

Afrimax, Vodafone join forces in sub-Saharan Africa

Vodafone and Afrimax Group have announced a framework agreement in sub-Saharan Africa, as well as a new Partner Market agreement in Uganda.



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The aim of the strategic framework agreement will be to cooperate and explore opportunities for Partner Market agreements in the region, and will reportedly complement Vodacom Group's operations in South Africa, Tanzania, the Democratic Republic of Congo, Lesotho and Mozambique. The two companies will explore potential Partner Market opportunities in a variety of territories in sub-Saharan Africa.

Under the Partner Market agreement in Uganda, they will offer customers voice and data products and services using the 'Vodafone Uganda' brand. Vodafone's multinational corporate customers will benefit from the addition of Uganda to their existing contracts for international managed services.

Vodafone Partner Markets Chief Executive, Stefano Gastaut said: "Uganda is an attractive market and we are delighted to welcome Afrimax to our successful Partner Markets community, which already operates in more than fifty countries. We look forward to exploring the potential for further Partner Market agreements in sub-Saharan Africa with Afrimax, under our framework cooperation agreement."

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