

Strategic partnership between Casino and Bolloré Groups to develop an ecommerce platform in Africa

Casino and Bolloré Groups announce a strategic partnership with the objective of developing an ecommerce platform in Africa.

Cdiscount Afrique and Bolloré Africa Logistics will create a joint company, which will benefit from their respective strengths: the expertise of the leader of ecommerce in France and the skills of the logistics leader in Africa.

A first Cdiscount branded website should be launched from this summer in Ivory Coast.

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