia, 2128

Johannesburg, South Africa

Kathea  
Block F, Ground Floor  
The Boulevard Office Park, Searle St  
Cape Town 8000, South Africa

## **Nairobi)**

Time: 3:00pm - 6:00pm EAT  
Venue: FVC  
13th Floor, Landmark  
Argwings Kodhek Rd (opposite Nairobi Hospital)  
Hurlingham, Nairobi, Kenya

Senior marketers wishing to attend the meeting should contact Matt Martini on [mmartini@cmocouncil.org](mailto:mmartini@cmocouncil.org) or Kerry-Leigh Eksteen on [kerryn@zenkai.co.za](mailto:kerryn@zenkai.co.za)

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