

# Integrated Communications.bmc (Cape) appoints new MD

Effective from 1 October 2003, Eric Halvorsen, a well-known businessman, with a strong marketing and sports marketing communication background, has been appointed as managing director of Integrated Communications.bmc (Cape). He has also taken a 50% stake in the Cape based company, which is a subsidiary of Integrated Communications.bmc.

Over the years since it began trading, Integrated has built a solid reputation for strong media relations, corporate public relations and creative design. This year they added a further discipline to their mix with the acquisition of Bull Meyerov Communications (bmc), a specialist consumer media promotions company.

Halvorsen comments, "I see huge opportunity for Integrated to establish a strong presence in the Cape. There are a large number of consumer brands here that would benefit from higher profiles in the appropriate media. We are very excited at the prospects."

The company will operate from offices in Durbanville, Cape Town.

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