

M-Tech First African Mobile Phone Plant

TRAILER

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SCRIPT

COMMENTARY

The first mobile phone assembling factory established in Africa is situated in Lusaka, the capital city of Zambia. M-Tech Mobile Telecommunications Zambia Limited is targeting Southern African countries.

Melome Group of Companies started the project three years ago pumping in 3.5 million US dollars by the time the project is fully furnished another 7 million dollars will be spent bringing the total investment to 10 Million US dollars. The factory has since started operations and has produced ten thousand (10, 000) mobile phones. The next consignment of 30, 000 is underway.

M-Tech manufactures the M 300 mobile phone which has FM radio, GMS, alarm among other features. It is potable in terms of size. The phone is selling at 25 US dollars.

The Mobile Plant has so far employed 30 workers but targets to have a workforce of 250. The company has employed Zambians who undergone training. With a global crunch that has not spared Zambia resulting in job losses certainly this is a relief to an economy that is mainly dependant on copper.

The development is seen that it would enable many Zambians have access to mobile phone which is currently perceived to be a luxury and not a necessity due to high poverty levels. Though the project has been well received by Zambians there is a feeling that the price for a mobile phone is expensive for an ordinary Zambian.

With the Mobile providers like Zain Zambia selling their subsidized mobile phone at about 10 US dollars. Zambians are expecting the Mobile Plant to produce a quality phone that will favourably compete with those coming from outside the country. This gives the factory a big challenge.

In the region, M-Tech tested its market when it participated in the just ended Trade Fair in neighbouring Zimbabwe. The company got an order of 10, 000 phones from that country. M-Tech finds the business environment in Zambia conducive and is targeting the other countries in the region and the entire continent. The technology was born from a visit to Malaysia by a group of Zambian business persons. This dream will only make an impact if it meets the expectation of the end users who are already flooded with high tech mobile phones coming from all over the world.

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