

Media Release

For immediate release

Online recruiting platform afringa.com announces its new office location in Nairobi, Kenya and the appointment of a regional director for East Africa

Nairobi, Kenya - August 13th, 2020 – Today, afringa.com, the African online employment platform, strengthens its East African presence with the appointment of Mr. Holger Vogt as regional director and the opening of an office location in Nairobi, Kenya.

Holger Vogt, afringa’s regional director for East Africa, emphasizes: “Opening an office in Nairobi, Kenya, will further strengthen afringa’s footprint across East Africa’s steadily growing online recruiting market. We are observing exponential demand in this region for online recruiting services from local and foreign companies. Organizations continue to replace paper-based / offline recruiting processes with digital/ online HR solutions.”

With its key service offering, a centralized online recruiting platform, afringa supports local and multinational organizations to identify suitable job candidates more efficiently. afringa has helped numerous local organizations to simplify their recruiting processes, by implementing online recruiting solutions and by moving away from receiving thousands of job applications via email. Given the low median age of African job seekers of only 20 years, few possess extensive working experience and specific skills. What really counts for organizations are individual personality, character and motivation for a specific job. The traditional recruiting process unveils these elements only at the very late process stage, during a personal interview or phone call. afringa has replaced traditional cover letters with short asynchronous “Cover Videos” moving the personality, character and motivation to the very beginning of the recruiting process.

afringa’s entry into the Kenyan employment market was and will be further supported by AMENA Africa Ltd., who specialized in advising private companies to access markets across the African continent.

Contact our Nairobi, Kenya afringa team today to find out more about our services and new location:

Holger Vogt

Regional Director

holger.vogt@afringa.com

+254 (0) 792 473379

Rosa Kisuva

Business Development East Africa

rosa.kisuva@afringa.com

+254 (0) 717 378 516

afringa Kenya Office:

Ikigai (Westlands)

General Mathenge Drive

Nairobi, Kenya

About afringa:

According to Peter Drucker: *"If you want something new, you have to stop doing something old"*.

It is time for the new greatness in Africa to be seen across the world and one way to make this happen is by having the right talents working in the right places.

afringa is an advanced online recruiting platform, currently connecting more than 15,000 members in 40 African nations. afringa sets new standards on how African business professionals, entrepreneurs, and young talent connect with organizations and career opportunities across the African continent. afringa was founded in 2017 by Finnish/German entrepreneur Victor Thien. He started his first company at the age of 16. After finishing his business studies Victor spent eight years in management consulting with Ernst & Young in Europe, Asia, and the United States. Following numerous visits to African countries and his general fascination for the continent, its people, and cultures, he founded afringa. afringa's vision is to simplify employment processes for organizations across the African continent and to open up new possibilities to the steadily growing number of African job seekers.

Company Website: <https://www.afringa.com>

