

# And the footprints keep extending futher into Africa... - 21 Jul 2014

BY ILSE VANDENBERG, @BIZ\_AFRICA



Last week was quite a jam-packed week with big news being [Joe Public announcing its growth plans in Africa](#) through a partnership with integrated communications agencies Cosse (Nigeria and Ghana) and HWMiT (Zimbabwe).

Also extending its African footprint is Primedia. The company [has been awarded marketing rights to its first African shopping centre](#), Maerua Mall, based in Namibia - the first centre that the group is representing outside of its 40 shopping centres within South Africa.

In other news, Instant Grass published a report on Africa Rising. It identified [10 of the biggest myths about Africa](#) that need to be busted.

Yellowwood Future Architects gives advice on what to do and what not to do when [building a brand in Nigeria](#), taking into account various challenges such as clutter, infrastructure and complexity.

Finally, the [deadline for submissions for the AfricaCom Awards](#) is Friday, 5 September 2014, so get those entries in asap!

Have a great week!

Cheers!

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PS. If you missed last week's [Biz Takeouts show](#), make sure you listen to the [podcast](#) which is now available.

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