

Waggener Edstrom Communications announces partnerships in Africa

Waggener Edstrom Communications (WE) have announced six new strategic partners in Africa. Core Public Relations, Corporate Talk Group, Exclamation Marketing Ltd., Hotwire PRC, Lift Consulting and XLR8 Limited reinforce WE's commitment to the fast-growing African continent and extend the agency's service network to 18 new markets in Africa and more than 100 globally.

Communications management consultancy XLR8 Limited helps represent WE and its clients in Nigeria. Lift Consulting brings communications, public relations and media relations expertise in Angola, and Core Public Relations extends WE's reach into Namibia. Integrated communications agency Hotwire PRC brings its expertise in Botswana, Mozambique and Tanzania. Corporate Talk Group and Exclamation Marketing Ltd provide coverage in Kenya, with extended reach into additional markets including Uganda and Rwanda.

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