



The Black Stars hardly posed any threat, giving handlers much to worry about as the qualifications for CAN 2012 get underway. – Pana

fies 2-0 on aggregate
Lesotho 1 South Africa 2 (2-0) - Lesotho qualifies 3-1 on aggregate

Central African Republic 1 Cameroon 1 (0-4) - Cameroon advances 4-1. - Pana

BRING YOUR FAMILY AND FRIENDS CLOSER WITH ORTEL MOBILE



In an interview with *The African Bulletin*, the Director Sales and Marketing Benelux of Ortel Mobile, Mr. Raymond Lansheuvél discussed his perspective about the African Community and Ortel Mobile.

The African Bulletin: Could you tell our readers something about Ortel Mobile?

Raymond Lansheuvél: Ortel Mobile was established 5 years ago in 2005 by a Turkish Entrepreneur called Celal Oruç. Mr. Oruç discovered at that time that there was not any mobile operator that provided calling abroad for reasonable prices. Knowing the importance of family and staying in touch with them, Mr. Oruç started a phone company that enabled calling abroad to friends and family for reasonable prices. He named the company Ortel Mobile. In 2008 KPN noticed that Ortel Mobile became very successful, not only for calling abroad but also for calling within the Netherlands and they decided to take a share of 70% in Ortel Mobile. In 2010 KPN acquired the rest of the shares and Ortel Mobile became 100% of KPN. Meanwhile Ortel Mobile grew into other countries like Belgium, France and Germany.

TAB: What is your experience in working with Ortel Mobile and the African communities?

RL: The nice thing about working for Ortel Mobile is the opportunity to cater to a very broad range of different cultures. Since one of Ortel Mobile main mission is 'Making cheap calling abroad possible', it's easy to relate the work to different cultures and population groups. Having a mixed cultural background myself, gives me the advantages to empathize more with our target markets. Living in Amsterdam with more than 140 nationalities, give me the opportunity to test immediately what will work and what will not work for them, especially considering the fact that

Amsterdam houses large communities of people who come from the continent of Africa. In my work, I see that this group is getting more and more important for our business. There is a large need for this community to stay in touch with their friends and family; Ortel Mobile makes this possible. The same movements we can see in similar countries where Ortel Mobile is present, i.e. France and Belgium.

TAB: Why is the African community so important for Ortel Mobile?

RL: Africans are getting more and more settled in the Netherlands. In recent years you can see a vast group of people from Nigeria, Ghana, Mozambique and other African countries who decided to stay in the Netherlands and build up a life here. Ortel Mobile understands the value of family and we also know how important family is for African people. Staying in touch with family, if it is in the Netherlands or in Africa or in Belgium or France, should be possible in an easy, convenient and cheap way. Ortel Mobile supports this to the fullest.

TAB: What does OM do for the Africans in the Netherlands?

RL: Ortel Mobile understands the need of African people to stay in touch with their family and has lowered the rates for African countries, such as Nigeria and Ghana. So, calling to mobile phones in Nigeria is possible for only €0,19 a minute. The rate for calling to mobile phones in Ghana is also € 0,19 a minute. And since Ortel Mobile has standard double call credit, so €5 = €10 and €10 = €20, people can call twice as much. Beside this Ortel Mobile offers promotion material specifically for the African community. We also offer special promotional stands with Nigerian and Ghanaian workers, so they can answer the questions that people have in an easy and familiar

way.

TAB: Could you say something more about the promotion you had recently in Amsterdam South East?

RL: Amsterdam South East is one of the most multicultural neighborhoods in the Netherlands. Many Africans live in this area or have relatives there. We know how important the facilitation of information is. If you want Africans to call with Ortel Mobile, you have to tell them first why they should choose Ortel Mobile. What is the advantage of Ortel Mobile and why they should not choose one of the many competitors! To make this clear for the audience, we hired African people so they could tell the audience the advantages of Ortel Mobile. So do a lot of African people have family in Belgium and France and do they spend loads of money to stay in touch with them. With Ortel Mobile they can call their relatives in Belgium and France for free, if they use Ortel Mobile as well. You could offer this as a company, but my opinion is that you have to bring this to the people. We accompanied this with a big advertisement campaign in Amsterdam as well.

TAB: What is the message that you would like to give to the readers of the *The African Bulletin*?

RL: To call with Ortel Mobile of course and create their own Ortel Mobile community, so more people can call for free! But on a seriously note, Ortel Mobile understands the needs of the African community as no other. Good rates for calling national, international and reliability are not the only things we offer for your readers. The ability to stay in touch with your friends and family is something that Ortel Mobile aims for. And we hope that everyone will experience this with Ortel Mobile.