

STARCOMMS WINS DOUBLE AT NITTA

It was another day of national acclaim on Friday 15th November 2008 for Nigeria's 4th largest telecommunications operator and the leader in the triple play (mobile voice, fixed wireless voice and wireless broadband), Starcomms at, the Nigeria Information technology and Telecom Awards (NITTA). The company was named the CDMA Operator of the Year 2008 while one of its products, IZAP clinched the Best Internet Product of the same year.

This represents repeat performance by the company of its feat at the recently concluded Nigerian Telecomm Award, 2008. Starcomms bagged the Best Telecom Product (for izap) and unified Licensed Operator of the year at the awards. The company has also been acknowledged by the Nigerian Communications Commission through the Service Excellence Award, for its "Widest Spread of Customer Care Centres" in Nigeria, in 2008.

It was a night of pomp and pageantry on which captains of the information technology and telecommunications industry gathered at the Muson Centre for the annual appraisal of developments in their industry in an atmosphere that was devoid of the rigours that the corporate aspects of their lives impose.

Starcomms opened the award winning floor on that day when its product, IZAP, was named the Internet Product of the year. To clinch the award, IZAP was praised by the organizers for accessibility and affordability. The company was also lauded for making IZAP and EvDo available for subscribers in the major cities of Nigeria.

Having been nominated earlier, the company was therefore adjudged the Best CDMA Operator of the Year 2008. According to the organizers of the award the company won it based on its understanding of the market and its technological edge in the provision of fixed wireless and mobile telephony coupled with the effectiveness and penetrating strategy with which Starcomms' coverage is spreading to many states of the country.

Receiving the award from the daughter of the chairman of the board of trustees of the awards, the chairman of Starcomms Plc.- Chief Maan Lababidi, thanked the organizers of the award, saying that much of the credit of the progress of telecommunications in Nigeria goes to the

Executive Vice Chairman of the Nigerian Communications Commission, Mr. Ernest Ndukwe who was present at the occasion.

"I am proud to be a Nigerian," said Lababidi, "because we have come a long way."

The Starcomms chairman recalled the 1960s when telephone operators had to be climbing ladders to fix phone lines. According to him, it was not imaginable that telephone services could become so available to all and sundry in the country in this generation.

Cuddling the award, Lababidi repeated: "We have really come a long way. And God bless Nigeria!"

Earlier on in his address, the chairman of the occasion and former head of State and Commander in chief of the armed forces, General Yakubu Gowon Retd. said that information and communication technology (ICT) have changed the face of the world. He commended players in the industry for the transformation that the society had undergone as a result of ICT deployment.

"All things are now possible for anyone who has ICT tools" Gowon said.