

Open Communication opens up its shareholding

Open Communication, a marketing communications company which has built a very impressive client list in a very short space of time, this week announced that a BEE consortium has bought a 26% shareholding in the company.

An empowerment consortium led by Trevor Ncube, CEO of M & G Media Ltd, concluded discussions on the transaction with Open Communication this month. The consortium intends to explore opportunities in other related communication fields.

Ncube, an important figure in the South African communications industry, is also the President of Print Media South Africa and Chairman of the Newspaper Association of South Africa. His business influence extends to his country of birth, Zimbabwe, where he is the executive chairman of a private newspaper group that owns two newspapers, namely the Zimbabwe Independent and The Standard and his investments continue to grow throughout Southern Africa. Ncube's commitment goes beyond the boardroom as he is also chairman of the board of the Southern African Regional Poverty Network (SARPAN) based in Pretoria.

Although Open Communication is not yet three years old, it works with clients such as City of Johannesburg, SA Eagle, Alcatel Cellular, Barloworld Equipment, Mail & Guardian Newspapers, MLS Bank, De Beers Operations and Exploration and FNB Corporate (Internal communications).

At the 2004 Finance Week Ad Review Awards, Open Communication was voted Newcomer of the Year against more established businesses and moved from nowhere to 21st place on Ad Review's Big League table of the top 30 Marketing Communications Groups in South Africa.

Trevor Ncube, new Chairman of Open Communication commented, "We believe we are going into business with kindred spirits. We have a mutual respect for a culture of professionalism and high energy and are looking forward to a new period of growth."

Editorial contact
Open Communication

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