

# Facebook ignores Malawi

By Temweni Nga'mbi<sup>30 Jun 2015</sup>

A decision by Facebook which has opened its [first office in Africa](#) suggests Malawi is not a conducive environment for stronger social network investment.

A statement that the social network conglomerate has shared with Malawi24 shows that its newest office in Melrose Arch, Johannesburg, is part of the company's strategy to expand its investment and presence across the region and its commitment to support businesses connect with people and grow locally and regionally.

The company intends to achieve this by partnering with governments and telecom operators in the region.



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However, while including all her three neighbours (Tanzania, Zambia and Mozambique), Malawi will not directly benefit from Facebook's initial focus as the company grows its business presence across the region.

"This new office is a significant milestone for Facebook and our teams want to partner with businesses across the continent... We are inspired by the incredible ways people and businesses in Africa use Facebook to connect" said Nicol Mendelsohn, Facebook's vice-president for Europe, the Middle East and Africa (EMEA).

Facebook is already a central part of people's lives in Africa with over 120 million active users mostly accessing it using mobile phones.

"Our priority for the next few months is to work more closely with businesses and agencies to build solutions that help grow their business. People increasingly want to be connected to the world around them and desire information about new services and products to better their lives.

"At the same time, businesses need stronger, more flexible and less fragmented ways of reaching people in sub-Saharan Africa. Our mission will be to connect brands and consumers in Africa, creating value for all parties in the process." said Facebook's Regional Director for MEA (Middle East and Africa), Ari Kesisoglu.