

## ICOM appoints Goman in Zambia

ROLLINSVILLE, COLORADO: ICOM, a global network of independent advertising and marketing communications agencies, has appointed Goman Advertising, based in Lusaka, to represent the network in Zambia. Goman is ICOM's fourth agency in Africa and becomes part of ICOM's EME region, now comprised of members in 34 countries.



The Zambian agency provides a range of integrated advertising and marketing communications services, including media planning and buying and public relations. The agency's client list includes Industrial Credit Co., Mark Royal, Miller, Parmala and South African Airways.

Goman Advertising was founded and is run by CEO Norman C. Muntemba, who worked for several agencies, including McCann Erickson, prior to opening Goman in 1991. A lecturer in advertising, marketing and public relations at educational institutions, Muntemba said he is looking to broaden the agency's outlook beyond the country's borders and to learn from members about the development of the marketing communications industry in other countries.

In welcoming ICOM's newest member, executive director Gary Burandt said Goman Advertising not only adds to ICOM's international presence but reinforces the network's reputation as the most geographically balanced of international independent advertising and marketing communications networks.

ICOM has more than 70 member agencies in 50-plus countries.