

# Primus Advertising appointed to represent ICOM in Ghana and Nigeria

A global network of independent advertising and marketing communications agencies, has appointed Primus Advertising Ltd., based in Accra, Ghana, to represent ICOM in Ghana and also in Nigeria, where the agency is in the process of opening an office.

Primus joins ICOM's expanding EMEA region that now consists of members in 31 countries and becomes ICOM's first agency member in Africa.

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