

Irvine Partners adds aerospace company Airbus to its African client list

Irvine Partners, an international communication consulting business, has been appointed as Airbus' sole public relations agency for sub-Saharan Africa for the next three years. Airbus joins an extensive list of clients served by Irvine Partners, which includes well-known companies such as Spotify, Google, Salesforce, Airbnb and Huawei. Their primary focus will be on effectively communicating Airbus' story in the region, with a particular emphasis on socioeconomic growth, sustainability and breakthroughs in the aerospace sector. This collaboration demonstrates Airbus' firm aim to expand in the area. Irvine Partners is well-positioned to increase Airbus' impact, with operations in six countries spanning Africa and the United Kingdom.

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