

Vodafone enters Ghana, sharpens African focus

Ghana first significant addition to Vodafone's EMAPA division under new CEO

Former CEO Arun Sarin received plenty of plaudits for engineering Vodafone's entry into Turkey and India during his reign, two markets that have since become vital components in the group's global network. The acquisition of Ghana Telecom is not quite of the same magnitude, but it does represent a significant new frontier for Vodafone at the beginning of the Vittorio Colao-era. Vodafone should have few problems in revitalising Ghana Telecom and succeeding in building market-share and its connections base in a market where penetration is below 35%. What will be interesting is what happens next: with a foothold in West Africa and the potential to expand into Sub-Saharan Africa via Vodacom, Vodafone has the foundations in place to build a major pan-African operation.



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