## BIZCOMMUNITY

## EKasi: Africa's backbone economy

Issued by Dentsu



EKasi (township economy) is an economy generating millions monthly. Do you understand the eKasi market, is your brand actively part of the market and how do you build your brand and really communicate with this market?

Dentsu invited industry expert, Michele Thackwray, AmaKonekXin in to share some key insights, tips, advice and opportunities into this incredible economy. <u>To listen click here.</u>

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