

Deutsche Messe expands sales network into Africa

Deutsche Messe, a global active trade fair company, is expanding its international sales network and now has representation throughout the region of sub-Saharan Africa.

Representation for the countries of Nigeria, Ghana, Kenya, Senegal, Ethiopia, Rwanda, Uganda, Ivory Coast, Cameroon, Sudan, South Sudan, Benin, Togo, Mali, Burkina Faso, Guinea, The Gambia and Gabon has been taken on by the company, fairpros, located among other places in Nigeria, Ghana and Kenya.

fairpros represents Deutsche Messe's interests in sub-Saharan Africa. For the remaining sub-Saharan countries, the German Chamber of Industry and Trade is responsible for representation, just as the North African Chamber of Industry and Trade holds responsibility for North Africa.

With more than 930 employees and 66 representative offices, subsidiaries and agencies, Deutsche Messe is present in more than 100 countries.

"Particularly viewed against the background of our still very recent engagement in Africa, we are pleased to have a competent partner to hand with fairpros, that will support us in our future activities to expand our foreign business in the region," declared Dr. Andreas Gruchow, member of Deutsche Messe's Managing Board in charge of international operations.

fairpros is specialised in helping small and medium-sized companies enter the region, and sees its role as one of opening the door to new business opportunities and new markets. In addition, fairpros supports its clients in exporting new products and services to new target markets, in order to achieve brand awareness. The fairpros service also includes the search for business partners and sponsors, to identify new business opportunities for companies from the sub-Saharan region.

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