

## Ormerod means business

Sub-Saharan Africa's first international business news channel, CNBC Africa, will be headed up by Trevor Ormerod. Ormerod, who used to head up advertising sales at the SABC, was most recently MD of Primedia @ Home.

CNBC Africa will begin officially broadcasting from its Sandton (Johannesburg) headquarters in May 2007.

"CNBC Africa will bring African business closer to the decision-makers of other parts of the world, thus helping them to make quick but consistent decisions and filling the gap in the information needs of audiences," chairman Zafar Siddiqi said at the launch last year ([CNBC Africa launched in SA](#)).

For more, visit: <https://www.bizcommunity.com>