

TBWA takes on challenges of Africa in Durban

TBWA Hunt Lascaris Durban, part of the global Omnicom Group, will bring together its Group Africa network for a creative and strategic indaba in the city from 16 to 19 November 2005.

"If Africa continues to operate as 54 individual countries with individual economies and individual marketing drives all chasing the same market or tourist, then Africa will continue to survive on Western handouts," comments James Porter, Executive Chairman TBWA\Group\Durban and Chairman African Operations.

"As an organisation, we face the same challenges as NEPAD, and this first ever conference - the bringing together of our network - will be the watershed to help us all grow our individual business and, therefore, the TBWA Africa network," says Porter.

TBWA Africa Group executives representing nine African countries will participate. One of the objectives of the conference is to open up communication channels and trade opportunities between Durban and the rest of Africa.

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