

# Huawei appoints communications manager

Huawei, the global information and communications technology (ICT) solution provider has appointed Public Relations Institute of Southern Africa's president-elect, Tshepo Matseba as senior corporate communication manager.



Matseba's has been tasked with enhancing the Huawei Technology Africa's brand in South Africa and the Sub-Saharan region through strategic media relations, corporate social investment, and corporate affairs initiatives.

As an accredited public relations practitioner, registered with the Public Relations Institute of Southern Africa (PRISA), Matseba was the head of brand and strategic communication at Momentum Group's financial planning division. Prior to this, he was the marketing and communication manager at MTN Group.

"I'm excited to become part of a leading global ICT brand. This opportunity couldn't have come at a better time where South Africa crafts its path towards delivering a 100% broadband penetration by 2020. It is an honour to become part of a brand that is willing to share its expertise and innovative ideas from experiences in the global telecoms industry with operators, enterprises and customers across Africa," says Matseba, who is also an associate of the National Press Club.

"The ICT dialogue will be fascinating in the next couple of years, and I'm privileged to contribute to such a significant discourse - to bridge the digital divide and enrich the lives of all our people through communication," he concludes.