

Jumia has been shortlisted as a finalist for the World Retail Awards 2015



Jumia, the company that made history in 2013 as the first African venture to win a World Retail Award as Best New Retail Launch, has for the third year running made it to the finals of the most important retail awards in the world.

Info Lagos, Nigeria | Published on: August 11, 2015

AFRICA INTERNET GROUP

Summary **Jumia, the company that made history in 2013 as the first African venture to win a World Retail Award as Best New Retail Launch, has for the third year running made it to the finals of the most important retail awards in the world.**

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Details Jumia, the company that made history in 2013 as the first African venture to win a World Retail Award as Best New Retail Launch, has for the third year running made it to the finals of the most important retail awards in the world. The winner of the 2013 Best New Retail Launch award was nominated in 2014 for CSR Initiative of the Year, and this year for e-Commerce Retailer of the Year.

Ian McGarrigle, Chairman of the World Retail Congress, said: "These awards were launched back in 2007 to help highlight and celebrate the innovation and expertise that takes place across the global retail industry. With the industry facing enormous changes, this has never been more relevant and important than it is today."

Former World Retail Award winners include H&M, THE NET-A-PORTER GROUP, Starbucks, and Sainsbury's. "We are ecstatic to be ranking alongside such huge market players", said Jeremy Hodara, co-CEO Africa Internet Group. "Jumia is a fast-growing and exciting company that is taking on a completely new market. We have all worked exceptionally hard for our current success, and we will keep doing all that we can to make sure online retail in Africa continues to thrive."

About Jumia

Launched in 2012, Jumia.com aims to facilitate the lives of its customers and the communities they belong to. Since then, Jumia has expanded throughout Africa and is active in 12 countries, developing into the continent's leading online shopping destination. The company's easy-to-use service consists of an open business-to-consumer (B2C) platform which allows retailers to reach Africa's vast and growing consumer market. Jumia is supported by Africa Internet Group, an ecosystem of 11 companies active in more than 30 countries in Africa.

About Africa Internet Group

[Africa Internet Group](#), the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers.

Firmly rooted in Africa's startup ecosystem, the group provides easy-to-use services and smart solutions across the African internet sector. AIG is invested in furthering regional entrepreneurship and innovation through a passion for Africa, its culture and its people. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. Its network of companies includes Carmudi, Easy Taxi, Everjobs, hellofood, Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.

Relevant links  [Jumia](#)

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