

International expansion for HKLM

Strategic branding company, Harwood Kirsten Leigh McCoy (HKLM) accelerated its international expansion programme by opening representative offices in Dubai, Germany and Nigeria recently.

HKLM has already secured a number of clients in Dubai, notably Woman's World, a unique retail and leisure destination dedicated to women.

The decision to open up in Berlin, Germany was fuelled by the close working relationships established with several of HKLM's international clients who have joint operations in South Africa and Europe. HKLM's South African platform will, however, remain the main driver of growth, both within the country and further afield. Recent client gains in the region include mCell in Mozambique and Stanbic Bank in Botswana.

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