

DHL-Mall for Africa partnership gives African products access to global stage

DHL Express and Mall for Africa have extended their partnership to enable African businesses to sell their locally manufactured products to customers in the United States. Businesses can sell their made-in-Africa products directly on the eBay platform powered by Mall for Africa and DHL locations will serve as drop-off points for products destined for consumers in the United States.



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Mall for Africa provides Africans with a platform through which they can purchase items directly from over 200 international online retailers, such as Macy's, eBay, Ralph Lauren, Net-a-Porter, Carters, GAP, and FarFetch – brands that, would otherwise be inaccessible to the African consumers. The app manages every aspect of the order and return cycle.

DHL Express currently handles inbound express delivery for Mall for Africa and has enabled its customers importing from the US to receive their packages seamlessly in Nigeria, Kenya, Rwanda and Ghana.

"Both companies have a common goal of seeing African e-commerce businesses thrive on the global stage. We want to contribute to the future of e-commerce growth, African cross-border sales and most importantly, improve the lives of African artisanal arts, designs, crafts and more," said Chris Folayan, CEO, Mall for Africa.



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Supporting African artisans

"We look forward to supporting local artisans across Africa sell into America. 'Brand Africa' is something that has increased exponentially in popularity in recent years and this platform allows businesses to capitalize on international opportunities through seamless international trade," said Randy Buday, regional director West and Central Africa, DHL Express.

“As a business, we are focused on connecting African consumers and businesses to global opportunities. Digitalization has reduced the boundaries of doing business across borders – consumers are now able to access goods and services from pretty much anywhere in the world, and we are excited to be the ones facilitating this so African artisans can get access to the global audience they so deserve,” concluded Buday.

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