

# Bluegrass Digital launches in Lagos, Nigeria, capitalising on 66 million internet users

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Founded in the UK and headquartered in Cape Town, the 'Gateway to Africa', the next step for Bluegrass Digital was always into central Africa. They identified Nigeria, now recognised as the largest economy in Africa with a population of 173.6 million and a GDP of 521.8 billion USD, as a firm platform from which to launch their expansion into Africa.

*"We're thrilled to announce the setup of a satellite office in Lagos in order to form new relationships in this emerging online market and help grow it with our extensive digital expertise and strategic partnerships,"* Managing Director, Nicholas Durrant said.

The setup of this office in the business hub of Lagos was propelled by their dynamic business partner, Mr Tolu Onile-Ere, whom they have been collaborating with on projects for companies such as Shell, Spirit of Lagos and CNBC Africa since 2008.

*"Bluegrass Digital is set to diversify the current digital offering and service delivery available in Nigeria at a time that it is in such high demand,"* says Tolu Onile-Ere, Bluegrass Digital's Lagos representative.

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## About Bluegrass Digital

Bluegrass Digital is a leading provider of creative technological solutions and digital production services for mobile, web and social platforms. With our head office in London and hubs in Cape Town, Johannesburg and Lagos, our highly-skilled team offers a diverse pool of knowledge and expertise, bringing together creativity and innovative technology that delivers top-notch results for our clients.

Our expert knowledge in creative technology and development means that we are able to deliver a unique offering, centred on service delivery excellence. Bluegrass has a proven track record of delivering high-quality projects on time and within budget.

[www.bluegrassdigital.com](http://www.bluegrassdigital.com)

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