

## Brand Union wins Arise account

Brand Union Africa has been appointed to create and launch the brand identity of Arise, a newly established pan-African investment company. Arise consists of African holdings which include three investors, namely, Norfund, FMO and Rabobank. The global brand experience agency has been tasked with creating a brand that will attract potential investors as Arise intends on providing focus, scale and impact as sub-Saharan Africa's investment and development partner.

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