



JOINT PRESS RELEASE



BADEA and APO sign a cooperation agreement

On Sunday October 5, 2008, in Khartoum (Sudan), Nicolas POMPIGNE-MOIGNARD, Secretary-General of The African Press Organization (APO) and Elmughira ALI OMER, Chief of Information Division of The Arab Bank for Economic Development in Africa (BADEA), signed an agreement of cooperation between the two organizations, intended to increase the contribution of the APO to the communication strategy of the BADEA.

According to this agreement, The African Press Organization will reinforce the visibility of the BADEA, by distributing his press releases, by organizing press videoconferences, and by managing his public relations in France.

The APO will also webcast BADEA's press events.

The signing of the Agreement was followed by a meeting between the Secretary General of the African Press Organization and the Director General of the Arab Bank for Economic Development in Africa, Mr. Abdel Aziz KHELEF.

About APO:

The African Press Organization manage a media list of 25.000 contacts, as well as public relations services intended for institutions related to Africa, including distribution of press releases (online database and targeted e-mail lists), press videoconference, webcast, international press review, and mediatization of international events. www.apo-opa.org

About BADEA:

The Bank is a financial institution funded by the Governments of the Member States of the League of Arab States which signed the Establishing Agreement (18th. February, 1974).

The Bank was created for the purpose of strengthening economic, financial and technical cooperation between Arab and African countries, to make Arab-African solidarity a concrete reality and to base this co-operative venture on foundations of friendship and equality. To this end, the Bank was given a mandate to assist in financing economic development in non-Arab African countries, stimulate the contribution of Arab capital to African development, and help provide the technical assistance required for the development of Africa. www.badea.org
