

## **DHL Express invests in Link Commerce to support African e-commerce**

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DHL Express has acquired a minority stake in Link Commerce, a UK-based e-commerce firm that helped the logistics company develop its successful DHL Africa eShop platform, to support further growth for online retailing in Africa. Hennie Heymans, CEO of DHL Express sub-Saharan Africa, said the acquisition demonstrates the company's commitment to growing e-commerce on the continent, beyond its DHL Africa eShop platform. "Acquiring a stake in Link Commerce - the company behind the MallforAfrica.com platform - shows our tremendous support of e-commerce in Africa. It also positions us to realize our ambitions of growing the eShop offering globally, and work on the scalability of the platform when the opportunity arises," he commented.

Source: <https://www.cep-research.com/news/dhl-express-invests-in-link-commerce-to-support-african-e-commerce>