

## FleishmanHillard South Africa expands into Nigeria

FleishmanHillard South Africa has announced the expansion of its offering in Africa through a newly concluded affiliation agreement with Mediacraft Associates in Nigeria...

Mediacraft Associates is one of the leading full-service public relations firms in Nigeria, with a track record of working for high profile clients and a culture of high ethical and professional standards. The official affiliation between the two companies is the outcome of a rigorous selection process that involved an exchange of visits by both agencies and the joint execution projects.



Kevin Welman and John Ehiguese...

"As a global firm, the company has had a foothold in Africa for decades. With the increasing market demand for public relations services in Nigeria from our current and potential clients, we have spent a considerable amount of time and resources to ensure that we find an affiliate in Nigeria that shares our values and dedication to global best practices. We look forward to a long and fruitful affiliation with Mediacraft as we aim to service our clients even better," said Kevin Welman, MD of FleishmanHillard South Africa.

The affiliate provides the firm and its clients with a gateway to the opportunities in the Nigerian market, which has seen robust growth over the past decade, with a GDP of US \$568.51bn.

John Ehiguese, CEO of Mediacraft Associates, states, "The team and I are excited at the signing of this affiliation agreement. We appreciate its pedigree and track record globally, particularly in South Africa, and are proud to be associated with this organisation in such a practical way."

The partnership will include training and capacity building for the Mediacraft team and exposure to FleishmanHillard global network of communications consultants and experts. The two companies will also focus on new business opportunities.

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