

World Out of Home Organisation strengthens Africa initiatives

The World Out of Home Organisation (WOO) held its first Africa video conference, which was attended by nearly 30 sub-Saharan Africa participants. WOO confirmed its intention to host Africa Forum in late January 2022, which will be the third instalment of the WOO World Tour, which began in Europe in May, moved on to Asia in October, and then focused on Africa in January. The plan is for Africa Forum to be live with additional video link access for WOO members around the world.

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