

Orange launches into Burkina Faso

PARIS, France - Orange is consolidating its position in West Africa with the announcement of the launch of its brand in Burkina Faso, just under a year after the closing of the group's acquisition of Airtel, together with Orange Côte d'Ivoire.



Orange launch in Burkina Faso.

Orange will pursue its development in mobile financial services and 3.75G mobile Internet, where it was the first operator to launch and is today dominant in Burkina Faso. Its Orange Money solution for international transfers will be further expanded in the West African Economic and Monetary Union (UEMOA).

The expansion of its optical fibre network will contribute to increasing its brand awareness as the leading provider of internet access and connectivity to enterprises. A network modernisation plan and focus on innovation sees Orange Burkina Faso bring an improved customer experience to its 6.3 million subscribers.

Bruno Mettling, deputy chief executive officer of the Orange group and chairman and CEO of Orange MEA (Middle East and Africa), commented: "It is a great honour for the Orange group to inaugurate its presence in Burkina Faso at a time when the country is resolutely engaged in a vast economic development programme. The arrival of the Orange brand testifies to our commitment to providing the benefits of the digital ecosystem to the entire population of Burkina Faso."

Digital transformation

Ben Cheick Haidara, CEO of Orange in Burkina Faso, added: "Today, customers in Burkina Faso are more demanding and the way they use digital services has evolved; we are at a decisive turning point in the development of the telecoms market. Our ambition is to continue the work accomplished in recent years in the mobile money and mobile Internet fields to make Orange the leading partner for Burkina Faso's digital transformation."

Orange is present in 21 countries in Africa and the Middle East, where it has more than 120 million customers. With 5.2 billion euros in revenues in 2016 (12% of the total), this region is a strategic priority for the Group. Orange Money, its flagship offer for money transfers and mobile financial services is currently available in 17 countries and has more than 30 million customers.

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