

# Provantage Events and Experiences launch the Huawei MTN E2010

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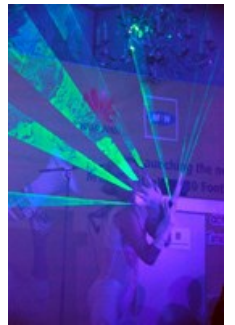
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Provantage Events and Experiences put together a glittering affair recently at the Westcliff Hotel for Huawei Technologies SA to launch their innovative E2010 fast-link modem in conjunction with MTN. Media and trade were treated to a fun-packed soccer-themed evening with speciality entertainment to boot!



Huawei identified a golden opportunity to capitalise on the 2010 World Cup fever locally by producing an Adidas Jabulani soccer ball shaped 3G modem to be launched with precision timing using MTN as their retail and broadband partner.

Provantage Events and Experiences carried through the football theme in great detail, which included the humorous Gary Bailey as the evening MC, an inspiring soccer skills performer as part of the entertainment, and a speciality laser finger act for the sizzling product reveal. A Huawei product fashion show with gorgeous models closed the classy evening to great applause.



"Ayoba Huawei and MTN, Ayoba!" says industry veteran and Provantage Events and Experiences MD Dom Smith.

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