

# Nokia Siemens Network launches in Ivory Coast

Nokia Siemens Networks on Monday, 22 September 2008, officially launched its operations in Ivory Coast to reinforce its presence in the country through a telecommunications professional team.



Nokia Siemens Networks presence in Ivory Coast dates back to 2005 when it started operations to build and maintain the MTN network.

Enrico Leonardi, head of customer business group for Nokia Siemens Networks said that, although the telecommunications company was making remarkable achievements, there are still challenges in the Ivory Coast information, communications and technology (ICT) landscape. These include expanding network coverage, lowering average revenue per person and increasing operational cost for operators.

The company is working towards increasing its visibility, getting new customers and maintaining existing relationships in the current mobile landscape in Ivory Coast's population of 20 million, which currently has the mobile penetration of only 40%.

"Different economies have individual unique challenges, and our connectivity scorecard demonstrates countries could benefit more from deployment of telecom and IT infrastructure - utilising the full potential and benefits of ICTs," explained Massimo Mariani, country manager for Ivory Coast, Nokia Siemens Networks.

In key emerging markets regions like Nigeria, Tanzania, Kenya, South Africa and Uganda, Nokia Siemens Networks is also introducing the Village Connection Solution. Nokia Siemens Network's intends on connecting five billion people by wire and wirelessly from one end of the planet to another by 2015, with 20% of these people coming from new growth markets in Asia and Africa.

The Village Connection Solution allows rural connectivity to be built village-by-village, which results in a franchise-based business model between an operator and local village entrepreneurs.