

Karingana



***Boldness
Creativity
Efficiency***

Company Profile





About Us

For us, communication is the engagement that transforms interactions into solid, long-lasting relationships. Through communication, cultures and businesses come closer to establish bonds that transcend commercial barriers. This is achieved through rich experiences that bring the true meaning of the brand to life. Because all experiences, good or bad, leave their mark, we take on this activity with great responsibility, ensuring that only institutional values endure in the interlocutor's memory.

For us, communication is dynamic and takes various forms, which is why we offer a vast array of solutions that allow us to gain brand perception and define the best messages and formats to impact the market.

For Mozambicans, Karingana is the master word for telling captivating stories. Therefore, we support our partners in the conception and implementation of their communication strategy. We believe in our ability to add value for our clients, combining our experience and technology to transform their challenges into favorable results. This fact is what has made our brand relevant in a market that has witnessed our constant evolution for the past 9 years.



Our Corporate Principles

How We Guide Our Approach:



Ethics

We respect standards, adopt a positive business conduct, and ensure win-win offerings.



Human Capital

We value people as the main factor in our activities.



Professionalism

We are dedicated, committed, we value our work and tasks, and we are committed to quality.



Professional Confidentiality

We do not disclose confidential information to unauthorized third parties or internal personnel.



Creativity

We find new ways to discover solutions for our clients.



Technology

We seek tools and methodologies that lead us to effectiveness and efficiency.



Deadlines

We always work to honor commitments and pledge to go above and beyond to deliver.



Year of Foundation
2016



Direct Employees
25



Provinces Served
11



Clients Served
50+



Quality Policy













- ✓ Each client is assigned an account manager, and sectoral exclusivity is respected and guaranteed.
- ✓ We aim to guarantee the service delivery with satisfaction the first time.
- ✓ Our team is solid and competent.
- ✓ Our processes are constantly verified to ensure quality.
- ✓ After each service, the client evaluates the level of service provided.
- ✓ To utilize modern equipment and procedures to deliver our solutions.
- ✓ To select the best materials and suppliers for the safe delivery of the service to the client.
- ✓ To invest in the continuous training and improvement of the quality of life for employees and their dependents.
- ✓ To continuously and qualitatively invest in the quality of facilities and branches.
- ✓ We commit to honoring our promises and deadlines.
- ✓ We take responsibility for failures arising from our procedures and all services that may eventually need to be sub-contracted.
- ✓ Our invoicing directive adheres to a safe and mutually sustainable service delivery.
- ✓ Our team is available 24 hours a day for service via **841351350** or **qualidade@karingana.co.mz**.



Our Guarantee

COMMITMENT TO QUALITY AND SATISFACTION

Our actions are guided by the expectation of each project entrusted to us, delivering effective results through the following process:



Standardization of production mechanics for each service



Benchmarking and innovation



Establishment of **Key Performance Indicators (KPIs)**



Monitoring and evaluation



Assertive briefings



Continuous training and improvement



Project management software and checklist

COMMITMENT TO **QUALITY** AND **SATISFACTION**





PEDRO LANGA

GENERAL DIRECTOR

Academic Background

Holds a degree in Business Communication Sciences from the Institute of Sciences and Technology of Mozambique (ISCTEM).

Training in Client Satisfaction Research from the Federal University of Uberlândia, Minas Gerais - Brazil.

MBA in Business Management from the Superior Institute of Sciences and Technology of Mozambique (ISCTEM).

Professional Experience

Currently serves as Press Advisor to the Secretary of State for Sport. Previously held the positions of Technical Department Head, Marketing Director, and General Secretary of the Clube Golfinhos de Maputo.

Worked at the Market Research Company - Intercampus as a consultant for FMCG Studies.

Held the position of Director of Communication and Public Relations at MultiChoice Mozambique.

As an Individual Consultant, he has developed and implemented several Communication projects for the following companies: Huawei Mozambique, mCel, Lotto Mozambique, Cotur, among others.

General Director of Karingana - Sociedade Unipessoal, Lda.

Socio-economic Analyst at Rádio Indico and Televisão de Moçambique.

University Lecturer for Marketing, Communication, and Public Relations courses at the Superior Institute of Communication and Image.

Public Relations



Branding



Advertising



Merchandising



**Market
Research**



Advertising



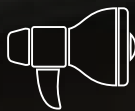
Creative design



Planning



Advertising
Creation



Digital
Marketing



Advertising
Monitoring



Advertising Space
Management



Outdoor
Leasing



Public Relations



Press Advisory
Media Relations



Event
Management



Community
Engagement



Stakeholder
Management



Internal
Communication



Sponsorship
Management

Merchandising



Graphic Production



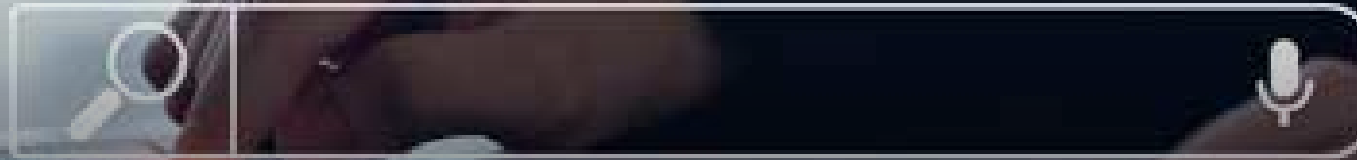
Branding



Stand
Production



Management of Activations,
Promotions and Roadshows



Market Research



Quantitative



Focus Group



Mystery Shopper



Press Room / Newsroom



1-year database for all media outlets.





Karingana

★★★★

Best press Relations Agency 2024





Karingana

★★★ ——— ★★★

**Best
Communication
Campaing - 2025**







Visit us



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