

Networx PR wins new consumer show account

UK based YourTech Media Limited has appointed Networx PR to create and drive a global communications campaign on behalf of its flagship property, YourTechLive, which is a new full-value-chain technology and electronics show.

YourTechLive takes place in Sandton in November and aims to open up the world's fastest growing electronic goods market to new suppliers. The show will challenge industry complacency and prompt local action to give South African consumers what they know their counterparts in Europe and the US are already using.

Networx PR's all-encompassing trade and consumer communications campaign for YourTechLive will educate, spark debate and encourage participation.

For more, visit: <https://www.bizcommunity.com>