

ORGA subsidiary opened in Nigeria

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Paris/Lagos, November 2005 – ORGA Kartensysteme GmbH has opened a subsidiary in Nigeria, which includes a production facility. This will enable the smart card expert to gain entry to an enormous market. At the same time, this investment is another logical step in ORGA's pursuit of its internationalization strategy. The subsidiary will be officially opened in Lagos by his Excellency, Chief Cornelius Adebayo, Nigeria's Minister of Communications on the 21st of November.

West Africa is growing steadily in importance in the world economic system – and with its 130 million inhabitants, or around 20 percent of the continent's total population, Nigeria occupies a crucial position. Particularly in the area of telecommunications, this market is of strategic importance. Up to now, only some 7.5 million Nigerians have been able to use mobile telephony. "Yet the telecommunications boom has long since begun," says Stephen Stewart, managing director of ORGA Nigeria. By the end of 2008, between 17 and 25 million mobile telephone subscribers are expected in Nigeria alone. ORGA also plans to profit from significant market growth in Ghana and Uganda.

In addition, ORGA is planning to enter the health and ID segments in the medium term. Given the population figures and the importance that is now being attached to developing IT infrastructures, new markets are opening up in Africa almost by the day. "We want to position ourselves here as an experienced solution provider," says Stewart. In the banking segment, EMV migration – the switch from magnetic stripe to smart cards – is about to get underway. Here, too, ORGA wants to contribute its pioneering know-how.

"The most important qualifications for positioning yourself as an international enterprise in a market like West Africa are not just entrepreneurial know-how and the implementation of European standards. Companies also have to move in the local market, understand the country and recognize special needs," is how Stewart describes the situation. "That is why you also have to work with local partners here." ORGA has an abundance of international experience. The company has subsidiaries, joint ventures and branch offices all over the world and produces cutting-edge smart card technology at sites in Germany, Russia, India and Brazil. That is why Stewart is so confident that his company will soon be able to capture a share of the growth in West Africa and double the workforce there to around 100 by 2008.

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