

Fleishman-Hillard boosts African footprint

Fleishman-Hillard International Communications has extended its reach in Africa with an affiliation with Tell-Em Public Relations in Kenya. In addition to the company's offices in Cape Town and Johannesburg, this adds to its' affiliate relationships with Quadrant Company in Lagos and TRACCS in North Africa.

Kevin Bell, Fleishman-Hillard's regional president with responsibility for Africa, the Middle East and UK, says, "Tell-Em currently works with some of the region's largest and most respected companies and brands, including Nokia, Visa International, Coca-Cola, East African Breweries, and MTV. This not only strengthens our offering in Africa but adds to our global credentials."

Elizabeth Cook, MD of Tell-Em Public Relations, says, "We have worked with Fleishman-Hillard in Johannesburg for over a year on the Nokia account... This global association positions Tell-Em Public Relations as part of a worldwide network, which is increasingly important to us. The association also gives us access to Fleishman-Hillard's global experience and expertise, particularly in the areas of media training and online communication. This will be of great value to the East African market."

For more, visit: <https://www.bizcommunity.com>