



RUA DA IMPRENSA, 256
PRÉDIO 33 ANDARES, 6TH FLOOR, No. 605
MAPUTO, MOÇAMBIQUE

TEL: +258 21310052, 21310053
FAX: +258 21310054

e-mail: ferro&ferro@intra.co.mz

www.ferroferro.com

WHO WE ARE

- Address: Rua da Imprensa, 256, Prédio 33 Andares, 6° Andar, Porta 605, Maputo, Moçambique
- Phones +258 21310052, +258 21310053
- Fax +258 21310054
- E-mail: ferro&ferro@intra.co.mz
- Website: www.ferroferro.com
- Foundation date : 5th May 1999
- Establishment date : 1st January 2000
- License N° 268/MC/S/2000
- NUIT Taxpayer N° 400074151
- Social Contributor N° 1105162
- Partner/Executive Director: Mário Ferro (+258 823012340/e-mail: mario.ferro@intra.co.mz)
- Partner/Financial Director: Hamida Ferro (+258 823127600/e-mail: hamida.ferro@intra.co.mz)
- Member of AMEP – Mozambican Marketing, Public Relations and Advertising Association. Chairman of the Board for 2005-2009.
- Working with local communities: Support to AACOSIDA, the independent association support orphans victims of AIDS
- Banks: Millennium Bim, BCI-Fomento, Barclays Bank and BMI – Banco Mercantil e de Investimentos.

OUR TEAM

- The effective personnel at Ferro & Ferro is integrated basically by young formally educated Mozambicans.
 - Mário Ferro – +258 823012340/e-mail: mario.ferro@intra.co.mz;
 - Albasine Langa – +258 824719670/e-mail: albazine.langa@intra.co.mz (Designer/Creative);
 - Marta Matsombe – +258 823039140/e-mail: mmatsombe@intra.co.mz (Client Service);
 - Pedro Ferro – +258 828676390/e-mail: pedro.ferro@intra.co.mz (Client Service)
 - John Matos – +258 825666666/e-mail: john.matos@intra.co.mz (Client Service);
 - Carlos Massango – +258 824521570/e-mail: ferro&ferro@intra.co.mz (Media Controler and Buyer);
 - Pedro Lambo - +258 848724753/e-mail: ferro&fero@intra.co.mz (Journalist)
 - Mauro Ferro – +258 823009500/e-mail: mauro.ferro@intra.co.mz (Consultant)
- Frequently, our agency contracts a regimen of service providers and organizational bodies such as economists, psychologists, statistical technicians, journalists, producers and television producers, photographers, interpreters, and protocol assistants.

OUR ASSOCIATES

Country	Company	Activity
Mozambique	Ferro & Silva Impacto Inovação GRPS Destinos	Audiovisual Productions Multimedia Vocational Training Entertainment
South Africa	Sewsa Corporate Communications NBA – Nature and Business Alliance Egg Entertainment	Integrated Communications Enviromental Management; Safety and Health; Risk Assessment Promotional campaigns
Zimbabwe	PR Systems	Integrated Communications
Angola	Executive Center	Integrated Communications
Kenya	Tell-Em	Integrated Communications

OUR CLIENTS

A Ferro & Ferro are also involved in permanent ventures based with public and private institutions which are listed in alphabetical order:

- Aeroportos de Moçambique, EP (2008)
- Corridor Sands (2007-2008)
- CIM – Companhia Industrial da Matola (2007-2008)
- Diesel Eléctrica (2006-2008)
- EDM – Electricidade de Moçambique (2006-2008)
- HCB – Hidroeléctrica de Cahora Bassa (2001-2008)
- Hotel Avenida (2006-2008)
- IFC/World Bank (2006-2008)
- IGEPE - Management of State Shareholders Agency (2003-2008)
- IMOPETRO - Mozambique Oil Import Company (2002-2008)
- Kenmare (2007-2008)
- Lafarge (2007/2008)
- Macmillan Publishers (2002-2008)
- Mcel (2008)
- Mozal (2001-2008)
- MPDC – Maputo Port Development Company (2003-2008)
- Partners Solutions (2007-2008)
- Riversdale Mining (2008)
- Samora Machel Foundation (2004-2008)

- Socimol (2007-2008)
- Stema (2004-2008)
- TV Cabo (2008)
- Visa International (2007-2008)
- Yellow Pages (2000-2008)

On the past, Ferro & Ferro developed communications projects for:

- Sasol (2000-2006), namely for the natural gas project;
- FEMA – Forum of Energy Ministers of Africa – Maputo Meeting (2007);
- Ministry of Industry and Commerce (2006), to create the “Made in Mozambique”;
- Ministry of Sports (2006), to prepare the communication project for the official Mozambique candidature for the CAN 2010.
- Nokia (2007), Public Relations project to launch the brand in Mozambique.
- Kenya Airways (2006-2007) – Public Relations project to launch the airline services in Mozambique.

OUR VISION

- Our vision is to be an agency of complete services in Marketing and Communication.
- We intend to continue being an agency of reference in integrated communication in Mozambique.
- We want to be leader in creativity, always with new ideas, to guarantee successful results from all services offered to our customers.

OUR MISSION

- Ferro & Ferro is focused on being a dynamic agency with creative, innovative and original IDEAS. The IDEAS has helped transform and improve our customers businesses, institutional images, products and the services and at the same time helped us offer them a quality reputation in their arena.
- With a deep knowledge and information about this country with distinct economic politician and points of view, social, cultural, our agency has developed a capacity to co-ordinate, launch and produce any service in any city or village of Mozambique and always on the basis of the trinomial of Price-Quality-Cost.

WHAT WE OFFER

- Ferro & Ferro are specialized in **integrated communication**, being the only national agency with the capability to offer complete services such as consulting/assessment of Image and Communication. Our services are based on several disciplines such as corporate communication, public/lobbying relations, production/execution of events and advertising campaigns. This is an innovative idea that our agency has pioneered in Mozambique. In addition,
- Our agency works for all private, state and public institutions that need services done by a professional agency that is both creative and innovative. We strongly believe that these institutions require and should invest in Marketing and Communication in order to develop a strong and positive image with and for the public.
- We intend to help create a complete national image full of symbolism that will allow institutions to project a familiar, credible and quality image throughout the business world.
- Therefore we use ideas, insight, modern technology and other mechanisms that assist us in offering integrated communication that allow institutions to transmit any message for any public, at any moment and any place.

TERRITORY WE HAVE COVERED

- Ferro & Ferro have carried out and produced projects in Maputo City and
 - ✚ *Maputo Province* - Matola, Beluluane, Moamba, Goba, Inhaca, Manhiça and Ressano Garcia;
 - ✚ *Gaza Province* - Xai-Xai, Bilene, Macia, Chokwé and Chibuto;
 - ✚ *Inhambane Province* – Inhambane City, Tofo, Maxixe, Inharrime, Vilankulo, Bazaruto, Temane and Pande;
 - ✚ *Sofala Province* - Beira, Dondo and Marromeu;
 - ✚ *Manica Province* - Chimoio, Gondola and Manica City;
 - ✚ *Tete Province* – Tete City, Songo, Cahora Bassa, Estima, Moatize, Chaangara e Zobué;
 - ✚ *Zambézia Province* - Quelimane and Mocuba;
 - ✚ *Nampula Province* – Nampula City, Nacala, Moma, Topuito, Murrupula and Mozambique Island;
 - ✚ *Niassa Province* - Lichinga, Metangula, Mandimba, Maniamba, Marrupa, Cobué and Cuamba;
 - ✚ *Cabo Delgado Province* – Pemba, Mecúfi and Montepuez.

- Beyond the borders of Mozambique, the Ferro & Ferro have also been involved in events in locations such as Lost City, Sandton, Krueger Park, Nelspruit and Whiteriver (South Africa), Mbabane (Swaziland), Victoria Falls (Zimbabwe) and Cairo (Egypt).

THINKING ABOUT US

- Mr. Charles Steyn, former Country Manager of Sasol in Mozambique:
«Dear Mário: My association with you goes back more than seven years. Thank you for all your support and good advice over these years. I greatly appreciate it!!»
- Mr. Peter Wilshaw, former General Manager of Mozal:
«A fantastic job for Mozal. I will never forget the great moments of your job, because your performance was excellent».
- Ms. Valerie Snyders, Director of Special Projects of Macmillan Publishers:
«Many thanks for all your help with launching our biography of Mr. Guebuza in such a spectacular way. As always, you and your colleagues have done an excellent job».

ARROW AWARDS – 2007 and 2008

In the BUSINESS SECTOR: PR COMPANIES in Mozambique, FERRO & FERRO BUSINESS COMMUNICATIONS is highest rated on an overall in 2007 and 2008 and received the Arrow Awards for the both years.

Companies and institutions were rated against the following criteria:

- companies/institutions that have done most to enhance economic growth and development in the country
- management
- corporate governance

The respondents were also asked to nominate SMME's, towns and cities in the country who have done the most for social upliftment, foreign/international investment and local investment opportunities.

WORDS FROM OUR EXECUTIVE DIRECTOR, MÁRIO FERRO

- The Business of the Communication is slowly but securely emerging in Mozambique. Today, it is a national and international recognized reality not only for the interest revealed by the great multinational communication groups, but above all for the quality of work that in the last decade been developed in our Country.
- We have immense pride in participating effectively and objectively in the growth and development of the communication business in Mozambique, but above of all we are proud to share with our customers the ideas that allow individual businesses to achieve great successes.
- We have always believed in the power of the communication. But more still we believe in the power of the ideas that conquer hearts and thoughts.
- The best ideas are always surprising, unexpected and certainly original. Everything that we create in all aspects of our work is always blessed by an idea.
- We never forget that ideas are the principle. Our dream is to improve business, services and products, image and reputation of our customers with innovative ideas. It is fundamental to understand and believe that creative ideas are a mutual benefits between our customers and our agency.

THE CV OF OUR EXECUTIVE DIRECTOR

Name	:	Mário Manuel dos Santos Ferro
Proposed Position	:	Partner/Executive Director
Name of Firm	:	Ferro & Ferro Marketing & Comunicação
Date of Birth	:	May 5, 1949
Years Experience	:	42
Nationality	:	Mozambican

Key Qualifications

Experience in the area of Marketing, Communications and Public Relations.

Was a speaker at various seminaries and workshops on communications in Africa, America and Europe.

Lectured at short term at the Universities of Georgetown, Texas, Chicago, Berlin and Moscow about Mozambique.

Jury's member of International Advertising Festival of Gramado (Brasil) and Espinho (Portugal) and speaker on the international seminary of Gramado about the Advertising on the emergent countries in Africa.

Vast experience in the area of Master of Ceremony and Moderator of international, regional and national meetings in Mozambique and in other countries.

<u>Education</u>		
Institution (University, etc.), City and Country:	Dates attended:	Degree/Diploma and year obtained:
University of Rio Grande do Sul – Brasil	• 1990-1992	• COMMUNICATIONS (1992)

Relevant Training Courses

1995 – Public Relations/Corporate and stakeholders relationship (London, UK)

1996 – Strategy and Planning in Marketing & Communications (London, UK)

1997 – Advertising Management Workshop – (London, UK)

1998 – Creative Workshop Training – (Jhb, South Africa)

1999 - Workshop on Media & Planning (Jhb, South Africa)

<u>Employment Record</u>	
1999 - to date	Partner and Executive Director of the Ferro & Ferro Marketing & Comunicação, Lda.
2005 – to date	Chairman of the Board of AMEP – Mozambican Marketing, Advertising and Public Relations Association.
1991-2005	Representative of Saatchi & Saatchi in Mozambique.
1999-2003	Chairman of the General Assembly of AMEP – Mozambican Marketing, Advertising and Public Relations Association.
1997-1999	Member of the Board of Directors of the Saatchi & Saatchi Africa Network. Founder of the Saatchi & Saatchi African Network.
1996-1999	Chairman of the Board of AMEP – Mozambican Advertising Association.
1988-2002	General Director of the State Company of Advertising, Promotion of Markets and Public Relations, Intermark, EE.
1982-1988	General Director of the Sociedade Notícias, SARL Editor in chief of the Noticias newspaper. Editor in chief of the Domingo newspaper.
1981-1982	General Director of the Sociedade Notícias, SARL.
1981	Founder and Editor of Domingo newspaper.
1976- 1978	Founder of Diário de Moçambique newspaper.
1975 – 1976	Editor in chief of Notícias da Beira newspaper. Reporter-Chief of Notícias da Beira.
1969-1970	Chairman of the Board of the Sociedade Notícias da Beira, SARL. Reporter of the Notícias da Beira newspaper. Representative of Golo´s Advertising Agency in Beira city.
1967	Reporter of the Notícias da Beira.
1967-1969	Manager of the Africa´s advertising Agency in Beira city. Reporter of the Diário de Moçambique newspaper.
1966	Reporter Probationer of the Diário de Moçambique newspaper. Collaborator of the A Tribuna newspaper .