

# Vizeum SA was a service provider to 4IRSA Digital Economy Summit 2019 Business

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Last week, Vizeum was appointed as a media service provider for the [4IRSA](#) Digital Economy Summit that took place on 5 July in Johannesburg. The 4IRSA Partnership is derived from a Partnership for the 4th Industrial Revolution in South Africa and is a collaboration between the Department of Telecommunications & Postal Services (DTPS), Telkom, and the Universities of the Witwatersrand, Johannesburg and Fort Hare, and private sector partners.

The event is SA's first Digital Economy Summit hosted by the [4IRSA](#) partnership and will include an opening address by President Cyril Ramaphosa and Keynote Speaker George Friedman, author and futurist.

Vizeum fulfilled the role as a media strategy, planning and buying agency for part of its above-the-line and digital communications for the event.

Jared Pillai, Head of Digital for Vizeum said, "Our mandate is to position Vizeum within digital, more aggressively whilst still maintaining our core focus around all media strategy, planning and buying. It has been a great opportunity to work with 4IRSA and the stakeholders on the 2019 Digital Economy Summit."

"Vizeum is very privileged to be part of such a prestigious event to drive South Africa's digital economy forward," stated Byron John Managing Director for Vizeum Johannesburg.

As previous industrial revolutions introduced noteworthy economic, political and social changes, the 4th Industrial Revolution will bring major impacts to governments, businesses, the economy and the media. The Summit was a platform that will create a space for dialogue, understanding and action to shape a coherent 4IR plan for South Africa.

For more information, visit: [www.4irsa.org](http://www.4irsa.org)

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