

Macmillan Publishers USA and MallforAfrica Partner to Distribute *The Next Africa Book*

Macmillan Publishers USA has reached an agreement with e-commerce platform **MallforAfrica** to distribute ***The Next Africa: An Emerging Continent Becomes a Global Powerhouse in Sub-Saharan Africa***.

The deal represents the first formal distribution of Macmillan USA trade books through MallforAfrica's digital retail portal. Sales of *The Next Africa* will begin in **Nigeria** (Africa's largest economy and most populous nation) and expand to MFA's markets in **Kenya** and **Ghana**, with more countries available in the coming months.

In addition to distribution, the partnership will include joint speaking engagements by *The Next Africa* (TNA) authors **Aubrey Hruby** and **Jake Bright** with MallforAfrica CEO **Chris Folayan**. The trio will host a book launch event with the **World Affairs Council Northern California** in San Francisco July 8, 2015. The engagement will preview TNA's themes of a future Africa heavily driven by business, investment, technological innovation, and a new cadre of remarkably talented African entrepreneurs thrusting the continent from the world's margins to the global mainstream.

"The partnership symbolizes much of what we describe in *The Next Africa*," said author Aubrey Hruby. "Greater cultural and business exchange between the U.S. and Africa facilitated by a tech startup launched by talented African entrepreneurs."

"It has been a pleasure working with such a dynamic and forward-thinking publishing company," said MallforAfrica CEO, Chris Folayan. "We are honored to be involved with this book and are looking forward to being a part of the solution to catapulting Africa into the future of business and technology."

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*Founded by Chris Folayan, **MallforAfrica** is a proprietary e-commerce platform integrating payment and logistics to allow Africans to purchase items directly from major U.S. and UK retailers. African consumers now have access to over 8.5 billion items, while ensuring payment to vendors and handling all transaction fees. MFA is currently expanding into Ghana and Kenya, with plans to enter 18 new countries in the next two years. It has been featured in The New York Times, WWD, Black Enterprise, TechCrunch and Fortune. MFA's *The Next Africa* distribution will add Macmillan Publishing to its existing 150 partnerships with U.S. retailers such as Macy's, Barneys, and Juicy Couture.*

Macmillan Publishers is a global trade book publishing company with prominent imprints around the world. Macmillan publishes a broad range of award-winning books for children and adults in all categories and formats.

Macmillan US publishers include Farrar, Straus and Giroux, Flatiron Books, Henry Holt & Company, Macmillan Audio, Macmillan Children's Publishing Group, Picador, St. Martin's Press and Tor Books. In the UK, Australia, India and South Africa, Macmillan publishes under the Pan Macmillan name. The German company, Holtzbrinck Deutsche Buchverlage, includes among its imprints, S. Fischer, Kiepenheuer and Witsch, Rowohlt and Droemer Knauer.

Macmillan Publishers is a division of the Holtzbrinck Publishing Group, a large family-owned media company headquartered in Stuttgart, Germany.

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