

## Orange to peddle iPhone in Africa

Orange, a subsidiary of France Telecom, has signed a new deal with Apple to offer the iPhone to its customers in several parts of Africa, Europe, the Middle East and the Caribbean. The company already has an exclusive deal with Apple to sell the phone in France.

By [Rachelle Crum](#) 19 May 2008

Orange will begin selling the phone to its customers in Austria, Belgium, the Dominican Republic, Egypt, Jordan, Poland, Portugal, Romania, Slovakia, Switzerland and its African markets later this year. The company's markets in Africa include Botswana, Madagascar, Niger and Senegal.

France Telecom has more than 172 million customers - two-thirds of whom are Orange customers - on five continents.

Neither Orange nor France Telecom responded to requests for comment.

The Orange deal follows a series of hookups with several other wireless carriers around the world who signed contracts to sell the iPhone.

"Apple wants to dominate the world with the iPhone, and I think they're going to have a varying degree of success, depending upon the country," said wireless analyst Jeff Kagan.

"[Apple's] got a very big base of loyal customers," he told MacNewsWorld, "and they know how to market them. These are customers that have an emotional connection to these devices. [Apple] would love to have that in every country around the world."

[Read the full article here.](#)