

## Z-Card launches in Nigeria

Over 200 companies were invited to the Z-Card Africa, Middle East, India and Turkey (ZAMI) launch in Nigeria at which the Z-Card was promoted as a brand marketing tool.

"Nigeria is recognised as one of the fastest growing markets in the world, with over 130 million consumers with which to interact," says John Davis, the MD of PocketMedia Solutions.

The country's economy is one of the most developed in Africa. According to UN classification, it is a middle income nation with developed financial, communication and transport sectors. It is also the 12th largest producer of petroleum products in the world.

"The financial, petroleum, telecommunication and FMCG sectors are among the largest industries in Nigeria," says Ronke Ogunlowo, ZAMI's Nigerian distributor.

At the launch, each guest was presented with a Z-Card Nigeria folder, containing various PocketMedia samples specific to their industry.

"We ensured that our guests were able to physically interact with various PocketMedia applications, from a Z-Card to an Unidentified Folding Object (UFO) which is a flat, folded piece of board that enables marketers to get a different message across on each of its four folds," explains Ogunlowo.

Z-Cards have been produced in 68 countries, and 14 production hubs around the world.