

APO opens offices in India

MUMBAI: The African Press Organisation (APO) announced recently the opening of offices in Mumbai, India. The APO now offers Indian companies investing in Africa the possibility to use APO's communication tools including press release distribution and virtual press conferences.



"By starting this new venture in India the APO is filling an important gap in the communication landscape of Indian companies that have been boosting their commercial relation with countries in Africa. The opening of our India offices aligns with the important growth of South-South trade," said Nicolas Pompigne-Mognard, APO secretary general.

To manage this new office, the APO has appointed Rachana Chowdhary as country manager for India. In this position, Chowdhary will be responsible for setting up and expanding the local presence of the APO. She has over 15 years experience in the media industry in India.

"It is crucial for Indian companies investing in Africa to communicate on their activities with the local and international audience following Africa-related issues", said Chowdhary.

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