

African JV to supply world cup temp power, temperature control

The Shanduka-Aggreko joint venture (JV) energy rental contract will see the JV provide temporary power and temperature control for broadcast and technical services for the 2010 FIFA World Cup.



[Shanduka](#), a leading African investment holding company and [Aggreko](#), a leader in the provision of temporary power rental services will providing broadcasting power in all 10 World Cup stadium venues, the [International Broadcast Centre](#) (IBC) and FIFA headquarters, as well as temperature control at the IBC. This will support the broadcasting of the 64 matches of the competition to over three billion people worldwide and ensure uninterrupted TV coverage throughout the event.

As a National Supporter, the JV will benefit from a number of marketing rights including the ability to promote its association directly with the tournament alongside a select group of other FIFA sponsors and National Supporters.

“This sponsorship builds on our previous contract for the supply of temporary power during the 2009 Confederations Cup and further underlines our long-term commitment to the global major events sector,” comments Julian Ford, director marketing and sales development, [Aggreko International](#).

“This partnership for this particular project was based on our understanding of its capability to handle the magnitude and complexity of the event,” said Phuti Malabie, MD, Shanduka Energy. “We are confident that our partnership will ensure faultless performance at the World Cup.”

Aggreko has been active in Africa for over a decade and in 2006 formed a partnership with Shanduka Energy in order to enhance its operations in Southern Africa. Aggreko now generates over 800 megawatts across over 20 African countries and employs 450 people on the continent, of which over 80% are African nationals. In 2009, Aggreko opened its first permanent depot in South Africa, located in Midrand.

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