

## New member of OHMSA targets BEE

The latest member of Out of Home Media South Africa (OHMSA) is Sizwe Consulting Management, owned by Metro FM DJ, Paul Mtirara, who has diversified into the billboard business, hoping to forge partnerships with others in the industry.



"There is a gap for our smaller black economic empowerment business in the out of home industry and our new OHMSA membership will enable us to network and create opportunities with others in the industry," he says.

He added that it was important to belong to a recognised out of home industry body, where it is possible to engage with municipalities from an official base. "OHMSA upholds the ethics and best practice of the industry. We thus wanted to belong to an association that will ensure the sustainability of the industry."

Sarel du Plessis, OHMSA's executive director, adds, "The increasing diversity of our industry is a promising development and it reiterates the growth of out of home media as a whole."

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