



PHOTOCOPY & OFFICE MACHINES LTD

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YOUR REF:

OUR REF:

DATE: **25th April 2013**

Please reply to: **Lusaka**

Tech Needs Girls campaign and Girls in ICT Day 2013

Photocopy & Office Machines Ltd. has been an established company in Zambia since 1972 and since over a decade has championed hiring of girls from local villages providing them with the necessary training to become experts in handling and selling of ICT equipment and services (office equipment and supplies).

POM Ltd. has a show-room and copy center in the capital Lusaka which is entirely managed and run by female staff (more than 2/3 of the staff hired as girls leaving the villages to find work in the city) at:

Photocopy and Office Machines Ltd:
Office Equipment and Supplies.
Farmers House, Cairo Road
Postal: 30291
Lusaka
Zambia

The Executive Director, Mrs. Afra Caldato-Petrin has supported the ITU/UN international day 2013 for ICT and Girls by producing a dedicated t-shirt and uniform for the staff to wear while providing hands-on demos all day during business hours (real-life scenarios) to a small group of female students invited today 25 April 2013 and for a local Anglican Pastor to make a speech in favor of ICT careers for girls during a luncheon which she is offering to the students, staff and guests. Liaison has been made also with the local U.N. Lusaka representative to also be present during the day.

Photographers and media have been invited to publicize this dedicated day in the local newspapers of Zambia to encourage more girls (and women) to consider careers in ICT.

Gary Petrin the Managing Director championed the idea since over a decade of hiring girls from villages to give them a better start in life and as he says 'frankly, because they are very dedicated staff and excellent'.

Mrs. Charity Kaluba Visagie is the Administration Manager of Lusaka Branch and focal point for Girls and ICT Day 2013.

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