



# APO named official wire service

The Africa Press Organisation (APO) will distribute AfricaCom, ConnectingWest Africa and NigeriaCom's press releases via Africa Wire, the service for press release wire distribution and monitoring in Africa.



The Com World Series, part of Informa Telecoms & Media has named the African Press Organisation (APO) the official wire service of AfricaCom 2013, Africa's telecoms event, held in Cape Town, South Africa from 12-14 November 2013; Connecting West Africa held in Dakar, Senegal, 11-13 June 2013 and NigeriaCom held in Lagos, Nigeria, 17-18 September 2013.

As the official newswire, APO is offering exhibitors of the three events a 20% discount off news release distribution.

AfricaCom, Connecting West Africa and NigeriaCom's press releases will be distributed via Africa Wire, the service for press release wire distribution and monitoring in Africa, reaching over 25,000 media contacts, bloggers, social networks, and redistributing content to over 50 African websites.

Used by some of the world's largest technology companies, including Orange, Airtel, Microsoft, Symantec, Tigo, Main One Cable, Mahindra Comviva, and more, Africa Wire guarantees the most extensive reach to Africa, helping APO's clients engage with their audience in all parts of the continent.

APO executive director, Eloïne Barry comments, "APO is delighted to have been named official wire service for events as prestigious as AfricaCom, Connecting West Africa and NigeriaCom. This once again shows the unrivaled capacity of APO to not only reach mainstream media but industry-specific publications across Africa."

Julie Rey, research director of the Com World Series comments, "we are pleased to work with APO on AfricaCom, Connecting West Africa and NigeriaCom; these events already have a great reach in Africa's business community and we are looking forward to expanding it further through this partnership".