

African startup honoured at The Europas 2014

Founded by Africa Internet Holding (AIH) with investment from MTN, Millicom and Rocket Internet, online and mobile food ordering platform, foodpanda / Hellofood, won Best E-commerce Startup at the 2014 European Tech Startup Awards, The Europas.



The Europas celebrate the most forward-thinking, progressive and innovative tech companies in Europe.

In the presence of over 800 of Europe's top tech entrepreneurs and experts in London, foodpanda / [Hellofood](#) received the award "for its huge global expansion in the last year". The company was first elected from the shortlist by a public peer vote, before finally being named Europe's "Best E-Commerce Startup 2014" by a panel of 40 internationally acclaimed judges.

Since its launch in November 2012, Hellofood has expanded to 10 countries across Africa, attracting over 1000 independent restaurants and international chains as partners.

Game-changing customer experience

Joe Falter, CEO of Hellofood Africa commented: "The Hellofood team is honoured to receive such a prestigious award in recognition of our extraordinary growth over the past year and our achievements in local markets. Hellofood will continue to revolutionise food ordering across Africa in the next year, bringing game-changing customer experience and technology to millions of new users, and underlining its well-established position as the market leader."

The online marketplace helps restaurants to increase delivery sales through online and mobile platforms and provides them with constantly evolving technology and analytics. Customers can choose their favourite meal online and foodpanda processes the order directly to the restaurant, which delivers the meal to the customer.