

CNBC Africa launches satellite bureau in Gabon

Business news from Gabon scores an opening goal on CNBC Africa with the official opening of the channel's live satellite bureau in Libreville, West Africa, the same week which sees the 2012 Africa Cup of Nations kick off.



The Gabon bureau is CNBC Africa's sixth bureau outside of Johannesburg, South Africa, and forms part of the 24/7 business news channel's strategy to have a presence in more than 20 African countries by 2014. CNBC Africa is already at advanced discussions to also establish bureaus in Zambia, Mozambique, Botswana and Ghana in the next few months.

CNBC Africa managing director: Africa, Gary Alfonso says, "The primary purpose of CNBC Africa's new bureaus in these new territories in the next two years will be to extract crucial business and investment news from some of Africa's most vibrant economies. The new bureaus will help us diversify content as we push towards our goal of the total coverage of the African continent's business."

The Gabon bureau will facilitate editorial content and commercial opportunities for the ever-expanding business and corporate community for Africa. The channel's head of West Africa, Frederic Van de Vyver says, "We are really excited about opening up a bureau in a francophone country. Gabon is presently changing its game and repositioning itself as a major economic player in the continent, there is no doubt we will get very exciting business content from Libreville and the rest of the country".

Gabon attracted more than US\$4 billion foreign direct investment last year. "For the first time the country has an unprecedented opportunity to reach out to the English speaking global business community about the exciting business momentum being generated in the country" says Van de Vyver.

One of the largest investors in Gabon, Olam, has expressed strong support for the launch of CNBC Africa's bureau in Gabon.

Gagan Gupta, CEO of Olam Gabon, says "The fact that CNBC Africa, Africa's first and only pan-African real-time financial and business channel, chose Gabon to launch their first office in a French speaking African country is a strong signal regarding the emergence of Gabon and reaffirms that the country is definitely an attractive place for businesses to locate,

invest, grow, and create jobs."

The first live crossing via satellite from Gabon took place on Monday, 23 January between 12noon and 1pm Central Africa Time (CAT).

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