

Pocket the All Africa Games programme

The German Development Cooperation, in conjunction with the National Aids Council and other sponsors, have selected PocketMedia Solutions's pocket-sized Z-Card as a Maputo City Guide to be distributed at the 10th All Africa Games which takes place in Maputo, Mozambique from 3 - 18 September 2011.



[click to enlarge](#)

PocketMedia Solutions was contracted to produce 32 500 Z-Cards, 30 000 of which have already arrived in Maputo to be inserted into 'welcome bags' which will be distributed to the participants, public and the media. Cards will also be distributed via hotels and information offices, the Mozambique High Commission in Pretoria, and LAM Airlines at OR Tambo International Airport, Johannesburg.

The content of the Z-Card includes a map and programme of the events for the multi-sports event, which is organised by the Association of African National Olympic Committees (ANOCA), and includes the location of each sporting event as well as a programme of cultural events.

"We were able to offer the client a total solution to get its message across by providing a one-stop shop - from design to production - so that we could meet the deadline and provide a very quick turnaround for our client and preferred partner in Mozambique, Expresso Grafica - LDA," says John Davis, managing director of PocketMedia Solutions.

For more, visit: <https://www.bizcommunity.com>