

# Promise launches Africa/Middle-East division

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Following on from the successful launch of Promise Digital, Promise has made an additional strategic move with the launch of a new specialised division, Promise Africa/Middle-East.

This division will expand the Promise footprint, delivering the same full service solution and exceptional work to clients based across the African Continent and Middle East. Craig du Preez, who joins Promise following several years' experience in the marketing and advertising industry in multiple African markets, will head up the division.

James Moffatt, MD, comments: "Since the successful establishment of Promise Digital, we now felt it necessary to identify other strategic growth opportunities. Having successfully serviced client communication needs in several African countries over the past two years, we have established a model to formalise this offering. This will enable clients in Africa to receive superior through-the-line solutions, whether their brands are spring-boarding from South Africa into the continent, currently reside in Africa, or are planning to enter South Africa. We believe we have the right partner in Craig to add value to our clients across the A/M-E domain and have a regional strategy in place to achieve our objectives."

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