

Jumia gets APO to voice its activities in Africa

APO (African Press Organization) (www.APO-opa.com), the sole press release newswire in Africa announced it has been selected as supplier for press release wire distribution in Africa by Jumia Nigeria (www.Jumia.com.ng), Africa's leading online shopping destination.

Launched in June 2012, Jumia is already reaching breaking numbers for internet shopping; selling books, fashion wear, electronics and more.

Nicolas Pompigne-Mognard , Founder and CEO of APO says: "I have been watching Jumia from the beginning, and I believe that their communication strategy is a great model to follow for all entrepreneurial businesses in Africa. We are very proud to be working with Jumia. It does not matter if you are in Africa or anywhere in the world, everyone is after the same thing; efficient innovative fast service."

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