

Serving the good people of Mozambique



Sales agents from the Maxixe Branch (from left to right): Nadiatia Abdala, Manuela Filipe, Nilza Jossias, Lucia Lizale, Maria Muapenta, Zelia Cumbane, Vicente Reis, Nilza Deolinda and Iolanda da Conceição.

In August this year, Bayport Mozambique opened its first branch in the southern province of Inhambane, known to the nationals as 'Terra da Boa Gente' (Land of Good People). The branch is in Maxixe, Inhambane's largest city and economic capital. Inhambane's capital, Inhambane City, is one of Mozambique's most popular tourist destinations, some 470km northeast of Maputo.

Maxixe Branch was opened after Bayport Mozambique passed an inspection by the Bank of Mozambique on 22 July. This was the final step on a long road that included securing memorandums of agreement with local governmental institutions, among other requirements. "The establishment of the Maxixe Branch is a much anticipated event for us," says Michael Mocke, CEO of Bayport Mozambique.

The branch employs 14 well trained sales agents who serve the whole province of Inhambane, an area of 68 615 km². Under the leadership of Alberto Machel, Operations Assistant for Bayport Mozambique, the Maxixe Bayporters want to top the Bayport Mozambique sales charts. "We believe that Bayport's core business strategy of 'rural rather than urban' will guide us to achieve this goal," says Alberto. "We are committed to reach our customers in the most rural of communities, regardless of how far off the beaten track they might be."