

AFRICAN

Ten Best Startup
Idea for 2025 **P.64**

Why Startup Businesses
Should Engage in SEO **P.28**

November - December 2024

Entrepreneur®

**TOP 10
AFRICAN
WOMEN IN
BUSINESS**

**TOP 10
AFRICAN RICHEST
ENTREPRENEURS**

**TOP 10
CEO OF AFRICAN
BIGGEST TECH.
COMPANIES**

**TOP 10
AFRICAN
YOUNGEST
ENTREPRENEURS**

Innocent Chukwuma

The Man Behind Automotive Revolution in Africa



Put Your Money Where Your Interest Is!



FOLLOW US ON



Think Real Estate
Think Tilden

www.tildenng.com

Contents

Features ▼

Innoson Introduces its first electric vehicle into the Nigerian Market

In a significant milestone for Nigeria's automotive industry, Innoson Vehicle Manufacturing (IVM) has officially launched the country's first electric car. **P.26**

Innocent Chinedu The man behind Automotive Revolution in Africa

Innocent Ifediaso Chinedu, the visionary founder and CEO of Innoson Vehicle Manufacturing Company (IVM), stands as a remarkable figure in Nigeria's automotive sector. **P.88**

Business Features ▼

Top 10 Reasons Why Startup Businesses Should Engage In SEO **P.28**

The Essential Role of SEO in Startup Success

In today's digital landscape, search engine optimization (SEO) has become an essential strategy for businesses of all sizes, especially for startups looking to establish their presence and grow their customer base.

Top 10 Reasons Why Startup Businesses Should Engage Video Ads **P.48**

Focus ▼

Top Entrepreneurs

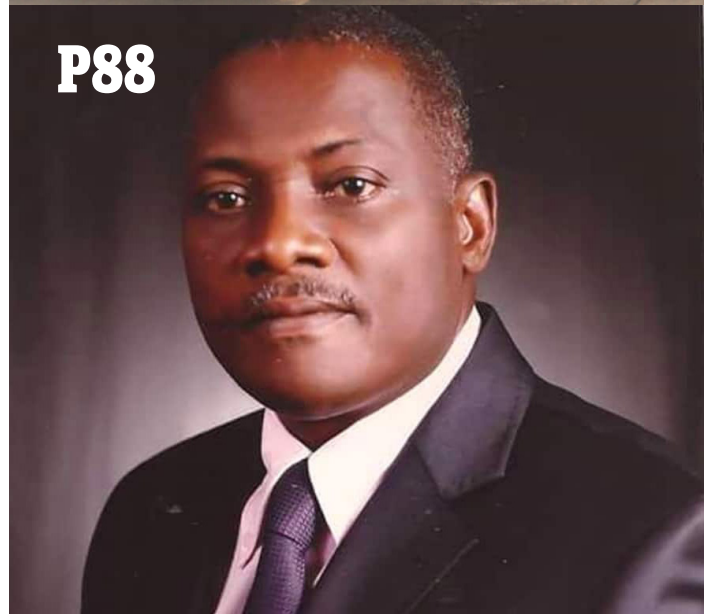
P.10 Top 10 Africa's Richest Entrepreneur

P.31 Top 10 Africa's Youngest Entrepreneur

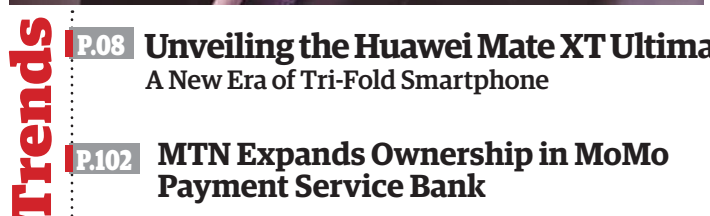
P.51 Top 10 Africa's Women in Business



P26



P88



Trends

P.08 Unveiling the Huawei Mate XT Ultimate
A New Era of Tri-Fold Smartphone

P.102 MTN Expands Ownership in MoMo
Payment Service Bank



Photograph by Joao Encarnacao

Contents

Focus

► Top Entrepreneurs

P.72 Top 10 CEOs of African Biggest Tech. Companies

P.91 Top 10 CEO of African Biggest Banks

► Business

P.06 **Revolutionalizing Business Management**
A Comprehensive Guide to Odoo ERP:

In today's fast-paced business environment, organizations are constantly seeking ways to optimize their operations, streamline processes, and enhance productivity. Enterprise Resource Planning (ERP) systems have emerged as crucial tools for achieving these goals.

P.64 **10 Best Startup Business Ideas for Nigerians in 2025**

P.35 **Small Businesses in Nigeria:**
Catalysts for Economic Growth and Empowerment

Small businesses in Nigeria are increasingly recognized as vital components of the national economy, contributing significantly to job creation, innovation, and local development.

P.68 **Funding Your Startup**
Navigating the Landscape of Investment Opportunities in Nigeria

EDITORIAL

EDITOR-IN-CHIEF
Chijioke Kanu

DEPUTY EDITOR
Emmanuel Oleka

MANAGING EDITOR
Mike Uzendu

PROJECT CONTRIBUTORS
Whitney Alexander,
John H. Walther

DESIGN CONSULTANT
Yahaya Muhammad

ASSOCIATE PUBLISHER
Henry Elui

ART DIRECTOR
Solomon V. Obi

CONTRIBUTING EDITORS
Ayo Moses,
Zuleihat Sheidu,
Aminat Muhammed,
Ifunanya Gabriel

MARKETING DIRECTOR
Jonathan Iji

BENEFITS OF IMPLEMENTING ERP SOFTWARE

PRODUCTIVITY

Eliminate redundant process and task through automation.

SECURITY & REGULATORY COMPLIANCE

Keep data safe and regulated with built-in protections.

INTEGRATED INFORMATION

All customer and financial data, housed in one location.

TOTAL VISIBILITY

ERP allows total access to every important process in your business.

EFFICIENCY- SAVES MONEY

Properly implemented ERP can reduce the time and effort required by your workforce to carry out their daily activities.

IMPROVED REPORTING & PLANING

This software gives you the ability to analyze and compare functions across departments, without the hassle of multiple spreadsheets and emails.



One Stop for All business needs

Open source business app

Revolutionalizing Business Management: A Comprehensive Guide to Odoo ERP:



November - December 2024

In today's fast-paced business environment, organizations are constantly seeking ways to optimize their operations, streamline processes, and enhance productivity. Enterprise Resource Planning (ERP) systems have emerged as crucial tools for achieving these goals. Among the various ERP solutions available, Odoo stands out as a powerful, flexible, and cost-effective option. This article delves into what Odoo ERP is, its key features, benefits, implementation approach, and how it compares to other ERP systems.

What is Odoo ERP?

Odoo ERP is an open-source business management software suite that integrates various applications to help businesses manage their operations more effectively. Originally launched in 2005 under the name TinyERP, it was rebranded as Odoo in 2014. The platform is built on a modular architecture, allowing organizations to choose the applications that best suit their needs. Odoo provides a wide range of modules, including sales,

inventory, accounting, project management, manufacturing, human resources, and customer relationship management (CRM), among others.

Key Features of Odoo ERP

Odoo's versatility is one of its strongest points. Here are some of the key features that make Odoo an attractive choice for businesses:

Integrated Applications: Odoo provides a suite of applications that work seamlessly together. This integration reduces data silos, improves communication between departments, and enhances overall efficiency.

User-Friendly Interface: The platform is designed with ease of use in mind. Its intuitive interface allows users to navigate through various modules without extensive training.

Customization: Odoo's open-source nature allows businesses to customize the software to meet their specific requirements. Organizations can

modify existing modules or create new ones tailored to their workflows.

Scalability: Odoo is suitable for businesses of all sizes, from startups to large enterprises. As organizations grow, they can easily add new modules and features to accommodate their evolving needs.

Cost-Effectiveness: Odoo offers a cost-effective solution, particularly for small to medium-sized enterprises (SMEs). The community edition is free to use, while the enterprise version provides additional features and support at a reasonable price.

Real-Time Data: Odoo provides real-time data analytics and reporting capabilities, enabling businesses to make informed decisions based on up-to-date information.

Mobile Accessibility: Odoo is accessible via mobile devices, allowing users to manage their operations on the go, which is particularly beneficial for teams that require mobility.

Multi-Language and Multi-

Currency Support: Odoo caters to global businesses with features that support multiple languages and currencies, making it suitable for international operations.

Benefits of Implementing Odoo ERP

Implementing Odoo ERP can yield numerous benefits for organizations:

Improved Efficiency: With integrated applications and automation of routine tasks, Odoo helps businesses operate more efficiently, reducing the time spent on administrative work.

Enhanced Collaboration: Odoo fosters better communication and collaboration across departments by providing a unified platform for all business processes.

Cost Savings: By streamlining operations and improving productivity, organizations can achieve significant cost savings, making Odoo a financially attractive option.

Better Decision-Making: The real-time data reporting features enable leaders to make informed decisions quickly, responding to market changes and organizational needs effectively.

Customer Satisfaction: With improved order processing, responsive customer service, and efficient inventory management, businesses can enhance customer satisfaction and loyalty.

Implementation Approach

Successfully implementing Odoo ERP requires careful planning and execution. Here's a step-by-step approach often recommended for Odoo implementation:

Needs Assessment: Identify the specific needs and goals of the organization to determine which Odoo modules will be most beneficial.

Select an Implementation Partner: Choosing an experienced Odoo partner can help ensure a smooth implementation process. These partners can provide the necessary expertise and support.

Customization: Tailor the selected

modules to fit the organization's workflows and processes. This may involve configuring settings and developing custom features.

Data Migration: Transfer data from existing systems to Odoo, ensuring data integrity and accuracy. This step is crucial for successful operations post-implementation.

Training: Provide comprehensive training to staff members on how to use the new ERP system. This helps in facilitating adoption and ensuring that users are comfortable navigating the software.



Odoo is a business solution that makes your life easier and improves your productivity."

Fabien Pinckaers:
Founder
Odoo.

Testing: Conduct thorough testing of the system to identify and resolve any issues before going live. This step ensures that all functionalities work as intended.

Go Live: Launch the Odoo ERP system, making it available for all users. It's essential to monitor the system closely during this phase to address any immediate concerns.

Post-Implementation Support: After the launch, provide ongoing support and maintenance to ensure the system continues to meet organizational needs and to make adjustments as necessary.

Comparing Odoo ERP with Other ERP Systems

When evaluating ERP solutions, it's important to compare Odoo with other popular systems like SAP, Microsoft

Dynamics, and Oracle ERP. Here are a few key points of differentiation:

Cost: Odoo's open-source community edition offers a significant cost advantage, especially for small businesses, compared to the typically higher licensing fees associated with systems like SAP and Oracle.

Flexibility: Odoo's modular approach allows businesses to select only what they need, making it more flexible than some monolithic ERP systems that require extensive customization.

User Experience: Odoo's user-friendly design and intuitive interface often provide a better user experience than more complex systems such as SAP, which can have a steeper learning curve.

Community and Resources: Odoo has a vibrant community of developers and users who contribute to a wealth of resources, including plugins and documentation. This can be compared to the more corporate-focused ecosystems of larger ERP providers.

Conclusion

Odoo ERP presents a robust and adaptable solution for businesses looking to streamline their operations and improve efficiency. With its comprehensive set of features, user-friendly interface, and cost-effective pricing model, Odoo is well-suited for organizations of all sizes. By carefully planning the implementation process and leveraging the strengths of the Odoo ecosystem, businesses can achieve significant improvements in productivity, collaboration, and customer satisfaction. As the demand for integrated business solutions continues to grow, Odoo stands out as a leading choice in the ERP landscape, ready to support organizations in their journey toward operational excellence.

AE

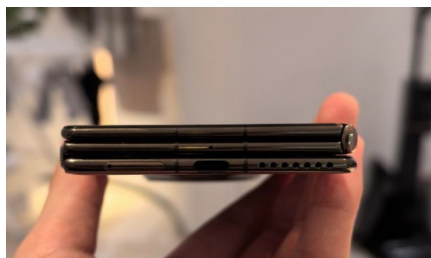


Unveiling the Huawei Mate XT Ultimate: A New Era of Tri-Fold Smartphones

In a rapidly evolving smartphone landscape, Huawei has once again positioned itself as a leader in innovation with the launch of the Mate XT Ultimate. Announced on September 10, 2024, this groundbreaking device is celebrated as the world's first tri-fold smartphone, merging cutting-edge technology with an impressive design that redefines what we expect from mobile devices.

A Revolutionary Design

The Huawei Mate XT Ultimate takes foldable technology to new heights with its unique tri-fold design. When fully unfolded, the device boasts a stunning 10.2-inch display, providing users with a tablet-like experience. The ingenious folding mechanism allows the device to contract into two additional configurations: a compact 7.9-inch format and a sleek 6.4-inch smartphone mode. This versatility makes the Mate XT Ultimate suitable for various tasks—whether navigat-



ing through apps, watching videos, or taking stunning photographs. Remarkably thin at just 3.6 mm and weighing only 298 grams, the Mate XT Ultimate maintains a level of portability that is often sacrificed in larger devices. Its lightweight design, combined with the ability to fold into a pocket-sized form, makes it a practical choice for those who seek style and functionality on the go.

Advanced Photography Features

The Mate XT Ultimate comes equipped with a state-of-the-art camera system inherited from Huawei's P series lineup. At its core is a 50MP main camera featuring advanced phase detection autofocus (PDAF) and optical image stabilization (OIS), ensuring high-quality images in various lighting conditions. The device also boasts a 12MP telephoto lens with an impressive 5.5x optical zoom, a 12MP ultra-wide lens, and a laser autofocus system, offering users the versatility to capture

professional-grade photos and videos.

Exceptional Usability

Despite its innovative design, the Mate XT Ultimate has been engineered with user experience in mind. Early reviews emphasize its manageable size and weight, though some users have noted challenges with one-handed operation due to its weight distribution. The device's bottom segment is slightly thicker, making it less ideal for single-handed use when



fully folded. However, the Mate XT Ultimate's brilliant display and exceptional features more than compensate for these minor inconveniences.

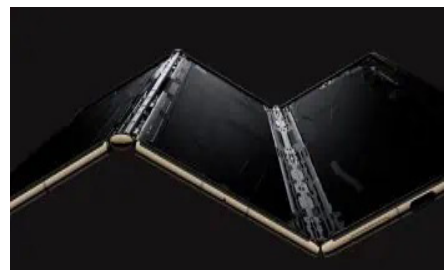
Cutting-Edge Technology



Huawei says the Mate XT's single-screen mode is perfect for daily tasks, the dual-screen mode is enhanced for web browsing and reading, it's seamless for detailed work or study when in its fully unfolded triple-screen mode. The large screen enhances productivity tools like email, financial management, multitasking, video playback, and AI-based features.

At the heart of the Mate XT Ultimate is Huawei's Kirin 901 chipset, paired with an impressive 16GB of RAM, ensuring smooth performance for multitasking and demanding applications. The device operates on HarmonyOS 4.2, offering a suite of advanced features powered by AI, such as real-time document translation and voice-to-text capabilities. One of the standout features of the Mate XT Ultimate is its dual-way satellite communication, allowing users to connect with Tiantong satellites via China Telecom. This innovative

functionality highlights Huawei's dedication to integrating sophisti-



cated technology into their devices, catering to users who require reliable connectivity even in remote locations.

Battery Life and Charging

The Mate XT Ultimate houses a formidable 5,600mAh battery, promising impressive longevity. It supports rapid charging at 66W via USB-C and 50W wirelessly, ensuring that users spend less time tethered to a charger. Additionally, the device offers reverse charging, making it possible to power other devices wirelessly.

Pricing and Availability

The Huawei Mate XT Ultimate is available in striking Black or Red color options, with elegant gold accents around its hinges and camera setup. The device comes in multiple storage configurations, starting at CNY 20,000 (\$2,800/€2,550) for the 256GB model, rising to CNY 24,000 (\$3,400/€3,100) for the 1TB version. Initial sales will be limited to China, commencing on September 19, 2024, with global availability yet to be announced.

Conclusion

The Huawei Mate XT Ultimate tri-fold smartphone is a remarkable feat of engineering that pushes the boundaries of mobile technology. With its innovative design, impressive camera capabilities, and powerful performance, it sets a new standard for what users can expect from their devices.



Top 10 African Richest Entrepreneurs



In recent years, Africa has emerged as a vibrant hub for entrepreneurship, giving rise to a new generation of business leaders whose innovations and ventures are reshaping the continent's economic landscape. From tech moguls pioneering digital solutions to natural resource magnates capitalizing on Africa's abundant wealth, these entrepreneurs are not only amassing significant fortunes but also driving transformative change across industries. In this article, we will explore the top 10 richest African entrepreneurs, delving into their inspiring journeys, the challenges they overcame, and the indelible impact they have made on their communities and beyond. As we uncover their stories, we'll see how their entrepreneurial spirit is not just about personal wealth but also about creating opportunities and fostering growth for an entire continent. Join us as we celebrate these remarkable visionaries who are leading the charge in Africa's economic renaissance.

Aliko Dangote: A Profile of Africa's Richest Man

Net Worth US\$27.7 billion (*Bloomberg's estimate*)

Manufacturing

Introduction

Aliko Dangote, a name synonymous with business success in Africa, is the founder and chairman of the Dangote Group, a multinational conglomerate based in Nigeria. With interests in various sectors, including cement, sugar, salt, and flour, and now the first man who built a private refinery in Nigeria. Dangote has transformed his company into one of the largest and most profitable in Africa. This article delves into his life, business ventures, and impact on the African economy.

Early Life and Education

Born on April 10, 1957, in Kano, Nigeria, Aliko Dangote hails from a wealthy family with a background in trade. His grandfather was a successful trader, which laid the groundwork for his entrepreneurial spirit. Dangote pursued his education in business at Al-Azhar University in Cairo, Egypt. After returning to Nigeria, he started a small trading company in 1977, dealing in commodities such as cement and sugar.

Rise to Prominence

Dangote's big break came in the 1990s when he began focusing on cement manufacturing. He established Dangote Cement in 2007, which quickly became the largest cement producer in Africa. Under his leadership, the company expanded its operations to several African countries, significantly contributing to



infrastructure development across the continent.

In addition to cement, the Dangote Group has diversified into other industries, including sugar refining, flour milling, and the production of consumer goods. The company's annual revenue is in the billions, making it a vital player in Nigeria's economy and a significant contributor to the nation's GDP.

Philanthropy and Social Impact

Beyond his business ventures, Aliko Dangote is known for his philanthropic efforts. Through the Dangote Foundation, he has donated millions to health, education, and poverty alleviation initiatives. His commitment to



Top 10 African Richest Entrepreneurs

November - December 2024

improving the lives of Nigerians and Africans has earned him recognition as a leading philanthropist.

Dangote has also been an advocate for local production and self-sufficiency in Africa, promoting policies that encourage domestic manufacturing and reduce reliance on imports. His vision for a self-reliant Africa has inspired many entrepreneurs across the continent.

Challenges and Controversies

Despite his success, Dangote has faced challenges, including fluctuations in the economy, competition, and regulatory hurdles. Additionally, his prominence has drawn scrutiny and controversy, particularly regarding issues like monopolistic practices and labor conditions within his companies. Nonetheless, he has managed to navigate these challenges and maintain his status as a leading businessman.

Legacy and Future Outlook

Aliko Dangote's legacy is one of resilience, innovation, and commitment to development. His entrepreneurial journey is a testament to the potential for growth and success within Africa. As he continues to expand his business interests, including plans for an oil refinery and petrochemical plant in Nigeria, Dangote remains a pivotal figure in shaping the economic landscape of the continent.

Conclusion

Aliko Dangote's story is not just about personal wealth; it's about the transformative power of entrepreneurship in Africa. His contributions to the economy, philanthropy, and advocacy for local manufacturing highlight his role as a leader who seeks to inspire change and foster growth in a region full of potential. As he forges ahead, Aliko Dangote's influence will undoubtedly continue to resonate across Africa and beyond.

Johann Rupert and Family:

A Legacy of Luxury and Business Acumen

Net Worth US\$10.1 billion
(Bloomberg's estimate)

Fashion & Retail

Introduction

Johann Rupert, a prominent figure in the global luxury goods market, is best known as the chairman of Richemont, a Swiss-based company that owns some of the world's most prestigious brands. With deep roots in South Africa, Rupert's influence extends far beyond the boardroom. This article explores his life, family background, and the impact of the Rupert family on the luxury industry and South African economy.

Early Life and Education

Born on June 1, 1950, in Stellenbosch, South Africa, Johann Rupert is the son of Anton Rupert, a renowned businessman and founder of the Rembrandt Group, which laid the groundwork for the family's wealth. Johann was educated at the University of Stellenbosch, where he studied commerce, before furthering his studies in business at the University of Pennsylvania in the United States.

Career and Business Ventures

Rupert's career began in the 1970s when he joined the family business. In 1988, he founded Richemont, which has grown to become one of the largest luxury goods conglomerates in the world. The company is renowned for its high-end brands, including Cartier, Montblanc, and Dunhill. Under Rupert's leadership,



2

Richemont has excelled in the luxury sector, expanding its global footprint and enhancing its portfolio through strategic acquisitions.

Rupert is recognized for his keen business sense and understanding of the luxury market. His approach to maintaining the heritage of the brands while adapting to modern consumer trends has been pivotal in Richemont's success.

The Rupert Family Legacy

The Rupert family has been a significant player in South African business and philanthropy. Johann's father, Anton Rupert, was instrumental in shaping the modern South African economy and was a vocal advocate for social justice during the apartheid era. The family's commitment to education and community development continues through various philanthropic initiatives, including the Anton Rupert Foundation, which supports education, arts, and wildlife conservation.

Johann Rupert's siblings, particularly his brother Anthonie and sister Hanneli, are also involved in various business and philanthropic endeavors, furthering the family's legacy.

Philanthropy and Social Impact

Rupert is a firm believer in giving back to society. His philanthropic efforts focus on education, healthcare, and environmental conservation. He has funded various initiatives aimed at improving the lives of South Africans and supporting arts and culture. The Rupert family's dedication to philanthropy reflects their commitment to making a positive impact on society.

Challenges and Controversies

Despite his successes, Johann Rupert has faced challenges, including criticism regarding the impact of luxury goods on society and environmental concerns related to the industry. Additionally, navigating the complexities of global markets has posed risks for Richemont. However, Rupert's ability to adapt and innovate has allowed him to maintain a strong position in the luxury sector.

Conclusion

Johann Rupert and his family have left an indelible mark on the luxury goods industry and South African society. Their entrepreneurial spirit, commitment to philanthropy, and understanding of global markets have positioned them as influential figures in both business and social sectors. As the luxury landscape evolves, the Rupert family's legacy of excellence and responsibility continues to shape the future of luxury in South Africa and beyond.



Africa's richest entrepreneurs are more than just titans of industry; they are visionary leaders igniting a wave of innovation and resilience across the continent. Their journeys exemplify the power of ambition and creativity, proving that wealth is not just measured in currency, but in the impact, they create for future generations."

Nicky Oppenheimer and Family: A Legacy of Wealth and Philanthropy

Net Worth US\$9.4 billion (*Bloomberg's estimate*)

Metal & Mining

Introduction

Nicky Oppenheimer, a prominent figure in South Africa's business landscape, is best known for his leadership in the diamond industry and his family's extensive philanthropic efforts. As the former chairman of De Beers, the world-renowned diamond company, Oppenheimer has played a pivotal role in shaping the global diamond market. This article explores his life, the Oppenheimer family legacy, and their significant contributions to society.



Early Life and Education

Born on June 8, 1945, Nicky Oppenheimer comes from one of South Africa's wealthiest families. He is the grandson of Sir Ernest Oppenheimer, who founded the Anglo-American Corporation and played a crucial role in the diamond industry. Nicky attended the prestigious Harrow School in the UK and later studied at Oxford University, where he earned a degree in Philosophy, Politics, and Economics.

Career in the Diamond Industry

Nicky Oppenheimer joined the family business, De Beers, in 1968, where he quickly rose through the ranks. He became the company's chairman in 1998, overseeing significant developments in the diamond market, including the expansion of the brand's global reach. Under his leadership, De Beers adopted innovative marketing strategies and maintained its status as a leader in diamond production and retail.

In 2012, Nicky Oppenheimer sold his family's stake in De Beers to Anglo American for \$5.1 billion, marking a significant transition in his career. Since then, he has focused on various business ventures, including investments in the agricultural sector and supporting startups in South Africa.

The Oppenheimer Family Legacy

The Oppenheimer family's influence extends beyond business. They are known for their significant philanthropic contributions, particularly in education, conservation, and health. Nicky's father, Harry Oppenheimer, established the Oppenheimer Memorial Trust, which supports numerous charitable initiatives.

PROFESSIONAL WEB HOSTING

With our high-performance cutting-edge web hosting packages, we're your fast hosting provider and you've come to the right place! Whether you have a brand new blog or a popular business site; if you've never run a website before or you're a professional developer.

Starting
from
\$2.99
Monthly

Choose one of our industry-specific templates and create your own professional website or choose our professional developers to make a custom one for you at Servercrib.

No experience necessary



Domain included*



For all industries



NEW! Online Business Card:
Get online in 5 minutes!



DOMAIN / WEBSITE / DEDICATED SERVER / SECURITY



PayPal

VISA



www.servercrib.com

.com .net .org .info

+ More than 500
DOMAIN EXTENSIONS





Top 10 African Richest Entrepreneurs

November - December 2024

Nicky Oppenheimer has been involved in various philanthropic efforts, including the establishment of the Oppenheimer Generations Foundation, which aims to promote education and entrepreneurship in Africa. The family's commitment to conservation is also noteworthy, with significant investments in wildlife preservation and sustainable practices in South Africa.

Philanthropy and Social Impact

The Oppenheimer family's philanthropic legacy is extensive. Their focus on education has led to support for schools and universities in South Africa, helping to improve access to quality education for underprivileged communities. They are also advocates for wildlife conservation, funding projects aimed at protecting endangered species and preserving natural habitats.

Nicky Oppenheimer's philanthropic efforts have garnered respect and admiration, reflecting a strong belief in social responsibility and sustainable development. His initiatives emphasize the importance of empowering communities and fostering economic growth through education and entrepreneurship.

Challenges and Controversies

Despite their wealth and influence, the Oppenheimer family has faced challenges, including scrutiny over the diamond industry and its ethical implications. The family has made efforts to address these concerns by supporting initiatives for responsible sourcing and sustainable practices within the industry.

Conclusion

Nicky Oppenheimer and his family represent a powerful legacy of entrepreneurship, philanthropy, and commitment to social responsibility in South Africa. Their contributions to the diamond industry have been transformative, while their philanthropic

efforts have positively impacted countless lives. As they continue to champion education, conservation, and sustainable development, the Oppenheimer family's influence will undoubtedly shape the future of South Africa and beyond.



Nassef Sawiris:

A Titan of Industry and Philanthropy

Net Worth US\$8.7 billion

(Bloomberg's estimate)

Construction & Engineering

Introduction

Nassef Sawiris is one of Egypt's most prominent business figures, recognized for his leadership in the construction and chemical industries. As the CEO of OCI N.V., a global producer of nitrogen fertilizers and other chemicals, Sawiris has played a pivotal role in shaping the landscape of Egyptian and international business. His ventures extend beyond the corporate world, as he is also known for his philanthropic

ic efforts and investments in various sectors. This article explores his life, career, and contributions to society.

Early Life and Education

Born on January 17, 1961, in Cairo, Egypt, Nassef Sawiris comes from a well-established family known for its business acumen. His father, Onsi Sawiris, founded Orascom, one of Egypt's largest conglomerates. Nassef was educated at the German School in Cairo and later attended the University of Chicago, where he earned a degree in Economics and Business Administration.

Career Highlights

After completing his education, Sawiris joined the family business, Orascom Construction, in the late 1980s. Under his leadership, the company expanded rapidly, becoming a key player in the construction and engineering sectors in the Middle East and North Africa. In 2013, Sawiris took OCI N.V. public, significantly increasing its profile in the global market. OCI is known for its production of nitrogen fertilizers, which are crucial for agricultural productivity. The company operates in several countries and has a substantial footprint in Europe and the Americas. Sawiris's strategic vision has allowed OCI to thrive, even amid economic fluctuations.

In addition to OCI, Sawiris has diversified his investments, including stakes in various sectors such as telecommunications, real estate, and sports. Notably, he is a prominent investor in English football, having acquired a significant share in Aston Villa Football Club.

Philanthropy and Social Impact

Beyond his business achievements, Nassef Sawiris is committed to philanthropy. He supports various educational and health initiatives in

Egypt, focusing on improving access to quality education and healthcare for underprivileged communities. The Sawiris Foundation for Social Development, founded by his family, has funded numerous programs aimed at empowering youth and fostering sustainable development. Sawiris's philanthropic efforts reflect a strong belief in the importance of social responsibility. He emphasizes the need for businesses to contribute positively to society, particularly in developing countries like Egypt.

Challenges and Opportunities

Like many business leaders, Sawiris has faced challenges, particularly in navigating the complex economic and political landscape of Egypt. However, his ability to adapt and innovate has positioned him as a resilient leader. He has also been vocal about the need for economic reforms in Egypt, advocating for policies that encourage investment and entrepreneurship.

Conclusion

Nassef Sawiris stands out as a titan of industry and a dedicated philanthropist. His contributions to the construction and chemical sectors have significantly impacted Egypt's economy, while his philanthropic initiatives reflect his commitment to social development. As he continues to expand his business ventures and support meaningful causes, Sawiris remains a key figure in shaping the future of Egypt and beyond. His legacy of entrepreneurship and social responsibility will undoubtedly inspire future generations.

TRENDS

The Rise of Tech Innovators

Overview:

Africa is experiencing a technological renaissance, with a surge of entrepreneurs leveraging digital platforms to solve local challenges. This trend is characterized by the growth of fintech, e-commerce, and agritech startups that cater to the unique needs of African markets.

Key Insights:

Fintech Boom: With limited access to traditional banking, African entrepreneurs are creating innovative financial solutions. Companies like Flutterwave and Paystack are streamlining cross-border payments and empowering small businesses.

E-commerce Growth:

Online shopping is on the rise as more consumers gain internet access. Startups like Jumia and Konga are reshaping retail, offering a wide range of products while addressing logistical challenges.

Agritech Innovations:

Recognizing the importance of agriculture, entrepreneurs are developing technologies to enhance productivity and sustainability. Solutions include mobile apps for farmers, precision farming tools, and supply chain optimization.

Mike Adenuga: Nigeria's Business Mogul and Philanthropist

Net Worth US\$6.9 billion (*Bloomberg's estimate*)

Diversified



Introduction

Mike Adenuga is one of Africa's most successful entrepreneurs, renowned for his contributions to the telecommunications and oil industries. As the founder of Globacom, Nigeria's second-largest telecommunications provider, Adenuga has played a significant role in transforming the communications landscape in Nigeria and beyond. Beyond his business achievements, he is also known for his philanthropic endeavors, impacting various sectors in Nigeria. This article explores his life, career, and contributions to society.

Early Life and Education

Born on April 29, 1953, in Ibadan,

Nigeria, Michael Adenuga hails from a well-educated family. His father was a schoolteacher, and his mother was a successful businesswoman. Adenuga attended the Ibadan Grammar School before moving to the United States, where he studied at the Pace University in New York, earning a degree in Business Administration. He also briefly studied at the University of Chicago.

Career and Business Ventures

Adenuga's entrepreneurial journey began in the late 1970s when he started a small business selling lace and other products. However, his major breakthrough came in the oil sector. In the 1990s, he founded Conoil Producing, a company involved in the exploration and production of oil. Under his leadership, Conoil became one of Nigeria's leading oil companies.

In 2003, Adenuga launched Globacom, a telecommunications company that quickly gained a substantial market share in Nigeria. Globacom is known for its innovative services, including affordable data plans and mobile voice services. The company has expanded its operations into other West African countries, becoming a significant player in the region's telecommunications market.

Adenuga's business acumen and ability to seize opportunities have earned him a place among Africa's wealthiest individuals. He was named by Forbes as one of the richest men in Africa, with a net worth that reflects his successful ventures in multiple industries.

Philanthropy and Social Impact

Mike Adenuga is not only a successful businessman but also a committed philanthropist. Through the Mike Adenuga



Top 10 African Richest Entrepreneurs

Foundation, he has made substantial contributions to education, healthcare, and social welfare in Nigeria. His foundation supports various initiatives, including scholarships for students, medical outreach programs, and the construction of schools and hospitals.

Adenuga's commitment to social responsibility highlights his belief in giving back to society. He aims to empower the next generation through education and improve healthcare access for underserved communities.

Challenges and Achievements

Despite his success, Adenuga has faced challenges, particularly in navigating Nigeria's complex regulatory environment. However, his resilience and strategic approach have allowed him to overcome these obstacles and maintain his position as a leading business figure.

Adenuga has received numerous awards and accolades for his contributions to business and society, including honorary degrees from various institutions and recognition as a distinguished entrepreneur.

Conclusion

Mike Adenuga's journey from humble beginnings to becoming one of Africa's most influential business leaders is a testament to his vision, determination, and entrepreneurial spirit. His impact on the telecommunications and oil industries has reshaped Nigeria's economic landscape, while

his philanthropic efforts reflect a deep commitment to social development. As he continues to expand his business ventures and support meaningful causes, Adenuga remains an inspiring figure in Africa and a symbol of hope for aspiring entrepreneurs. His legacy of success and philanthropy will undoubtedly influence future generations.



Abdulsamad

Rabi:
A Visionary Entrepreneur and Philanthropist
Net Worth US\$5.9 billion
(Bloomberg's estimate)

Diversified

Introduction

Abdulsamad Rabi is a prominent Nigerian businessman known for his significant contributions to the cement industry and his philanthropic

efforts across various sectors. As the founder and executive chairman of BUA Group, Rabi has played a pivotal role in shaping Nigeria's manufacturing landscape, particularly in cement production, and has emerged as one of Africa's wealthiest individuals. This article explores his life, career, and commitment to social responsibility.

Early Life and Education

Born on August 4, 1963, in Kano, Nigeria, Abdulsamad Rabi comes from a family involved in trade and entrepreneurship. His father, a successful businessman, inspired him to pursue a career in business. Rabi attended the University of California, where he earned a degree in Economics. His education equipped him with the skills and knowledge needed to navigate the complexities of the business world.

Career and Business Ventures

Rabi's entrepreneurial journey began in the late 1980s when he established BUA Group. Initially, the company focused on trading and commodities but later expanded into manufacturing. In the 1990s, he recognized the potential of Nigeria's cement market and began investing in cement production. Under his leadership, BUA Group became one of Nigeria's leading manufacturers of cement, with an

extensive network of plants and distribution channels.

In addition to cement, BUA Group has diversified into other sectors, including sugar production, real estate, and logistics. The company's growth has significantly contributed to Nigeria's economy, providing jobs and boosting local manufacturing.

Rabi's strategic vision and ability to identify market opportunities have positioned BUA Group as a key player in Africa's industrial landscape. His leadership has led to innovative practices in

continued

Youth Empowerment:

With over 60% of Africa's population under 25, young entrepreneurs are driving the tech scene. Incubators and accelerators are supporting this demographic, fostering innovation and entrepreneurship.

Investment Surge:

Venture capital is increasingly flowing into African startups, with investors recognizing the continent's potential for high returns. This influx of funding is enabling entrepreneurs to scale their operations and reach wider audiences.

Conclusion:

The entrepreneurial landscape in Africa is rapidly evolving, with technology at its forefront. As these innovators continue to address societal needs and harness the continent's resources, they are not only transforming economies but also enhancing the quality of life for millions. The future of African entrepreneurship is bright, driven by a generation of tech-savvy problem solvers.

**100+ Registered Products for
a Wide-Range of Diseases**



GLOBAL ORGANICS LIMITED
www.globalorganiclimited.com

the manufacturing sector, emphasizing sustainability and efficiency.

Philanthropy and Social Impact

Beyond his business success, Abdulsamad Rabiū is committed to philanthropy. He established the Abdulsamad Rabiū Initiative for Africa (ARIA), which focuses on education, healthcare, and infrastructure development in underserved communities. The initiative aims to improve the quality of life for people across Nigeria and Africa.

Rabiū's philanthropic efforts include funding educational institutions, providing scholarships for students, and supporting healthcare initiatives. His dedication to social responsibility reflects a strong belief in the importance of giving back to society and fostering sustainable development.

Challenges and Achievements

Like many entrepreneurs, Rabiū has faced challenges in navigating Nigeria's complex regulatory and economic environment. However, his resilience and innovative approach have allowed him to overcome these obstacles and maintain his position as a leading business figure.

Rabiū has received numerous awards and accolades for his contributions to business and society, including recognition from various institutions and organizations for his philanthropic work.

Conclusion

Abdulsamad Rabiū's journey from a young entrepreneur to one of Africa's wealthiest individuals is a testament to his vision, determination, and commitment to social impact. His

significantly influenced Nigeria's economic landscape and improved the lives of many. As he continues to expand his business ventures and support meaningful causes, Rabiū remains an inspiring figure in Africa, demonstrating the power of entrepreneurship and philanthropy in creating positive change. His legacy will undoubtedly resonate for years to come.



Naguib Sawiris:

**A Pioneer in
Telecommunications
and Philanthropy**
Net Worth US\$3.8 billion
(Bloomberg's estimate)

Telecom

Introduction

Naguib Sawiris is a prominent Egyptian businessman, known for his substantial contributions to the telecommunications industry and his philanthropic endeavors. As the chairman of Orascom Telecom Media and Technology Holding, he has played a pivotal role in transforming the telecommunications landscape in the Middle East and North Africa. Beyond his business acumen, Sawiris is also

recognized for his commitment to social causes and his efforts to promote development in Egypt and the broader region. This article delves into his life, career, and philanthropic impact.

Early Life and Education

Born on July 17, 1954, in Cairo, Egypt, Naguib Sawiris comes from a family with deep roots in business. His father, Onsi Sawiris, founded Orascom, one of Egypt's largest conglomerates. Naguib studied at the University of Cairo, earning a degree in civil engineering, which laid the foundation for his future business ventures.

Career and Business Ventures

Sawiris began his career in the family business, Orascom, where he initially worked in various capacities, gaining invaluable experience. In the late 1990s, he recognized the burgeoning potential of the telecommunications sector and established Orascom Telecom. Under his leadership, the company expanded rapidly, launching mobile networks in several countries, including Egypt, Tunisia, and Algeria.

Orascom Telecom became a significant player in the global telecommunications market, known for its innovative approach and commitment to customer service. In 2006, Sawiris made headlines when he sold a majority stake in his company to France's Vivendi, while retaining a significant share, further solidifying his status as a leading entrepreneur in the telecommunications industry.

In addition to telecommunications, Sawiris has diversified his business interests into various sectors, including media, technology, and tourism, demonstrating his adaptability and strategic vision.

Philanthropy and Social Impact

Beyond his business success, Naguib Sawiris is a committed philanthropist. He is known for his efforts to improve education, healthcare, and economic development in Egypt. Sawiris established the Sawiris Foundation for Social Development, which focuses on supporting marginalized communities through various initiatives, including scholarships, vocational training, and health programs.

Did You Know?

As of November 2024 Africa is home to over 21 billionaires, with wealth concentrated in sectors such as technology, natural resources, and finance, showcasing the continent's vast potential for economic growth.

contributions to the cement industry and his philanthropic initiatives have



Top 10 African Richest Entrepreneurs

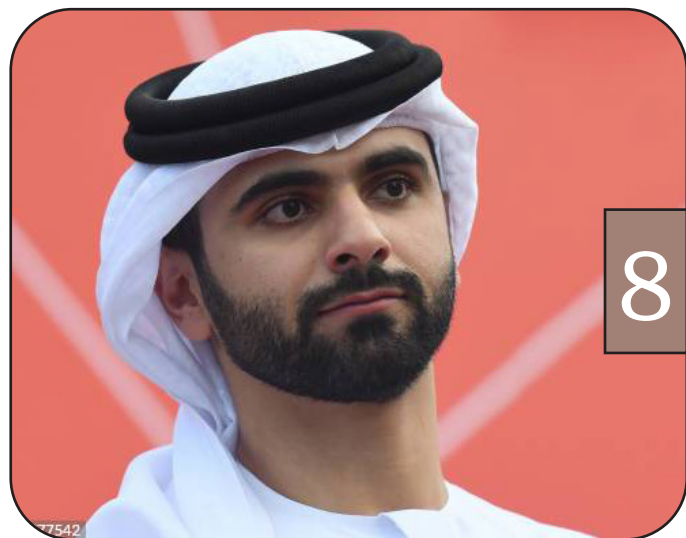
His philanthropic work extends beyond Egypt, as he has supported various projects aimed at fostering social justice and economic empowerment across the region. Sawiris is an advocate for responsible corporate practices, emphasizing the importance of giving back to society and contributing to sustainable development.

Challenges and Achievements

Throughout his career, Sawiris has faced challenges, particularly in navigating the political and economic landscape of Egypt. However, his resilience and strategic approach have allowed him to thrive in a competitive environment. He has received numerous accolades for his contributions to business and philanthropy, including recognition as one of the most influential Arab businessmen.

Conclusion

Naguib Sawiris stands out as a pioneering entrepreneur and a dedicated philanthropist. His contributions to the telecommunications industry have significantly transformed the market in Egypt and beyond, while his philanthropic efforts reflect a deep commitment to social responsibility. As he continues to expand his business ventures and support meaningful causes, Sawiris remains an inspiring figure in the Arab world, embodying the power of entrepreneurship to create positive change. His legacy will undoubtedly influence future generations of business leaders and philanthropists.



Mohamed Mansour: A Visionary Business Leader and Philanthropist

Net Worth US\$3.2 billion (*Bloomberg's estimate*)

Diversified

Introduction

Mohamed Mansour is a distinguished Egyptian businessman known for his significant contributions to various sectors, including automotive, retail, and logistics. As the chairman of the Mansour Group, one of Egypt's largest conglomerates, Mansour has played a crucial role in shaping the country's business landscape. In addition to his business achievements, he is also recognized for his philanthropic efforts aimed at improving education and healthcare in Egypt and beyond. This article explores his life, career, and commitment to social responsibility.

Early Life and Education

Born on October 1, 1952, in Cairo, Mohamed Mansour comes from a well-established family with a strong business background. His father, Mansour Mohammed Mansour, founded the Mansour Group, which initially focused on the distribution of goods and automotive services. Mohamed studied at the University of California, Berkeley, where he earned a degree in Business Administration, equipping him with the skills necessary to take the family business to new heights.

Career and Business Ventures

Mansour joined the family business in the early 1970s and quickly began to innovate and expand its

operations. Under his leadership, the Mansour Group diversified into multiple sectors, including automotive, consumer goods, and retail. The group became the official distributor for several international brands, including General Motors and McDonald's in Egypt.

In the automotive sector, Mansour has been instrumental in introducing modern manufacturing practices and expanding access to vehicles in Egypt. The group's automotive division is one of the largest in the country, contributing significantly to the local economy and job creation.

Mansour has also made significant strides in the retail sector, establishing a presence for international brands and developing a strong local market. His strategic vision and ability to navigate the complexities of the Egyptian market have positioned the Mansour Group as a key player in the region.

Philanthropy and Social Impact

In addition to his business success, Mohamed Mansour is a committed philanthropist. He has been actively involved in various charitable initiatives aimed at improving education and healthcare in Egypt. Through the Mansour Group and his personal foundation, he has funded scholarships for students, supported vocational training programs, and contributed to healthcare initiatives.

Mansour's philanthropic philosophy emphasizes the importance of giving back

to society and empowering future generations. He believes that education is a critical factor in fostering sustainable development and economic growth.

Challenges and Achievements

Throughout his career, Mansour has faced various challenges, including navigating Egypt's economic fluctuations and political landscape. However, his resilience and strategic approach have allowed him to thrive. He has received numerous accolades for his contributions to business and philanthropy, solidifying his status as one of Egypt's leading entrepreneurs.

Conclusion

Mohamed Mansour is a visionary leader who has made significant contributions to Egypt's business landscape and society. His leadership of the Mansour Group has transformed various industries, while his philanthropic efforts reflect a deep commitment to social responsibility. As he continues to expand his business ventures and support meaningful causes, Mansour remains an inspiring figure in the Arab world, exemplifying the power of entrepreneurship to create positive change. His legacy will undoubtedly influence future generations of business leaders and philanthropists.



Koos Bekker: The Visionary Behind Naspers' Success

Net Worth US\$2.7 billion (*Bloomberg's estimate*)

Media & Entertainment

Introduction

Koos Bekker is a prominent South African businessman best known for his transformative leadership at Naspers, one of the largest media and technology companies in the world. Under his guidance, Naspers expanded significantly, transitioning from a traditional publishing company to a global powerhouse in the digital landscape. This article explores Bekker's early life, career achievements, and lasting impact on the media and technology sectors.

Early Life and Education

Born on December 14, 1952, in Johannesburg, South Africa, Koos Bekker grew up in a family that valued education and entrepreneurship. He attended the University of Cape Town, where he earned a degree in law. Bekker later pursued further studies in the United States at Columbia University, where he received an MBA. His diverse educational background laid the groundwork for his innovative approach to business.

Career at Naspers

Bekker joined Naspers in 1997 as the head of the company's pay television division, MultiChoice. Recognizing the potential of digital media, he played a crucial role in expanding the company's reach beyond traditional print publishing. Under his leadership, MultiChoice became a leading provider of digital television services in Africa, launching the successful DStv platform, which revolutionized entertainment access for millions across the continent.

In 2001, Bekker was appointed CEO of Naspers. He spearheaded a strategic shift that emphasized technology and internet investments. One of his most significant moves was investing in the Chinese e-commerce giant Tencent in 2001, acquiring a substantial stake that would later yield enormous returns. This investment is often credited with significantly increasing Naspers' market value and positioning it as a major player in the global tech landscape.

Transformational Leadership

Bekker's vision extended beyond

traditional media. He recognized the importance of adapting to digital trends and consumer behavior shifts. Under his leadership, Naspers diversified its portfolio, investing in various technology companies and startups, particularly in emerging markets.

Bekker's focus on innovation and growth led to Naspers expanding into sectors such as online classifieds, food delivery, and e-commerce. His strategic foresight positioned Naspers as one of the most valuable companies in Africa, showcasing the potential of media and technology integration.

Philanthropy and Social Responsibility

In addition to his business achievements, Koos Bekker is committed to social responsibility. He supports various philanthropic initiatives aimed at education and entrepreneurship in South Africa. His belief in the transformative power of education drives his efforts to create opportunities for young people in underserved communities.

Bekker has been involved in various educational projects, emphasizing the need for accessible quality education to empower future generations and foster economic growth.

Recognition and Legacy

Throughout his career, Bekker has received numerous accolades for his contributions to business and media. He is often recognized as one of Africa's most influential business leaders, with a legacy of innovation and strategic foresight. His ability to navigate the rapidly changing media landscape and embrace technological advancements has left a lasting impact on the industry.

Conclusion

Koos Bekker's journey from law graduate to CEO of a global media giant exemplifies visionary leadership and strategic thinking. His transformative role at Naspers has not only reshaped the company but also contributed to the broader evolution of the media and technology sectors in Africa and

zahra cosmetics
Beautiful You



zahra

www.zahracosmetics.com



beyond. As he continues to influence the industry, Bekker remains an inspiring figure for entrepreneurs and business leaders, demonstrating the importance of adaptability and innovation in a rapidly changing world. His legacy will undoubtedly continue to resonate in the realms of business and philanthropy for years to come.

Issad Rebrab: Algeria's Business Mogul and Philanthropist

Net Worth US\$2.5 billion (*Bloomberg's estimate*)

Food & Beverage



Introduction

Issad Rebrab is one of Algeria's most prominent businessmen, recognized for his significant contributions to the country's economy through his diverse investments in various sectors, particularly in the food and beverage industry. As the founder and CEO of Cevital, Algeria's largest private conglomerate, Rebrab has played a pivotal role in transforming the business landscape of Algeria and the broader North African region. This article explores his life, career, and the philanthropic efforts of the Rebrab family.

Early Life and Education

Born on June 27, 1944, in the town of Taguement Azouz, Algeria, Issad Rebrab grew up during a period of significant political change. He

pursued his education in Algeria and later attended the University of Lyon in France, where he studied engineering. His educational background in engineering equipped him with the technical skills and knowledge needed to navigate the complexities of the business world.

Career and Business Ventures

Rebrab began his entrepreneurial journey in the 1970s, starting with a small business in the construction sector. His innovative mindset and determination led him to establish Cevital in 1971, initially focusing on sugar production. Over the years, Cevital diversified its operations, expanding into various sectors, including food processing, retail, and logistics.

Under Rebrab's leadership, Cevital has become the largest private company in Algeria, renowned for its high-quality products. The company's expansion includes the establishment of modern manufacturing facilities and partnerships with international brands, significantly contributing to the local economy and job creation.

Rebrab's vision extended beyond Algeria, as he sought to position Cevital as a leading player in the North African market. His strategic investments and commitment to innovation have helped the company thrive in a competitive environment.

Philanthropy and Social Responsibility

Issad Rebrab is also known for his philanthropic efforts, particularly in education, healthcare, and community development. The Rebrab family has been involved in various charitable initiatives aimed at improving the quality of life for Algerians, especially in underserved communities.

Through the Cevital Foundation, Rebrab supports numerous educational programs, vocational training initiatives, and health campaigns. His belief in the transformative power of education drives his efforts to empower the next generation and promote social development in Algeria.

Challenges and Achievements

Rebrab's entrepreneurial journey has

not been without challenges. He has faced political and economic hurdles in Algeria, including bureaucratic obstacles and regulatory issues. Despite these challenges, his resilience and innovative approach have allowed him to maintain his position as a leading business figure.

His contributions to the economy and society have garnered recognition both locally and internationally. Rebrab has received several awards for his business achievements and philanthropic efforts, solidifying his status as one of Algeria's most influential figures.

Conclusion

Issad Rebrab's journey from a young entrepreneur to the head of Algeria's largest private conglomerate is a testament to his vision, determination, and commitment to social responsibility. His leadership of Cevital has transformed the business landscape in Algeria, while his philanthropic efforts reflect a deep commitment to improving the lives of others. As he continues



Entrepreneurs are the architects of tomorrow, turning challenges into opportunities and dreams into reality. They don't just create businesses; they create change."

to expand his business ventures and support meaningful causes, Rebrab remains an inspiring figure in North Africa, demonstrating the power of entrepreneurship to drive positive change. The legacy of Issad Rebrab and his family will undoubtedly influence future generations of business leaders and philanthropists in the region.

AE



Revving Up For A Sustainable Future The Electric Revolution

Welcome to the dawn of a new era in transportation! As the world pivots towards sustainability, one Nigerian company is leading the charge in electric car manufacturing—Innoson Vehicle Manufacturing (IVM). With its innovative designs and cutting-edge technology, IVM is not just creating vehicles; they're paving the way for a greener, cleaner tomorrow. In this edition, we'll explore how Innoson is transforming the automotive landscape, empowering local communities, and setting a benchmark for eco-friendly mobility across Africa. Buckle up, because the electric revolution is here, and it's time to embrace the future of driving!



**HERE
WE GO!
ITS ELECTRIC TIME!
RIDE CLEAN**



THE PRIDE OF AFRICAN ROAD

www.innosonvehicles.com





INNOSON

Introduces its first electric vehicle into the Nigeria Market

features

November - December 2024

Innoson's Groundbreaking Introduction of Nigeria's First Electric Car

In a significant milestone for Nigeria's automotive industry, Innoson Vehicle Manufacturing (IVM) has officially launched the country's first electric car. This momentous occasion not only marks the dawn of electric mobility in Nigeria but also positions Innoson as a key player in the global shift towards sustainable transportation. As Nigeria grapples with environmental challenges, this innovative development is a step toward a more sustainable future.

The Vision Behind Innoson

Founded in 2007 by Innocent Ifediaso Chukwuma, Innoson Vehicle

Manufacturing has been a beacon of hope for local manufacturing in Nigeria. With a focus on self-reliance and innovation, the company has gradually expanded its portfolio, producing a wide range of vehicles that cater to various sectors of the economy. The introduction of the electric car reflects the company's commitment to embracing modern technology while addressing the urgent need for environmentally friendly transportation solutions.

Features of the Electric Car

Innoson's electric vehicle (EV) is designed with cutting-edge technology and features tailored to the Nigerian market and beyond. Some notable highlights include:

Zero Emissions: As a fully electric vehicle, it produces no tailpipe emissions, significantly reducing air pollution and contributing to cleaner urban environments.

Advanced Battery Technology: The car is equipped with state-of-the-art battery technology, enabling longer ranges on a single charge and improving overall efficiency. This addresses one of the main concerns surrounding EV adoption—range anxiety.

Affordability: Understanding the economic realities of many Nigerians, Innoson has positioned its electric car at a price point that makes it accessible while maintaining quality and performance.

Durability and Performance: The vehicle is built to withstand Nigeria's diverse terrains and weather conditions, ensuring reliability and performance in both urban and rural settings.

Implications for the Nigerian Automotive Industry

The launch of Nigeria's first electric car by Innoson is more than just a product introduction; it's a catalyst

DID YOU KNOW

Spotlight on Innoson Electric Automobile Company

Pioneering the Future:

Innoson Vehicle Manufacturing is Nigeria's first indigenous automobile manufacturer, making significant strides in the electric vehicle sector to

promote local production and sustainability.

Homegrown Innovation:

Innoson launched its first electric vehicle, the Innoson G5 Series, showcasing

the company's commitment to innovation and the advancement of eco-friendly transportation in Africa.

Sustainable Vision:

Did you know that In-

noson's electric vehicles are designed to reduce carbon emissions? The company aims to combat air pollution while providing an affordable transportation solution for Nigerians.



INNOSON INTRODUCES IT'S FIRST ELECTRIC CAR INTO THE NIGERIA MARKET

continued

for change within the automotive industry. Here are a few implications of this groundbreaking development:

Encouraging Local Manufacturing:

Innoson's venture into electric vehicles symbolizes a shift towards local manufacturing. It could inspire other local manufacturers to invest in sustainable technologies, fostering a more robust automotive sector.

Job Creation: As the demand for electric vehicles increases, the need for skilled labor in manufacturing, maintenance, and technology development will create new job opportunities within the country.

Government Policy and Support:

The introduction of electric vehicles may encourage the Nigerian government to develop supportive policies and infrastructure, such as charging stations, which are crucial for the widespread adoption of EVs.

A Sustainable Future

Innoson's electric car is not only a product of innovation but also a testament to the company's commitment to sustainability and environmental stewardship. By pioneering electric mobility in Nigeria, Innoson sets an example for other African nations and demonstrates that local enterprises can drive the transition toward greener technologies.

With the global push to combat climate change, Nigeria faces the dual challenge of reducing its carbon footprint while meeting the growing demand for transportation. Innoson's initiative aligns with international efforts to promote sustainable energy solutions, showcasing the potential for African manufacturers to contribute meaningfully to the global electric vehicle market.

Public Reception and Future Prospects

The reception of Innoson's electric car has been overwhelmingly positive. Industry stakeholders, environmental

Local Production:

The production of Innoson electric vehicles occurs in Nigeria, highlighting the company's focus on local manufacturing and job creation, which supports the country's economy.

Government Support:

The Nigerian government has recognized Innoson as a key player in the automotive industry, providing incentives and support for the development of electric vehicles in the country.

Charging Infrastructure:

Innoson is working on establishing a network of charging stations across Nigeria, addressing one of the major barriers to electric vehicle adoption and promoting wider usage of EVs.

Future Plans:

The company has announced plans to expand its electric vehicle lineup, which includes electric buses and trucks, aiming to provide comprehensive solutions for both personal and commercial transport.

International Collaborations:

Innoson is exploring partnerships with global automotive brands to enhance its technology and design, positioning itself as a competitive player in the international electric vehicle market.

Eco-Friendly Materials:

Innoson emphasizes the use of sustainable materials in its electric vehicles, aligning with global trends towards environmentally responsible manufacturing.

advocates, and potential consumers have expressed excitement about the introduction of locally manufactured electric vehicles. The success of this initiative could pave the way for further investments in electric mobility and sustainable technologies across Nigeria.

Looking ahead, Innoson plans to expand its electric vehicle offerings, exploring various models that cater to different segments of the market, from personal vehicles to commercial and public transport options. Additionally, partnerships with technology firms and research institutions will be crucial in enhancing battery technology and vehicle performance.



Electric vehicles are the future of transportation, and to see a local company leading the charge is inspiring. Innoson is setting a standard for innovation in Africa,"

Dr. Abiola Odugbesan,
an automotive analyst.

Conclusion

The introduction of Nigeria's first electric car by Innoson Vehicle Manufacturing heralds a new era for the automotive industry in Nigeria and the African continent. As the country strives to address environmental concerns and improve transportation sustainability, Innoson's electric vehicle stands as a significant step towards achieving these goals. By combining innovation, affordability, and local manufacturing, Innoson is not only changing the landscape of transportation in Nigeria but also paving the way for a more sustainable future—a vision that resonates beyond borders.

AE

Top 10 Reasons Why STARTUP Business Should Engage in SEO

The Essential Role of
SEO in Startup Success

SEO
SEARCH
PROMOTION
WEBSITE
MARKETING
WWW
ENGINE
LINKS
OPTIMISATION
CONTENT
WORLD

In today's digital landscape, search engine optimization (SEO) has become an essential strategy for businesses of all sizes, especially for startups looking to establish their presence and grow their customer base. Here are ten compelling reasons why startup businesses should invest in SEO:

1 Increased Visibility and Brand Awareness

SEO helps improve your website's ranking on search engines like Google. When your site appears on the first page of search results, it increases your visibility to potential customers. This heightened

visibility leads to greater brand awareness, making it easier for new customers to discover your startup.

2 Cost-Effective Marketing

Compared to traditional advertising methods, SEO is a cost-effective marketing strategy. While it may



require an upfront investment in terms of time and resources, the long-term benefits of organic traffic can significantly outweigh the costs, providing better ROI than many paid advertising strategies.

3 Builds Trust and Credibility

Websites that rank higher in search results are often perceived as more trustworthy and credible. By optimizing your website for search engines, you can build trust

with potential customers. Good SEO practices, including quality content and backlinks, contribute to a robust online reputation.

4 Targeted Traffic Generation

SEO allows startups to attract targeted traffic by optimizing for specific keywords relevant to their products or services. This means that the visitors coming to your site are more likely to be interested in what you offer, leading to higher conversion rates.

5 Improves User Experience

SEO isn't just about search engines; it's also about enhancing the user experience. A well-optimized website is faster, easier to navigate, and more mobile-friendly. These improvements can lead to higher user satisfaction, encouraging visitors to stay longer and engage with your content.

6 Competitive Advantage

Many startups overlook SEO, focusing instead on social media and paid ads. By investing in SEO, you can gain a competitive edge over other businesses in your niche that may not be prioritizing this crucial strategy. A strong SEO presence can set your startup apart in a crowded marketplace.

7 Long-Term Results

Unlike paid advertising, which stops generating traffic the moment you stop paying, SEO efforts can yield long-term results. Once your site ranks well for specific keywords, it can continue to attract organic traffic for months or even years, providing ongoing benefits without the need for continuous spending.

8 Measurable Results and Insights

SEO tools and analytics platforms

allow you to track your website's performance, providing valuable insights into your audience's behavior and preferences. You can measure traffic, engagement, and conversion rates, helping you refine your strategies and improve your overall marketing efforts.

9 Enhances Social Media Marketing

A strong SEO strategy complements your social media efforts. When your website ranks well and provides valuable content, it's more likely to be shared across social platforms. This increased sharing can drive more traffic to your site, further enhancing your online presence and engagement.

10 Adapting to Changing Market Dynamics

The digital landscape is constantly evolving, with search engine algorithms frequently updating. Engaging in SEO allows startups to stay adaptable and responsive to these changes. By keeping your content fresh and relevant, you can maintain your competitive edge and continue to attract your target audience.

Conclusion

For startups aiming to establish a strong online presence and drive growth, engaging in SEO is not just an option; it's a necessity. By investing in SEO, startups can enhance their visibility, attract targeted traffic, and build credibility, all while enjoying the long-term benefits of a well-optimized website. As the digital marketplace continues to grow, those who prioritize SEO will be well-positioned to succeed.

All your business on *One platform!*

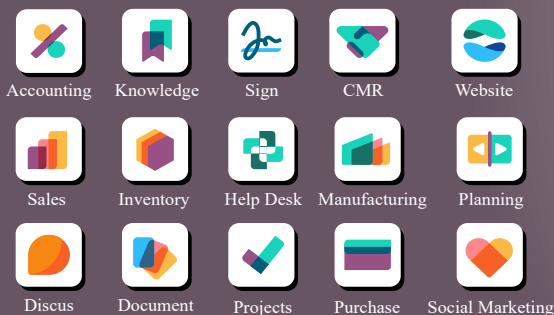
Simple, efficient, yet affordable!

*Join Thousands of
Satisfied Users*

Join the growing community of businesses that have transformed with Odoo. Experience the power of seamless integration and watch your efficiency soar!

US\$ 7.25 / month
for ALL apps

One need, one App.



+ more than 100 other apps.

*Get Started Today!
It's Free!*

Schedule a Free Demo:
See Odoo in action
and discover how it can revolutionize
your business operations.

Don't wait—unlock the full potential of
your business with Odoo!


www.odoo.com.ng



Top 10 Youngest African Entrepreneurs





Top 10 Youngest African Entrepreneurs

In a continent brimming with untapped potential and innovative spirit, a new generation of entrepreneurs is rising to the challenge, defying stereotypes and creating remarkable business landscapes. From tech startups revolutionizing industries to eco-friendly ventures aimed at sustainable development, these young visionaries are not just dreaming big; they are making it happen. With creativity, resilience, and a passion for change, they are redefining what it means to be an entrepreneur in Africa. In this issue, we celebrate the top 10 youngest African entrepreneurs who are leading the charge, inspiring others, and proving that age is no barrier to success. Join us as we delve into their stories, explore their groundbreaking ideas, and uncover the secrets behind their impressive journeys. The future is bright, and these trailblazers are lighting the way.

Ads



November - December 2024

Mohammed Dewji: A Trailblazer in African Entrepreneurship



Mohammed Dewji, a name synonymous with entrepreneurial success in Africa, has left an indelible mark on the continent's business landscape. Born on July 8, 1975, in a modest family in Dar es Salaam, Tanzania, Dewji transformed his family's small business into a multi-billion-dollar enterprise, becoming one of Africa's youngest billionaires.

Early Life and Education

Dewji's journey began in a humble setting. After completing his primary and secondary education in Tanzania, he pursued higher education in the United

States, earning a degree in International Business from the University of Massachusetts Amherst. His educational background, combined with his family's entrepreneurial spirit, laid the foundation for his future ventures.

The Rise of MeTL Group

In 1999, at just 23 years old, Dewji took the reins of the MeTL Group, a company founded by his father in the 1970s. What started as a small trading business has since evolved into a multifaceted conglomerate operating in sectors such as manufacturing, beverages, agriculture, and logistics. Under his leadership, MeTL Group has grown immensely, boasting over 30,000 employees and operations in several East African countries.

Dewji's vision for the company was clear: to create sustainable and impactful businesses that not only generate profit but also contribute positively to society. His innovative approach led to the diversification of products, including edible oils, textiles, and flour, making MeTL a household name in Tanzania and beyond.

Emphasis on Quality and Innovation

Dewji's commitment to quality and innovation has been a cornerstone of MeTL Group's success. Recognizing the importance of adapting to market needs, he invested significantly in modern technology and processes. This focus on efficiency and quality has allowed the company to compete with international brands and meet the demands of a growing consumer base.

In addition to innovation, Dewji emphasized the importance of corporate social responsibility (CSR). Under his leadership, MeTL has initiated various community development projects, including education, health, and infrastructure improvements, ensuring that economic growth translates into tangible benefits for local communities.

Global Recognition and Influence

Dewji's business acumen has not gone unnoticed. He has been featured in several prestigious lists, including Forbes' list of Africa's billionaires. His ability to navigate the complexities of the African market has made him a sought-after speaker at international conferences and forums, where he advocates for investment in Africa and the role of entrepreneurship in driving economic growth.

In 2016, Dewji made a bold move by becoming the first African to sign the Giving Pledge, committing to donate at least half of his wealth to philanthropic causes. This decision reflects his deep-rooted belief in giving back to the community and addressing societal challenges.

Challenges and Resilience

Like any entrepreneur, Dewji faced challenges along the way, including market fluctuations, regulatory hurdles, and economic instability. However, his resilience and adaptability have allowed him to overcome these obstacles, continuously seeking new opportunities for growth.

In 2018, Dewji faced a life-threatening

experience when he was kidnapped in Dar es Salaam. Fortunately, he was rescued unharmed, and this incident only strengthened his resolve to contribute positively to Tanzania and Africa as a whole.

Future Outlook

As of 2024, Mohammed Dewji continues to lead MeTL Group while exploring new ventures in technology and renewable energy. His forward-thinking approach positions him as a key player in shaping the future of African entrepreneurship.

In summary, Mohammed Dewji's business life is a testament to the power of vision, perseverance, and a commitment to societal betterment. As he continues to pave the way for future generations of African entrepreneurs, his journey inspires many aspiring business leaders across the continent and beyond.

Key Takeaways

1. Visionary Leadership: Dewji's ability to envision a diversified and sustainable business model has been crucial for MeTL Group's expansion and success.

2. Commitment to Quality: His focus on innovation and quality has enabled MeTL to compete effectively in both local and international markets.

3. Corporate Social Responsibility: Dewji exemplifies how businesses can drive social change, demonstrating that profitability and social impact can coexist.

4. Global Influence: His recognition on international platforms

underscores the potential of African entrepreneurship and the importance of the continent in the global economy.

5. Resilience: Dewji's journey illustrates the importance of resilience in overcoming challenges, showing that setbacks can lead to greater determination and success.

Conclusion

Mohammed Dewji is not just a successful businessman; he is a beacon of hope for a new generation of entrepreneurs in Africa. His story exemplifies how one can leverage local resources, innovate, and create a lasting impact. As he continues to evolve and adapt in an ever-changing business environment, Dewji remains a pivotal figure in shaping the narrative of African entrepreneurship, inspiring countless individuals to dream big and act boldly in their business endeavors.



Divine Ikubor: A Rising Star in the African Music Industry

Divine Ikubor, globally known as Rema, is a name that has become synonymous with the new wave of Afrobeats and global music. Born on May 1, 2000, in Benin City, Nigeria, Rema's journey from a young aspiring singer while still in secondary school, often performing at local gigs and church events. His breakthrough came in 2018 when he released the viral track "Dumebi," which captured the attention of music lovers not just in Nigeria but globally.

Early Life and Musical Beginnings

Rema grew up in a musical environment, with a deep appreciation for various genres including Hip-Hop, R&B, and of course, Afrobeats. He began to hone his skills as a rapper and singer while still in secondary school, often performing at local gigs and church events. His breakthrough came in 2018 when he released the viral track "Dumebi," which captured the attention of music lovers not just in Nigeria but globally.

Signing with Jonzing World and the Mavin Records Family

In 2019, Rema signed with Jonzing World, a subsidiary of the renowned Mavin Records label founded by Don Jazzy, one of Nigeria's most influential music producers. This partnership provided Rema with the necessary resources and platform to elevate his career. His self-titled EP, released later that year, showcased his unique sound and creative versatility, earning him multiple awards and nominations.

Rema's music often blends Afrobeats with elements of Trap and Dancehall, appealing to a diverse audience. His ability to craft catchy melodies and relatable lyrics has made him a fan favorite, particularly among the youth.

Strategic Collaborations and Global Reach

Rema's business savvy is evident in his strategic collaborations with both local and international artists. His remix of "Dumebi" featuring American singer and rapper, Rema, helped him break into the global music scene. Such collaborations not only expand his audience but also amplify the reach of Afrobeats on the world stage.

In 2022, Rema collaborated with global superstar Chris Brown on the track "Time and Affection," further solidifying his status as a rising star in the international music industry. These collaborations have opened doors for him, allowing him to perform at major festivals and events worldwide.

Brand Partnerships and Merchandising

Understanding the importance of branding, Rema has successfully partnered with various brands, including sportswear giants and beverage companies. These collaborations not only enhance his visibility but also contribute significantly to his income. His unique style and persona resonate well with brands targeting the youth demographic, making him a valuable asset in marketing campaigns.

Rema has also ventured into merchandising, launching his own line of apparel and accessories that reflect his artistic identity. This move diversifies his income streams and strengthens his brand presence.

Commitment to Social Issues

Beyond music, Rema is committed to social issues affecting his community and beyond. He uses his

platform to advocate for change, raising awareness about topics such as mental health and youth empowerment. This commitment to social responsibility has earned him respect and admiration from fans and peers alike.

In 2022, Rema launched the “Rema Foundation,” aimed at supporting underprivileged youth through scholarships, mentorship programs, and skill acquisition initiatives. This initiative not only reinforces his brand but also contributes positively to society, showcasing the power of influence that comes with fame.

Future Outlook

As of 2024, Rema’s trajectory shows no signs of slowing down. With plans for a full-length album and upcoming international tours, he is poised to solidify his position as one of the leading figures in the music industry. His unique sound and relentless work ethic make him a key player in the ongoing global expansion of Afrobeats.

Key Takeaways

- 1. Cultural Impact:** Rema’s music reflects the current trends in youth culture, making him a relatable figure for a generation seeking identity and expression.
- 2. Strategic Collaborations:** His ability to collaborate with both local and international artists has expanded his reach and influence, showcasing the interconnectedness of global music.
- 3. Branding and Marketing:** Rema skillfully navigates brand partnerships and merchandising, creating multiple revenue streams while enhancing his image.
- 4. Social Responsibility:** His commitment to philanthropic efforts demonstrates a sense of duty towards giving back to the community, further solidifying his legacy.
- 5. Vision for the Future:** With ambitious plans for growth, Rema is well-positioned to become a lasting figure in the music industry, impacting not just Afrobeats but the global music scene.

Conclusion

Divine Ikubor, or Rema, embodies the new generation of African artists who are redefining the music landscape. His journey, marked by creativity, strategic thinking, and social responsibility, serves as an inspiration for aspiring musicians and entrepreneurs alike. As he continues to break barriers and set new standards in the industry, Rema stands as a beacon of hope for African talent on the global stage, proving that with vision and determination, dreams can indeed become reality.

Efe Omoregie: Entrepreneur and Creative



Force in Nigeria

Efe Omoregie, popularly known as Efe, has made significant waves in Nigeria’s entertainment and business sectors. Rising to fame through his unique blend of music, talent, and business acumen, Efe serves as an inspiring example for aspiring entrepreneurs and creatives in Africa. Born on February 25, 1993, in Delta State, Nigeria, Efe’s journey from a budding artist to a multifaceted entrepreneur is a compelling story of resilience, innovation, and strategic thinking.

Early Life and Musical Beginnings

Efe grew up in a modest family and developed a passion for music early on. He often participated in school performances, showcasing his lyrical talent and charisma. His breakthrough

moment came when he emerged as the winner of the reality television show “Big Brother Naija” in 2017. This victory not only brought him fame but also provided a solid platform to launch his music career and explore various business opportunities.

Transition into the Music Industry

After winning Big Brother Naija, Efe released his debut single “Based on Logistics,” which quickly became a viral sensation. The success of the song helped establish him as a prominent figure in the Nigerian music scene. His unique style, which blends Afrobeats with hip-hop elements, appealed to a wide audience, particularly the youth. Efe’s musical endeavors have since continued to grow, with several singles and collaborations that showcase his versatility as an artist.

Entrepreneurial Ventures

Efe’s business acumen extends beyond music. Recognizing the importance of diversifying his income sources, he has ventured into several entrepreneurial projects:

- 1. Efe’s Clothing Line:** Understanding the powerful synergy between fashion and music, Efe launched his clothing line, which reflects his personal style and resonates with his fanbase. The brand emphasizes youth culture and affordability, making it an attractive option for his followers.
- 2. Real Estate Investments:** Efe has made strategic investments in the real estate sector, recognizing it as a stable and long-term revenue stream. By acquiring properties and engaging in development projects, he has expanded his portfolio and established a foothold in this lucrative market.
- 3. Content Creation:** Leveraging his fame, Efe has embraced digital content creation, particularly on platforms like Instagram and YouTube. By sharing engaging content, he has not only built a strong online presence but also opened doors for brand partnerships and collaborations.

Brand Collaborations and Endorsements

Efe’s influence as a public figure has attracted numerous brand



Top 10 Youngest African Entrepreneurs

DID YOU KNOW

At just 24 years old, Efe Omoregie has already made waves in the African e-commerce landscape with his groundbreaking platform, ****ShopX****, designed to empower local businesses and connect them with a broader consumer base. Growing up in Nigeria, Efe recognized the challenges faced by small vendors in accessing online markets. Driven by a passion for entrepreneurship and a commitment to uplifting his community, he launched ShopX, which not only provides a seamless shopping experience but also offers training and resources for vendors to thrive in the digital age.

With a focus on sustainability and local craftsmanship, Efe's platform features products made by artisans from across the continent, showcasing Africa's rich cultural heritage. Did you know that in just two years, ShopX has facilitated sales exceeding \$1 million, directly benefiting hundreds of local businesses? Efe Omoregie is not just a young entrepreneur; he's a beacon of hope for many, proving that innovative ideas can spark economic transformation and inspire a new generation of leaders in Africa.

In a continent brimming with untapped potential and innovative spirit, a new generation of entrepreneurs is rising to the challenge, defying stereotypes and creating remarkable business landscapes. From tech startups revolutionizing industries to eco-friendly ventures aimed at sustainable development, these young visionaries are not just dreaming big; they are making it happen. With creativity, resilience, and a passion for change, they are redefining what it means to be an entrepreneur in Africa. In this issue, we celebrate the top 10 youngest African entrepreneurs who are leading the charge, inspiring others, and proving that age is no barrier to success. Join us as we delve into their stories, explore their groundbreaking ideas, and uncover the secrets behind their impressive journeys. The future is bright, and these trailblazers are lighting the way.

collaborations. His relatability and authenticity make him a sought-after ambassador for various products and services targeting the youth demographic. He has worked with brands in the beverage, telecommunications, and fashion sectors, further solidifying his status as a prominent figure in the Nigerian entertainment industry.

Philanthropic Endeavors

Beyond his business pursuits, Efe is committed to giving back to his community. He has been involved in several charitable initiatives aimed at empowering underprivileged youth. His outreach programs focus on education, mentorship, and skill acquisition, helping many young individuals navigate their paths to success.

In 2021, Efe launched the "Efe Foundation," which aims to support aspiring artists and entrepreneurs by providing resources, mentorship, and funding. This initiative not only reinforces his commitment to social responsibility but also positions him as a role model for many young people in Nigeria.

Future Outlook

As of 2024, Efe Omoregie continues to explore new opportunities within the music industry and beyond. With plans for upcoming music releases and potential expansions into other business ventures, he is poised for further growth. His ability to adapt to market trends while staying true to his roots makes him a dynamic force to watch in the African entertainment industry.

Key Takeaways

1. Versatile Talent: Efe's transition from reality TV star to a successful musician showcases his adaptability and broad appeal to various audience segments.

2. Strategic Diversification: His ventures in clothing, real estate, and content creation highlight the importance of diversifying income streams in a competitive industry.

3. Brand Influence: Efe's collaborations with various brands underscore the significance of personal branding and audience engagement in today's market.

4. Commitment to Community: His philanthropic efforts emphasize the importance of social responsibility in the lives of public figures and their influence on society.

5. Visionary Mindset: Efe's forward-thinking approach ensures that he remains relevant in the ever-changing landscape of entertainment and business.

Conclusion

Efe Omoregie's journey from a contestant on a reality show to a successful entrepreneur and artist is a remarkable narrative that inspires many. With his diverse business endeavors and commitment to giving back, Efe not only enriches his own life but also empowers others to chase their dreams. As he continues to break barriers and redefine success in the African entertainment industry, Efe stands as a symbol of hope and determination for aspiring talents everywhere.

Small Businesses in Nigeria: Catalysts for Economic Growth and Empowerment

Top 10
Youngest African
Entrepreneurs
continues in **P31**

Small businesses in Nigeria are increasingly recognized as vital components of the national economy, contributing significantly to job creation, innovation, and local development. With an estimated 40 million small and medium-sized enterprises (SMEs) operating across various sectors, these businesses play a crucial role in driving economic resilience and fostering entrepreneurship.

SMALL BUSINESS IN NIGERA

Economic Contributions

One of the most significant benefits of small businesses is their contribution to the economy. SMEs account for about 48% of Nigeria's GDP and employ over 80% of the workforce. By providing jobs, they help reduce unemployment rates and enhance the standard of living for many families. Moreover, small businesses stimulate local economies by sourcing materials from local suppliers and reinvesting profits into their communities.

Empowerment and Innovation

Small businesses empower individuals by providing opportunities for self-employment and entrepreneurship. Many Nigerians, particularly youth and women, are harnessing their skills to start ventures that align with their passions and expertise. This not only promotes self-sufficiency but also drives innovation, as entrepreneurs bring fresh ideas and unique products to the market.

Community Development

The impact of small businesses extends beyond economic metrics. They serve as pillars of community development, fostering social cohesion and local engagement. Successful small enterprises often contribute to local initiatives, support charitable causes, and create a sense of community ownership. This involvement enhances the overall quality of life and helps build resilient neighborhoods.

Adaptability and Sustainability

Small businesses are often more agile than larger corporations, allowing them to adapt quickly to changing market conditions. This adaptability is particularly important in Nigeria's dynamic economic landscape, where entrepreneurs are finding innovative solutions to local challenges. Furthermore, there is a growing trend towards sustainability, with many small businesses prioritizing ethical practices and environmental responsibility.

Access to Markets

The rise of digital platforms has opened

new avenues for small businesses in Nigeria. E-commerce and social media marketing enable entrepreneurs to reach a broader audience, both locally and internationally. This access to markets allows small businesses to scale and diversify their offerings, enhancing their viability and sustainability.

Conclusion

In summary, small businesses in Nigeria are not just economic entities; they are



Small businesses in Nigeria are not just engines of economic growth; they are catalysts for resilience, innovation, and community empowerment, shaping a future full of potential."

Chinedu Okeke, Entrepreneur and Advocate for Small Enterprises.

vital engines for growth, empowerment, and community development. By creating jobs, fostering innovation, and promoting sustainable practices, these enterprises play a crucial role in shaping a brighter economic future for the nation. As support for SMEs continues to grow,

How Odoo Can Help Small Businesses

1. Streamlined Operations

Odoo integrates various business functions into a single platform, reducing the complexity of managing multiple software tools. This streamlining helps small businesses operate more efficiently.

2. Enhanced Customer Relationship Management (CRM)

With Odoo's CRM module, small businesses can track customer interactions, manage leads and opportunities, and ultimately improve sales conversion rates. This helps build stronger relationships with clients.

3. Simplified Accounting and Finance

Odoo's accounting module automates invoicing, payment tracking, and financial reporting. This reduces manual errors and provides real-time insights into cash flow, helping businesses make informed financial decisions.

4. Inventory Management

Odoo offers robust inventory management features, enabling small businesses to track stock levels, manage purchases, and optimize supply chain processes. This helps reduce excess inventory and improve order fulfillment.

5. E-commerce Capabilities

For businesses looking to sell online, Odoo provides an integrated e-commerce platform. This allows small businesses to create and manage online stores, synchronize inventory, and handle sales orders seamlessly.

6. Project Management Tools

Odoo includes project management functionality that helps small businesses plan, track, and manage projects effectively. This leads to improved collaboration, resource allocation, and project delivery times.

7. Customizability and Scalability

Odoo's modular architecture allows small businesses to start with only the necessary applications and add more as they grow. This adaptability ensures that businesses can tailor the software to their evolving needs.

8. Data-Driven Insights

With built-in reporting and analytics, Odoo provides valuable insights into business performance. Small businesses can use these insights to identify trends, improve decision-making, and drive growth.

9. User-Friendly Interface

Odoo is designed to be intuitive and user-friendly, minimizing the learning curve for employees. This helps small businesses implement the software quickly and efficiently.

10. Mobile Accessibility

Odoo's mobile app enables business owners and employees to manage their tasks anytime, anywhere. This flexibility enhances productivity and allows for quicker decision-making.

Conclusion

By leveraging Odoo's comprehensive features, small businesses can enhance their efficiency, improve customer satisfaction, and ultimately drive growth. Whether it's managing finances, tracking sales, or streamlining operations, Odoo provides the tools to support the unique needs of small enterprises.

Ads

Elevate Your Events with Mirabel Catering!



Delight your guests with exquisite flavors and stunning presentations. From intimate gatherings to grand celebrations, we tailor our services to make your occasion unforgettable!

- Fresh Ingredients
- Creative Menus
- Professional Service

Let us handle the catering while you enjoy the moment.

Book your consultation today!
+234 80 6 756 1078

Mirabel Catering – Where Every Bite Tells a Story!



Top 10 Youngest African Entrepreneurs



Iyinoluwa Aboyeji:

Innovator and Entrepreneur in Nigeria's Tech Landscape

Iyinoluwa Aboyeji is a name that resonates within Nigeria's thriving tech ecosystem. As a co-founder of two groundbreaking companies—Andela and Flutterwave—he has played a vital role in shaping the future of technology and entrepreneurship in Africa. With a focus on innovation, talent development, and financial inclusion, Aboyeji's journey is both inspiring and instructive for aspiring entrepreneurs and business leaders.

Early Life and Education

Born on March 22, 1991, in Lagos, Nigeria, Iyinoluwa Aboyeji grew up in a middle-class family that emphasized the importance of education and hard work. He attended the University of Nigeria, Nsukka, where he studied Law. However, Aboyeji's passion for technology and entrepreneurship led him to explore opportunities beyond the classroom.

During his university days, he became heavily involved in various entrepreneurial ventures, including

organizing events and developing web applications. His formative experiences laid the groundwork for a career that would focus on harnessing technology to solve significant challenges in Nigeria and beyond.

The Birth of Andela

In 2014, alongside co-founders Jeremy Johnson and Christina Sass, Aboyeji co-founded Andela, a company dedicated to training software developers in Africa and connecting them with global tech companies. The vision was to bridge the skills gap in the African tech industry while providing opportunities for talented individuals who might not have had access to formal tech education.

Andela's unique model quickly gained traction, attracting significant investment from notable venture capital firms. It became a beacon for tech talent in Africa, establishing itself as a leading player in the global technology landscape. Under Aboyeji's leadership, Andela trained thousands of developers, contributing to the growth of a vibrant tech ecosystem across the continent.

Co-founding Flutterwave

After successfully scaling Andela, Aboyeji turned his attention to a pressing issue facing African businesses: the need for seamless online payments. In 2016, he co-founded Flutterwave, a fintech company designed to simplify payment processing for businesses operating in Africa. Flutterwave's platform enables companies to accept payments from various channels, including cards, mobile money, and bank transfers.

Flutterwave quickly gained recognition as a leader in the African fintech space, partnering with major companies like Uber, Facebook, and Alibaba. Through innovative solutions, the company has focused on increasing financial inclusion and empowering businesses to

thrive in the digital economy. Aboyeji's vision for Flutterwave has led to significant investment, with the company raising hundreds of millions in funding and achieving unicorn status in 2021.

Entrepreneurial Philosophy

Iyinoluwa Aboyeji's approach to business combines a deep understanding of both local and global market dynamics. He emphasizes the importance of solving real-world problems through technology. His philosophy revolves around the idea that successful businesses must be rooted in a genuine desire to create value for customers and communities.

Aboyeji is a strong advocate for building sustainable businesses that prioritize ethical practices and social responsibility. His commitment to helping develop the African tech ecosystem has made him a sought-after mentor and speaker, as he frequently shares his insights on entrepreneurship, innovation, and economic development.

Philanthropy and Mentorship

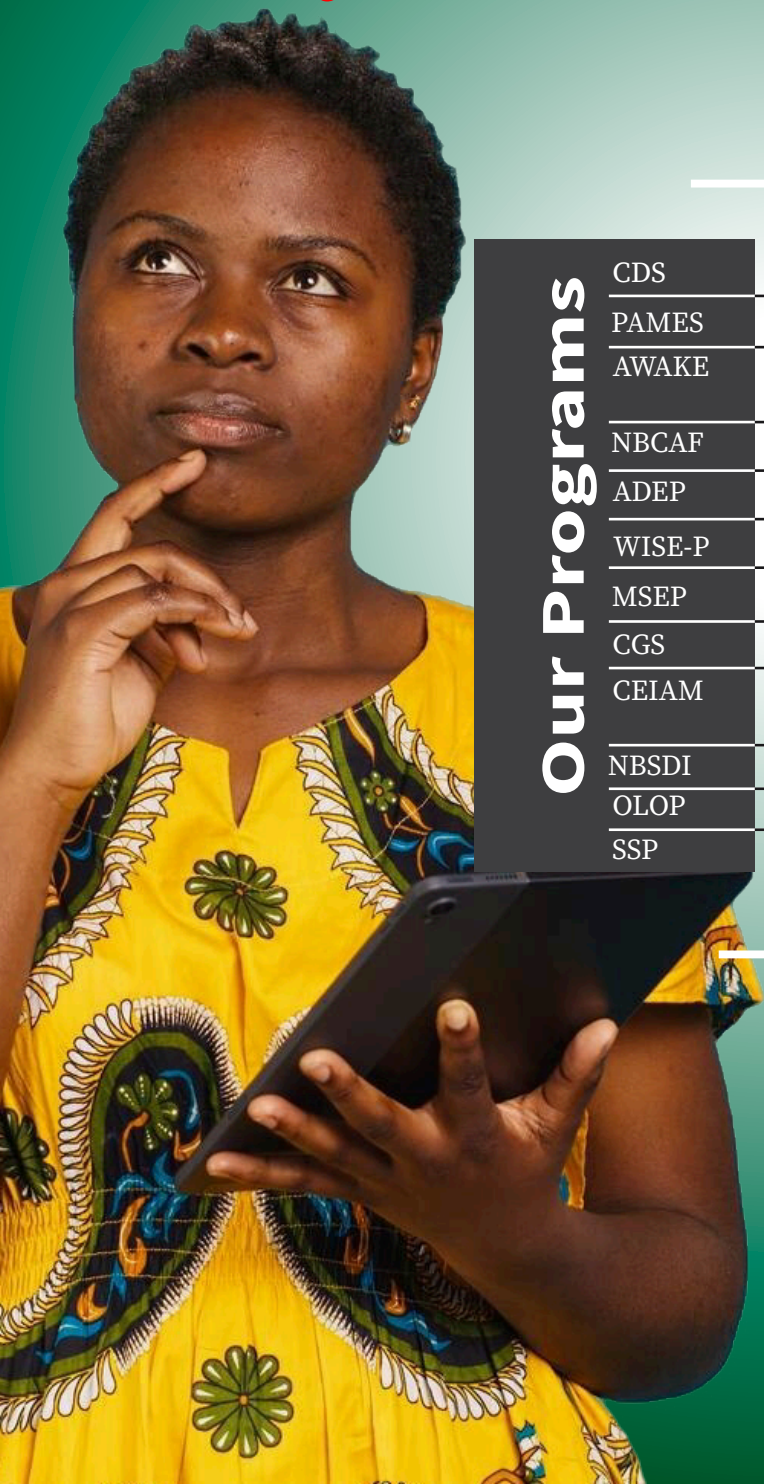
Beyond his entrepreneurial ventures, Aboyeji is also dedicated to giving back to the community. He has been involved in various philanthropic initiatives aimed at empowering young people through education and entrepreneurship. He understands that the future of Africa lies in the hands of its youth, and he actively invests in initiatives that foster skill development and innovation.

Aboyeji has also launched the "Iyinoluwa Aboyeji Foundation," which focuses on promoting education and entrepreneurship among young Nigerians. Through mentorship programs, workshops, and funding opportunities, he strives to create pathways for future leaders in tech and business.



Find *Knowledge, Market,* Here *Prosperity, Funding*

We are committed to helping Nigerian SMEs G.R.O.W. fast and sustainably. Providing them with the right amount of Guidance, Resources, Opportunities, and Workforce Support.



Our Programs

CDS	Cluster Development Support for MSMEs
PAMES	Products and Marketing Enhancement Scheme
AWAKE	Advancement for Women in Agriculture, Agro-allied and Cottage Enterprises Program
NBCAF	National BDSPs Certification And Accreditation Framework
ADEP	Agri-business Development And Empowerment Programme
WISE-P	Women In Self-employment Programme
MSEP	Mind Shift Entrepreneurship Programme
CGS	Conditional Grant Scheme For Micro Enterprises
CEIAM	Capacity Enhancement Initiatives for Auto-mechanics Based MSMEs
NBSDI	National Business Skills Development Initiative
OLOP	One Local Government One Product
SSP	SMEDAN Select Programme



SMEDAN

www.smedan.gov.ng



Top 10 Youngest African Entrepreneurs

Future Outlook

As of 2024, Iyinoluwa Aboyeji continues to explore new opportunities in the tech space while remaining a pivotal figure in the African startup ecosystem. His passion for innovation and commitment to fostering talent ensure that he remains at the forefront of the industry. With plans to invest in emerging startups and expand his influence, Aboyeji is poised to make an even greater impact on Africa's tech landscape.

Key Takeaways

- 1. Visionary Leadership:** Aboyeji's role in co-founding Andela and Flutterwave exemplifies the importance of visionary leadership in driving change and innovation.
- 2. Empowering Talent:** His focus on skill development highlights the necessity of nurturing talent to meet the demands of the rapidly evolving tech industry.
- 3. Fintech Revolution:** Flutterwave's success illustrates the potential for fintech to transform economies by enhancing financial inclusion.
- 4. Social Responsibility:** Aboyeji's commitment to philanthropy and mentorship emphasizes the importance of giving back and fostering the next generation of entrepreneurs.
- 5. Adaptability:** His ability to pivot from one successful venture to another demonstrates the importance of adaptability in an ever-changing business landscape.

Conclusion

Iyinoluwa Aboyeji's entrepreneurial journey is a testament to the power of innovation and the potential of Africa's young talent. By leveraging technology to tackle pressing challenges, he has not only built successful companies but also served as a catalyst for change within the African tech ecosystem. As Aboyeji continues to forge new paths and inspire others, his story serves as a beacon of hope

and opportunity for aspiring entrepreneurs across the continent.

Shamim Nabuuma Kaliisa: A Trailblazer in Uganda's Entrepreneurial Landscape



In the heart of Uganda's bustling capital, Kampala, a new wave of entrepreneurial spirit is emerging, and at the forefront of this movement is Shamim Nabuuma Kaliisa. Known for her unwavering determination and innovative mindset, Shamim has become a beacon of inspiration for aspiring entrepreneurs, especially young women looking to carve out their paths in the business world.

Early Life and Education

Born in a modest family, Shamim's childhood was marked by challenges that fostered her resilience and ambition. She pursued her education with fervor, earning a degree in business administration from Makerere University, one of Uganda's leading institutions. It was during her university days that she first became enamored with entrepreneurship, participating in various business clubs

and competitions that allowed her to test her ideas in real-world scenarios.

Entrepreneurial Journey

After graduating, Shamim quickly recognized the gaps in the market, particularly in sustainable fashion and eco-friendly products. In 2015, she founded her first venture, a clothing line that focused on using local materials and empowering local artisans. Her brand not only highlighted the rich cultural heritage of Uganda but also created jobs for numerous women in her community.

Shamim's commitment to sustainability and community development garnered attention, and she soon expanded her reach. She launched a platform that connects local artisans with global markets, allowing them to showcase their crafts and gain independence. Through her efforts, Shamim has not only uplifted the local economy but has also placed Ugandan craftsmanship on the international stage.

Advocacy and Empowerment

Beyond her business accomplishments, Shamim is a passionate advocate for women's empowerment. Recognizing the unique challenges faced by women entrepreneurs in Uganda, she founded the "EmpowerHer" initiative, which provides mentorship, resources, and networking opportunities for women looking to start their businesses. This initiative has transformed the lives of many women, equipping them with the skills and confidence needed to thrive in a competitive landscape.

Shamim's work has not gone unnoticed. She has received several awards for her contributions to entrepreneurship and social impact, including recognition from international organizations that champion women in business.

Vision for the Future

Shamim Nabuuma Kaliisa envisions a future where entrepreneurship

becomes a viable path for all Ugandans, regardless of gender or background. She believes in the power of collaboration and innovation to drive economic growth and improve living standards. Her goal is to create a robust ecosystem where entrepreneurs can connect, share resources, and thrive together.

In her quest to inspire the next generation, Shamim often speaks at youth forums and business workshops, sharing her journey and the lessons she has learned along the way. She emphasizes the importance of perseverance, adaptability, and the willingness to take risks. Her motto, "Every setback is a setup for a comeback," resonates deeply with aspiring entrepreneurs who admire her tenacity.

Impact on the Community

Through her entrepreneurial ventures and advocacy work, Shamim has made a significant impact on her community. Her initiatives have not only empowered women economically but have also contributed to children's education by funding scholarships and providing school supplies. Shamim understands that uplifting women ultimately leads to a stronger, more resilient community.

Moreover, Shamim actively collaborates with local NGOs and government bodies to foster an environment conducive to entrepreneurship. Her efforts aim to create policies that support small businesses and encourage innovation across various sectors.

Conclusion

Shamim Nabuuma Kaliisa stands as a testament to the transformative power of entrepreneurship. Her journey from humble beginnings to becoming a leading figure in Uganda's business landscape is a source of inspiration for many. With her unwavering commitment to sustainability, women's empowerment, and community upliftment, Shamim is not just building a business; she is building a legacy. As she continues to pave the way for others, there's no doubt that her influence will echo through generations of Ugandan entrepreneurs to come.

Nneile Nkholise: Pioneering Innovation in Technology and Entrepreneurship



Nneile Nkholise is a name that resonates within the African entrepreneurial landscape as a visionary leader and innovator. As the founder and CEO of iMed Tech, a pioneering company that develops advanced medical technologies, Nkholise has significantly impacted the healthcare sector in South Africa and beyond. Her journey from a young innovator to a successful entrepreneur is a testament to her resilience, creativity, and commitment to improving healthcare access through technology.

Early Life and Education

Born and raised in the bustling township of Soweto, Nneile Nkholise faced numerous challenges during her formative years. However, these challenges fueled her ambition and desire to create change. Nneile showed an early interest in science and technology, often tinkering with gadgets and machines, much to the delight of her family and friends.

She pursued her studies in Mechanical Engineering at the University of Witwatersrand, where she distinguished herself as a bright and determined student. During her time at university, she became increasingly aware of the healthcare disparities in her community, particularly the lack of access to advanced medical technologies. This realization would

shape her future endeavors as she sought to bridge the gap between technology and healthcare.

The Birth of iMed Tech

In 2015, Nneile Nkholise founded iMed Tech with a mission to develop innovative medical devices that cater to the needs of underserved populations. The company initially focused on creating affordable and accessible diagnostic tools that could be used in remote healthcare settings. Nkholise's vision was clear: she wanted to leverage technology to enhance healthcare delivery and improve patient outcomes.

iMed Tech's first product, a 3D-printed breast prosthesis, garnered significant attention for its affordability and customization. This innovative solution not only provided comfort and dignity to breast cancer survivors but also underscored Nkholise's commitment to addressing real-world healthcare challenges.

Navigating Challenges

Like many entrepreneurs, Nkholise faced numerous challenges in



**At iMed Tech,
we believe in
transforming
healthcare through
innovation, bridging
the gap between
technology and
patient care for a
healthier tomorrow."**

establishing her business. Securing funding and resources was a significant hurdle, especially in a competitive industry dominated by established players. However, her perseverance and determination led her to various pitching competitions and innovation forums, where she showcased her ideas and gained valuable mentorship.

In 2018, iMed Tech received funding from several investors who recognized the potential of Nkholise's

vision. This financial backing enabled her to scale her operations and expand her product line, which now includes a range of medical devices aimed at improving the quality of care in low-resource settings.

Commitment to Social Impact

Nneile Nkholise's approach to business is deeply rooted in social impact. She believes that businesses should not only aim for profits but also strive to create positive change in society. Through iMed Tech, she has launched several initiatives aimed at educating healthcare professionals and empowering local communities.

Nkholise has also been an outspoken advocate for women in technology and entrepreneurship. She mentors young women aspiring to enter the tech field, sharing her experiences and encouraging them to pursue their dreams. Her commitment to empowering others has positioned her as a role model for many young entrepreneurs in Africa.

Recognition and Achievements

Nneile Nkholise's contributions to the fields of technology and healthcare have not gone unnoticed. She has received numerous accolades, including the "Young Innovator of the Year" award at the South African Innovation Summit. Her work has been featured in various publications, such as *Forbes Africa* and *Entrepreneur Magazine*, highlighting her as a leading figure in the African entrepreneurial ecosystem. In 2021, Nkholise was selected as one of the finalists for the Commonwealth Young Leaders Program, a prestigious initiative that recognizes young leaders making significant contributions in their communities. This recognition further solidified her position as a thought leader in innovation and social impact.

Future Outlook

As of 2024, Nneile Nkholise continues to drive innovation at iMed Tech. She is actively involved in research and development, exploring new technologies that can further enhance healthcare access and delivery. Her team is working on developing telemedicine solutions and mobile health applications aimed at improving patient engagement and

empowering healthcare providers.

Nkholise is also focused on expanding iMed Tech's international reach, with plans to enter new markets in Africa and beyond. Her vision extends to creating partnerships with healthcare organizations and governments to promote the adoption of affordable medical technologies.

Key Takeaways

1. Visionary Leadership: Nkholise's commitment to addressing healthcare disparities through technology exem-

DID YOU KNOW?

The Nigerian Entrepreneurs Network (NEN) is dedicated to fostering growth and collaboration among entrepreneurs in Nigeria. Founded to provide support, resources, and networking opportunities, NEN empowers over 10,000 members to connect, share ideas, and access vital business services, helping to drive innovation and economic development across the country!

www.nen.org.ng

plifies visionary entrepreneurship.

2. Social Impact: She emphasizes the importance of combining business success with social responsibility.

3. Empowerment of Women: Through mentorship and advocacy, Nkholise is dedicated to empowering women in technology and entrepreneurship.

4. Resilience and Innovation: Her journey illustrates the power of perseverance and creativity in overcoming challenges.

5. Global Reach: Nkholise aims to expand her impact beyond South Africa, shaping the future of healthcare in various markets.

Conclusion

Nneile Nkholise's entrepreneurial journey is a powerful narrative of innovation, resilience, and social impact. As she continues to lead iMed Tech towards new horizons, her dedication to improving healthcare access and empowering others serves as an inspiration for aspiring entrepreneurs around the world. Nkholise embodies the spirit of entrepreneurship that seeks not only to drive profit but to effect meaningful change in society—transforming the way we view the intersection of technology and healthcare.

Sangu Delle: A Visionary Entrepreneur



Sangu Delle is a prominent Ghanaian entrepreneur and investor, known for his innovative approach to business and commitment to social change. As the founder and CEO of several successful ventures, Delle has made a significant mark in the fields of technology, healthcare, and finance, positioning himself as a key player in Africa's emerging business landscape.

Early Life and Education

Born in Ghana, Sangu Delle demonstrated an early aptitude for leadership and entrepreneurship. He pursued his education at Harvard University, where he earned a degree in Government. His time at Harvard not only honed his analytical skills but also opened doors to a global network of influential thinkers and entrepreneurs. Delle's

ONE TECH COMPANY PROVIDING DIFFERENT SOLUTION FOR YOUR BUSINESS

We are a global system integrator and managed service provider that offers wide range of IT solutions and services tailored to meet the unique needs of each client. Our Solutions Include Cloud service, Software Services and Developmet, Internet of Things, Web Hosting, Domain Name Registration, Networking, Infrastructure Management, and Many more....

SERVICES
IDEAS
CREATIVITY

INNOVATION
TECHNOLOGY
MOTIVATION



www.servercrib.net



Top 10 Youngest African Entrepreneurs

November - December 2024

education played a crucial role in shaping his vision for leveraging business as a tool for social good.

Entrepreneurial Ventures

Delle is best known for founding **Sangu Delle Ventures**, which focuses on investments in technology and healthcare across Africa. He has been instrumental in launching startups that address critical issues in these sectors. One of his notable successes is **mPharma**, a pharmaceutical distribution company aimed at making healthcare accessible and affordable in Ghana and beyond. By leveraging technology, mPharma has streamlined the supply chain for essential medicines, ensuring that rural and underserved communities receive the healthcare they need.

In addition to mPharma, Delle has been involved with various other ventures, such as **The African Entrepreneur Collective** and **The Impact Africa Network**, which support budding entrepreneurs across the continent. His emphasis on mentorship and nurturing talent underscores his belief in empowering the next generation of African leaders.

Impact and Philanthropy

Delle's work goes beyond traditional business pursuits; he is deeply committed to making a positive impact in society. He believes that entrepreneurship can drive economic growth

and social change. His philanthropic efforts are evident in his support for educational initiatives and programs that promote youth empowerment. By investing in communities, Delle aims to create sustainable opportunities for individuals to thrive.

His work has not gone unnoticed. Delle has received numerous accolades, including recognition as one of Forbes Africa's 30 Under 30 and being named a World Economic Forum Young Global Leader. These honors not only celebrate his achievements but also highlight his role as a thought leader in the African business ecosystem.

Vision for the Future

Sangu Delle is not just focusing on his immediate ventures; he is also a staunch advocate for sustainable business practices. He often speaks about the importance of merging profit with purpose, emphasizing that businesses should not only aim for financial success but also contribute positively to society. His vision includes harnessing technology to solve pressing issues, such as unemployment and healthcare accessibility, thus fostering a culture of innovation in Africa.

Delle is also a firm believer in collaboration over competition. He actively encourages partnerships among entrepreneurs, businesses, and governments to create an enabling environment for growth. His work with various organizations

has led to initiatives aimed at creating networks that support young entrepreneurs and startups, ensuring that they have the resources and guidance needed to succeed.

Challenges and Resilience

Like many entrepreneurs, Delle has faced challenges along his journey. Navigating the complexities of the African business landscape, including regulatory hurdles and infrastructure issues, requires resilience and adaptability. However, Delle's background and education have equipped him with the tools to tackle these challenges head-on. He views obstacles as opportunities for growth and learning, often sharing his experiences to inspire others to persevere in their entrepreneurial endeavors.

Conclusion

Sangu Delle's business life reflects a profound commitment to innovation, social impact, and empowerment. Through his ventures, he is not only achieving personal success but also contributing to the broader narrative of Africa's economic development. As he continues to champion entrepreneurship and social change, Delle stands as a role model for aspiring business leaders, demonstrating that it is possible to build a successful enterprise while making a meaningful difference in

the world. His journey is a testament to the power of vision, resilience, and the unwavering belief that business can be a force for good.



Moky Makura: A Multifaceted Trailblazer Redefining African Narratives

In a world increasingly dominated by narratives that often overlook the richness and diversity of the African experience, Moky Makura emerges as a powerful voice advocating for change. A Nigerian author, journalist, actress, and dynamic businesswoman, Makura embodies the spirit of a renaissance figure, skillfully navigating various spheres to craft a compelling narrative for Africa. As the Executive Director of Africa No Filter (ANF), she is at the forefront of a movement dedicated to reshaping the perception of Africa through



Top 10 Youngest African Entrepreneurs

innovative mass media strategies.

Early Life and Inspirations

Born in Nigeria, Moky was nurtured in an environment rich in culture and heritage. From an early age, she demonstrated an insatiable curiosity and a passion for storytelling. Her formative years were spent immersed in literature, art, and the diverse tapestry of African cultures. This early exposure laid the groundwork for her career, igniting a desire to explore the complexities of African identities and to amplify the voices of those often marginalized in mainstream narratives.

Moky's educational journey took her to the United Kingdom, where she honed her skills in journalism and media. These experiences not only equipped her with the tools necessary for her profession but also deepened her understanding of the global landscape, allowing her to critically engage with the ways Africa is represented on the world stage.

A Career Steeped in Storytelling

Upon returning to Nigeria, Moky Makura embarked on a multifaceted career that spans various mediums. She began her professional journey as a journalist, where her keen eye for detail and commitment to authenticity quickly set her apart. Through her writing, she tackled pressing social issues and highlighted the stories of unsung heroes across the continent,

showcasing the resilience and dynamism of African communities.

As an actress, Moky explored the nuances of performance, channeling her passion for storytelling into captivating roles that resonated with audiences. Her work in the performing arts not only entertained but also challenged stereotypes, inviting viewers to engage with deeper, more complex narratives about what it means to be African in a rapidly changing world.

Founding Africa No Filter: A Vision for Change

Recognizing the power of media as a tool for social change, Moky took a pivotal step in her career by co-founding Africa No Filter (ANF). Established with the mission to shift the narrative about Africa through storytelling, ANF aims to create a more nuanced and authentic representation of the continent. Under Moky's leadership, the organization has launched various initiatives that empower content creators, journalists, and filmmakers to craft stories that reflect the rich diversity of African life.

Moky's vision for ANF extends beyond mere representation; she seeks to challenge and dismantle the monolithic portrayals of Africa that have persisted for decades. By fostering collaborations and providing resources to storytellers, she aims to cultivate a new generation of African creatives who can share their own narratives, thus reclaiming the power of storytelling on the global stage.

Moky's role as an executive director involves not only strategic oversight but also hands-on engagement with a diverse array of stakeholders. She collaborates with media organizations, NGOs, and local communities, crafting initiatives that support the development of content that resonates with both local and international audiences. Moky believes in the transformative power of storytelling, asserting that when African stories are told authentically, they can inspire hope, foster understanding, and bridge cultural divides.

Under her stewardship, ANF has rolled out various programs aimed at nurturing young talent, amplifying underrepresented voices, and creating platforms for dialogue. Moky's commitment to mentorship is evident in her work; she dedicates time to training aspiring journalists and creatives, equipping them with the skills needed to navigate the evolving media landscape.

A Legacy in the Making

Moky Makura's impact extends far beyond her current role. She serves as a beacon of inspiration for aspiring writers, journalists, and entrepreneurs across Africa. Her multifaceted career is a testament to the possibilities that arise when passion meets purpose. Moky's narrative is not just her own; it embodies the stories of countless individuals striving to make their mark in a world that often overlooks their contributions.

As she continues to push the boundaries of media representation, Moky Makura remains steadfast in her mission to inspire change, cultivate

Bridging Cultures and Creating Impact

TRENDS

10 Entrepreneurial trends that are anticipated to shape the landscape from 2024 to 2026

1. Sustainable Business Practices:

Entrepreneurs will increasingly prioritize sustainability, integrating eco-friendly practices into their operations. This trend includes everything from sustainable sourcing and zero-waste manufacturing to carbon-neutral shipping.

2. Remote and Hybrid Work Solutions:

As remote and hybrid work models continue to evolve, businesses that offer tools, platforms, and services to facilitate remote collaboration, virtual team-building, and employee engagement will gain traction.

3. Health and Wellness Innovations:

The demand for health and wellness products and services will grow, including mental health apps, personalized nutrition plans, fitness technology, and wellness retreats, reflecting a continued focus on holistic health.

4. Artificial Intelligence and Automation:

Entrepreneurs will leverage AI and automation to streamline operations, enhance customer experiences, and improve decision-making processes. This trend will include chatbots, AI-driven analytics, and automated systems in various



Top 10 Youngest African Entrepreneurs

creativity, and amplify the voices of those who dare to dream. Her journey reflects a profound commitment to reshaping the African narrative, paving the way for a more inclusive and authentic portrayal of the continent in the global narrative.

Leadership Style

Moky Makura's leadership style is marked by authenticity and collaboration. She fosters an inclusive environment where diverse voices are heard and valued. By encouraging open dialogue and creativity within her teams, Moky cultivates a culture of innovation that drives her businesses forward. Her hands-on approach and empathetic leadership have earned her the respect and loyalty of colleagues and partners alike.

Achievements and Recognition

Throughout her career, Moky has received numerous accolades for her contributions to business and social impact. She has been featured in various media outlets, celebrating her work in empowering communities and promoting African narratives. Her book, which focuses on entrepreneurship and leadership, has inspired many aspiring business leaders across the continent.

Moky's initiatives have also gained recognition from international organizations, further amplifying her influence in the fields of entrepreneurship and social development. She continues to be a leading voice in advocating for policy changes that support small businesses and foster economic growth.

Future Endeavors

Looking forward, Moky Makura aims to expand her efforts in entrepreneurship development across Africa. She is focused on harnessing technology to create innovative solutions that address pressing social and economic challenges. Moky envisions a future where African entrepreneurs have access to the tools, resources, and networks necessary to thrive in a competitive global market.

In an age where storytelling holds immense power, Moky Makura stands as a visionary leader, championing the cause of a new Africa—one that is vibrant, diverse, and unafraid to tell its own stories. As she forges ahead in her endeavors, the world eagerly anticipates the next chapter in Moky's remarkable journey, a journey that promises to illuminate the beauty and complexity of the African experience for generations to come.

In conclusion, Moky Makura's business life is a testament to the power of entrepreneurship as a catalyst for social change. Her dedication to empowering communities, coupled with her authentic leadership style, makes her a prominent figure in the business landscape. As she continues to break barriers and inspire future generations, Moky Makura remains a driving force for positive transformation in Africa and beyond. community of environmentally conscious creators who prioritize sustainability in their work.



Chika Madubuko:

Revolutionary AI-Driven Care with Greymate Care

In an age where technology often seems distant from the most personal aspects of life, Chika Madubuko is redefining the caregiving landscape through her

innovative platform, Greymate Care. As the founder and visionary behind this AI-driven caregiving platform, Chika aims to bridge the gap between vulnerable individuals and professional caregivers, ensuring that essential support is just a click away.

The Birth of Greymate Care

Chika's journey into the realm of caregiving began with a deeply personal experience. Witnessing the challenges faced by her own family members in accessing quality care for their elderly relatives ignited her passion for creating a solution that prioritizes compassion and accessibility. In response to this pressing need, she founded Greymate Care, a platform that connects those in need of support—be it elderly individuals, people with disabilities, or those recovering from illness—with qualified caregivers.

Greymate Care uses cutting-edge artificial intelligence to match users with caregivers based on individual needs, preferences, and compatibility. This innovative approach not only streamlines the process of finding care but also enhances the overall experience for both caregivers and clients.

Transformative Impact on Caregiving

At its core, Greymate Care is about more than just connecting people; it's about transforming the caregiving experience. The platform offers a user-friendly interface that allows clients to easily request services, view caregiver profiles, and manage appointments. By utilizing AI algorithms, Greymate Care ensures that clients are paired with caregivers who not only have the necessary qualifications but also share common values and interests, fostering a more meaningful connection.

Chika's commitment to quality and empathy has led Greymate Care to stand out in the caregiving industry. The platform incorporates feedback mechanisms that help maintain high standards of care, enabling clients to rate and review their caregivers. This continuous improvement cycle

ensures that caregivers are recognized for their efforts and that clients receive the highest level of service.

Advocating for Vulnerable Populations

One of Chika Madubuko's core missions is to advocate for vulnerable populations who often struggle to access the care they need. Greymate Care is designed with inclusivity in mind, ensuring that services cater to individuals from diverse backgrounds and circumstances. By lowering barriers to access and focusing on personalized care, Chika aims to empower those who may feel marginalized or voiceless in traditional healthcare systems.

Emphasizing Technology and Human Connection

While Greymate Care is driven by advanced technology, Chika understands the importance of human connection in caregiving. She emphasizes that the platform is not a replacement for personal relationships; rather, it enhances them by connecting individuals with caregivers who can provide compassionate support. This blend of technology and human touch is what sets Greymate Care apart and aligns with Chika's vision for a caring society.

Future Aspirations

Looking ahead, Chika has ambitious plans for the future of Greymate Care. She envisions expanding the platform's reach, integrating additional services such as telehealth consultations and wellness programs. By continuing to innovate and adapt to the evolving needs of clients, Chika aims to make Greymate Care a cornerstone of supportive aging and caregiving within communities.

Chika is also a firm believer in collaboration. She seeks to partner with healthcare institutions, non-profit organizations, and technology firms to enhance the capabilities of Greymate Care, ensuring that it remains at the forefront of the caregiving industry.

Conclusion

Chika Madubuko is not just a founder; she is a trailblazer in the intersection of technology and caregiving. Through

Greymate Care, she is harnessing the power of AI to create a supportive, accessible, and compassionate environment for those in need of care. Her vision is a testament to the potential of technology when paired with a genuine commitment to improving lives.

Andrew Mupuya: The Visionary Behind Uganda's Green Revolution in Paper Production



Nestled in the verdant hills of Mbale, Uganda, Andrew's story is one of resilience, innovation, and a profound commitment to environmental sustainability. Born in a rural area where resources were scarce, Andrew's journey took shape when he moved to Kampala on a half bursary to pursue advanced studies. However, the path to education became fraught with challenges when his parents' faced unemployment, thrusting Andrew into a cycle of financial struggle that would ultimately serve as the catalyst for his groundbreaking entrepreneurial venture.

The Spark of Inspiration

At the tender age of 16, Andrew began to see the world not just as a series of challenges but as a landscape rife with opportunities. In 2008, as the Ugandan government signaled a shift towards banning polythene plastic bags due to environmental concerns, Andrew recognized a niche he could fill. The idea of producing paper bags—an eco-friendly alternative—ignited his

entrepreneurial spirit. Rather than surrender to the circumstances of his upbringing, he decided to take action.

With no initial capital to invest in his vision, Andrew demonstrated remarkable resourcefulness. He took to the streets, cleaning the environment by collecting used plastic bottles. His efforts were not merely altruistic; each bottle he sold to a recycling plant contributed to his initial seed capital of 36,000 Ugandan shillings (approximately \$18). This small but significant amount allowed him to begin crafting paper bags while still balancing the demands of high school.

The Birth of Youth Entrepreneurial Link Investments (YELI)

The year 201 marked a pivotal moment in Andrew's life as he registered his company, Youth Entrepreneurial Link Investments (YELI). Becoming the first local registered paper bag and envelope producing company in Uganda, YELI was a testament to Andrew's unwavering spirit and vision. Initially operating on a small scale, Andrew's commitment to quality and sustainability soon attracted a diverse customer base, including local hospitals, retail shops, roadside vendors, supermarkets, and even major local flour manufacturers like Maganjo Grain Millers and Akamai Foods.

YELI quickly became more than just a business; it was a beacon of hope for many. By 2012, Andrew's success was recognized when he received the FERD Award for Social Entrepreneur of the Year, a validation of his hard work and innovative approach to sustainability.

Building a Sustainable Future through Employment

As his business flourished, Andrew remained acutely aware of the social responsibilities that accompanied his entrepreneurial success. YELI grew to employ 22 individuals, showcasing the remarkable capacity of a small business to create jobs in a community. Among his employees, the age range varied widely, with the eldest employee being 53, demonstrating Andrew's commitment to inclusivity. This blend of youthful energy and experienced wisdom has contributed to a dynamic workplace culture that fosters collaboration and innovation.

While managing his growing enterprise, Andrew did not lose sight of his roots. The earnings from YELI allowed him to finance his studies at Makerere University, where he is pursuing a bachelor's degree in commerce. Moreover, he took it upon himself to support his family in Mbale by establishing a distribution outlet for bags and envelopes, empowering his mother to become an active participant in the family's entrepreneurial journey.

Empowering Others Through Training

Andrew's drive to make a difference extends beyond his immediate business. He has made it a personal mission to empower the youth in his community by sharing his knowledge and skills in paper bag production. To date, he has trained over 500 individuals, many of whom have gone on to establish their own paper bag-making projects. This ripple effect has catalyzed 16 other projects, creating a network of environmentally conscious entrepreneurs who are committed to sustainability and community development.

In a world increasingly plagued by environmental challenges, Andrew's vision remains steadfast: to create a cleaner Africa. His goal to employ 60 people by 2015 and establish a larger paper bag manufacturing plant signifies his ambition to scale not only his business but also his impact on the environment.

Recognition and Future Aspirations

Andrew's contributions have not gone unnoticed on the global stage. He has been featured in prominent media outlets such as Ventures Africa and CNN, highlighting his journey as a model of entrepreneurial spirit and environmental stewardship. His recognition by Tony Elumelu for the Tony Elumelu Prize in Business Award in 2014 underscores the significance of his work and its potential to inspire future generations of African entrepreneurs.

Today, YELI has diversified its product line to include gift bags, further expanding its footprint in the market. Andrew's journey from a rural village in Mbale to becoming a trailblazer in Uganda's green economy is a story of perseverance, creativity,

and a deep-seated commitment to making the world a better place.

Conclusion: A Legacy in the Making

Andrew's journey exemplifies the transformative potential of entrepreneurship when fueled by passion and purpose. As he continues to navigate the complexities of running a successful business while uplifting those around him, his story serves as an inspiration to countless young people across Africa. It reminds us that even the most daunting challenges can be reframed as opportunities for innovation and growth.

In a continent full of untapped potential, Andrew stands as a beacon of hope—a young man who turned adversity into triumph and who dreams of a cleaner, greener Africa. His legacy is not merely in the paper bags he produces but, in the lives, he touches, the communities he uplifts, and the future he envisions for generations to come. As Andrew forges ahead, the world watches, eager to witness the next chapter in his remarkable journey.

TRENDS *continued*

5. E-commerce Evolution:

The e-commerce space will continue to evolve with advancements in technology such as augmented reality (AR) for virtual try-ons, drone delivery systems, and enhanced payment solutions to improve the online shopping experience.

6. Social Impact Ventures:

There will be a rise in businesses focused on social impact, addressing issues such as poverty, climate change, and education. Entrepreneurs will seek to create solutions that not only generate profit but also contribute positively to society.

7. EdTech Growth:

The education sector will continue to see innovation through technology, with entrepreneurs creating platforms for online learning, skill development, and tutoring services that cater to diverse learning styles and needs.

8. Blockchain and Cryptocurrency Solutions:

With the increasing acceptance of blockchain technology and cryptocurrencies, entrepreneurs will explore new applica-

tions in finance, supply chain management, and digital identity verification.

9. Personalization and Customization:

Businesses that offer personalized and customizable products or services will thrive. This trend includes everything from tailored clothing and bespoke skincare to custom meal plans and subscription boxes.

10. Experience-over-Product Economy:

As consumer preferences shift, entrepreneurs will focus on creating unique experiences rather than just selling products. This trend will manifest in sectors like travel, hospitality, and event planning, emphasizing memorable interactions and community engagement. These trends reflect the evolving needs and interests of consumers, as well as the impact of technological advancements and societal changes. Entrepreneurs who tap into these trends will be well-positioned to meet the demands of the future market and drive innovation in their respective fields.

Expanded Insights:

1. Sustainable Business Practices:

Entrepreneurs can explore certifications like B Corp or Fair Trade to enhance credibility. Additionally, engaging consumers with transparency about sourcing and production processes can build brand loyalty.

2. Remote and Hybrid Work Solutions:

Startups focusing on virtual reality (VR) meeting spaces and advanced cybersecurity solutions for remote work environments may find significant opportunities for growth.

3. Health and Wellness Innovations:

There's a growing market for mental health awareness campaigns, wellness coaching, and technology that encourages physical activity, such as gamified fitness apps.

4. Artificial Intelligence and Automation:

Businesses that offer AI tools for customer relationship management (CRM) and predictive analytics can provide valuable insights to other companies looking to optimize their operations.

5. E-commerce Evolution:

Innovations such as social commerce—where purchases are made through social media platforms—will continue to rise, prompting businesses to create strategic partnerships with influencers.

6. Social Impact Ventures:

Entrepreneurs can attract funding from

continues in **P46**

Top 10 Reasons

Why STARTUP Business Should Engage in Video Ads.



In the fast-paced digital world, video advertising has emerged as a powerful tool for startups looking to capture attention, engage audiences, and drive conversions. With the rise of platforms like YouTube, Instagram, and TikTok, video ads have become more accessible and effective than ever. Here are ten compelling reasons why startup businesses should invest in video advertising.

1 Captivating Storytelling

Video ads allow startups to tell their brand story in a compelling way. By combining visuals, sound, and motion, businesses can create emotional connections with their audience, making their message more memorable. This storytelling aspect can help convey

complex ideas simply and effectively.

2 Higher Engagement Rates

Video content generally garners higher engagement rates compared to static images or text. Viewers are more likely to share, comment, and interact with video ads, increasing brand visibility



and reach. Engaging video content can lead to longer watch times and increased audience interaction.

3 Improved Conversion Rates

Studies show that video ads can significantly boost conversion rates. By showcasing products or services in action, startups can effectively demonstrate their value, leading to increased interest and purchase intent. Video ads can also include calls to action that guide viewers towards taking specific steps, such as signing up or making a purchase.

4 Enhanced Brand Awareness

Video ads are an effective way to increase brand awareness. When shared on social media or other platforms, they have the potential to reach a wide audience quickly. Startups can use video ads to introduce themselves and their offerings, creating a lasting impression on potential customers.

5 Versatile Marketing Tool

Video ads can be adapted for various platforms and formats, from short clips on social media to longer storytelling videos on websites or YouTube. This versatility allows startups to tailor their content to fit different audience preferences and consumption habits, maximizing their reach and effectiveness.

6 SEO Benefits

Incorporating video into your marketing strategy can improve your search engine optimization (SEO) efforts. Videos can increase the time visitors spend on your site, which is a positive signal to search engines. Additionally, well-optimized video content can appear in search results, further enhancing visibility.

7 Cost-Effective Production Options

With advancements in technology, producing high-quality video ads has become more accessible and affordable. Startups can create engaging videos using smartphones and simple editing tools without the need for a large budget. This democratization of video production allows even small businesses to compete effectively.

8 Building Trust and Authenticity

Video ads provide an opportunity

for startups to showcase their personality and values, helping to build trust with their audience. By presenting real people, testimonials, or behind-the-scenes footage, businesses can create an authentic image that resonates with potential customers.

9 Mobile-Friendly Content

As mobile usage continues to rise, video ads cater to the mobile audience effectively. Videos are easily digestible and can be consumed on the go, making them ideal for reaching consumers who are browsing on their smartphones. Ensuring your video ads are mobile-optimized can significantly enhance engagement.

10 Analytics and Insights

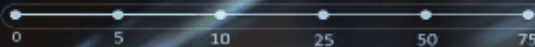
Video ads come with robust analytics tools that allow startups to track performance and gather insights into viewer behavior. Metrics such as watch time, engagement rates, and click-through rates provide valuable data that can inform future marketing strategies, ensuring continuous improvement.

Conclusion

For startups looking to make an impact in a crowded marketplace, engaging in video advertising is a strategic move that can yield significant results. From enhancing brand awareness to improving conversion rates, video ads offer a dynamic way to connect with audiences and drive business growth. As technology evolves and consumer preferences shift, video advertising will continue to be a vital component of effective marketing strategies for startups. Embracing this medium can set the stage for success in the digital landscape.



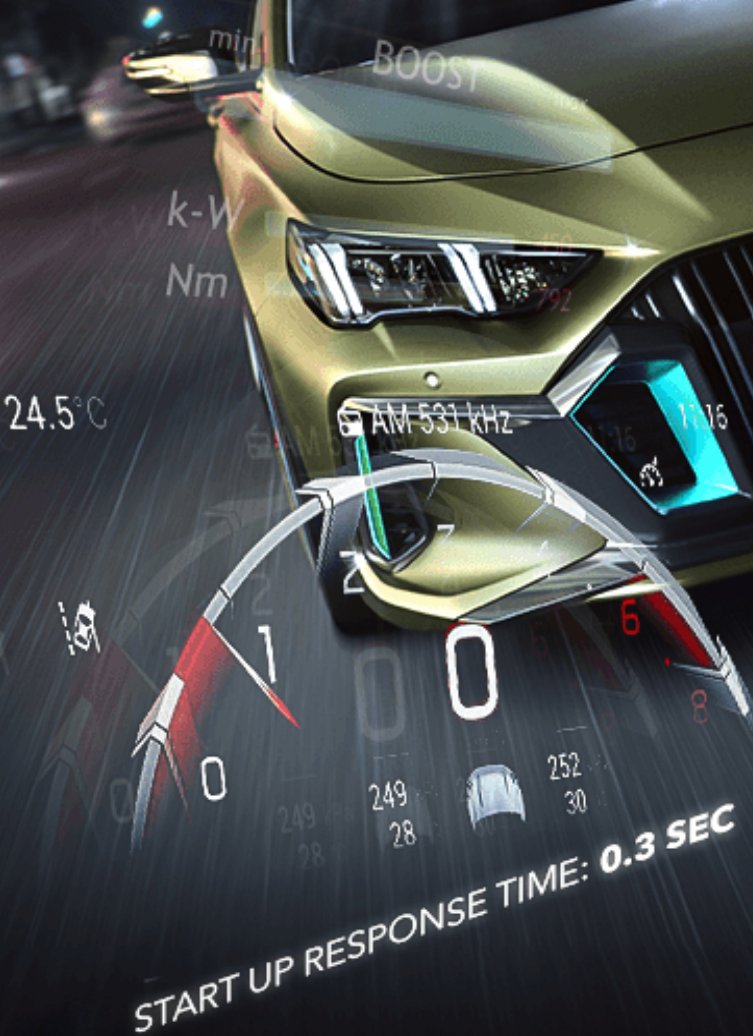
0-100 KM/H ACCELERATION :



0-100 KM/H
acceleration
measured in 5th gear & test conditions
+ 100% power (100% throttle & 100% throttle pedal)
+ 100% throttle pedal (100% throttle & 100% throttle pedal)
+ 100% throttle pedal (100% throttle & 100% throttle pedal)

EMPOW THE EPIC DRIVE

SPEEDOMETER



100 KM

ECO / NORMAL / SPORT / SPORT+ / DIY



www.gac-motor.com

TOP 10 AFRICAN WOMEN IN BUSINESS

In recent years, the landscape of business across Africa has undergone a remarkable transformation, driven by the vision, resilience, and ingenuity of women leaders. This article highlights ten exceptional African women who have made significant strides in their respective industries, breaking barriers and redefining the role of women in the business sector. From technology to finance, these trailblazers not only exemplify excellence in entrepreneurship but also serve as inspiring role models for future generations. Join us as we celebrate their achievements and explore the impact they continue to make on the continent and beyond.



November - December 2024

Here's a list of ten influential women in business across Africa, recognized for their leadership, innovation, and contributions to economic growth number one on the list is:

Ngozi Okonjo-Iweala (Nigeria)

Current Position: Director-General of the World Trade Organization (WTO).

Background: Former Finance Minister of Nigeria, Okonjo-Iweala is renowned for her work in international development and her role in advocating for economic reforms in Africa.

In a world where economic landscapes are constantly shifting and globalization presents both opportunities and challenges, one name stands out as a beacon of hope and strategic acumen: Ngozi Okonjo-Iweala. As the first female and the first African Director-General of the World Trade Organization (WTO),

she is not just a leader; she is a force of nature reshaping the dialogue around international trade and economic justice.

A Journey Paved with Purpose

Born in Ogwashi-Ukwu, Nigeria, Okonjo-Iweala's journey is one of perseverance and brilliance. Armed with degrees from Harvard University and the Massachusetts Institute of Technology, she has dedicated her life to public service, global health, and sustainable economic development. Her remarkable tenure as Nigeria's Finance Minister not only showcased her prowess in economic reform but also her commitment to making finance work for the people.

During her time in office, she implemented significant policies that helped to stabilize Nigeria's economy, manage its debt, and improve its financial systems. Her efforts were instrumental in lifting millions out of poverty, proving that strategic governance and compassion can go hand-in-hand.

Breaking Barriers at the WTO

In March 2021, Okonjo-Iweala made history by taking office as the Director-General of the WTO. She stepped into this pivotal role during a time when global trade faced unprecedented challenges, largely exacerbated by the COVID-19 pandemic. With an unwavering commitment to multilateralism, her focus has been on addressing the inequities that exist within global trade systems.

Her leadership style is characterized by collaboration, transparency, and an acute understanding of the complexities of trade policies. She has been vocal about the need for a fairer global trading system that benefits developing countries, emphasizing that trade should be a vehicle for inclusive growth rather than a tool for perpetuating inequality.

Advocating for Change

Okonjo-Iweala's tenure is not just about navigating the intricacies of trade

agreements; it is also a platform for advocating change on issues such as climate resilience, public health, and gender equity in trade. She believes that empowering women and ensuring their participation in trade can drive economic growth in a sustainable manner. Her initiatives aim to uplift women entrepreneurs and ensure they have equal access to global markets.

Moreover, her commitment to fighting climate change resonates strongly as she highlights the importance of integrating environmental considerations into trade policies. Okonjo-Iweala understands that the challenges of today—whether economic disparities or climate crises—require innovative solutions and collective action.

A Role Model for Future Generations

Beyond her professional accomplishments, Ngozi Okonjo-Iweala is a role model for aspiring leaders, especially young women in Africa and around the globe. Her story resonates with those who dare to dream big and challenge the status quo. She embodies the belief that with determination, education, and an unwavering commitment to one's principles, barriers can be broken.

As she continues to navigate the turbulent waters of global trade, Ngozi Okonjo-Iweala remains a beacon of hope and a catalyst for change. Her vision for a more equitable and sustainable future is not just a dream but a mission that inspires countless individuals to join the cause. In a world in dire need of transformative leadership, she stands tall—an indomitable force advocating for a brighter tomorrow for all.

In the words of Okonjo-Iweala herself,



We need to work together to make trade work for everyone,”

and with her at the helm of the WTO, the world is watching, hopeful for the changes she will champion.

Njeri Rionge (Kenya)



Current Position: Co-founder of Wananchi Group.

Background: A leading entrepreneur in the technology and telecommunications sectors, Rionge is known for her efforts in advancing digital solutions in Africa.

One name stands out as a fierce advocate for innovation, technology, and empowerment in the dynamic and rapidly evolving landscape of African entrepreneurship: Njeri Rionge. Renowned as a serial entrepreneur, visionary leader, and a trailblazer in the tech industry, Rionge's remarkable journey is a testament to resilience, creativity, and the transformative power of technology in Africa.

A Journey of Tenacity and Vision

Born and raised in Kenya, Njeri Rionge's entrepreneurial journey began at an early age. With a passion for technology and an unyielding determination to make a difference, she ventured into the business world in the late 1990s. Her first major breakthrough came in 2000 when she co-founded Africa Online, the first internet service provider in Kenya. This pioneering effort not only laid the groundwork for the digital revolution in the country but also positioned Rionge as a key player in the tech landscape.

As the internet began to reshape the way people communicated and conducted business, Rionge saw immense

potential for growth and innovation. She continued to build on her success, launching multiple ventures, including a mobile marketing company and an e-commerce platform, all aimed at harnessing the power of the internet to drive economic development.

Championing Diversity and Inclusion

Njeri Rionge's influence extends far beyond her entrepreneurial achievements; she is a passionate advocate for diversity and inclusion in the tech industry. She understands that true innovation arises from diverse perspectives and experiences. As a prominent figure in various business networks, Rionge actively promotes the importance of empowering women and marginalized communities in tech, inspiring the next generation of leaders to break through barriers and pursue their dreams.

Through her initiatives, she has launched mentorship programs and workshops aimed at equipping young entrepreneurs with the skills and resources they need to thrive in a competitive environment. Rionge firmly believes that by fostering a culture of inclusivity, Africa can unlock its full potential and drive sustainable growth.

A Voice for Sustainable Development

Njeri Rionge is also a staunch advocate for sustainable development and social responsibility. She recognizes that technology must serve a greater purpose beyond profit, and she has dedicated herself to championing initiatives that foster economic empowerment and environmental stewardship.

Through her work with various organizations, Rionge has spearheaded projects focused on renewable energy and digital literacy, ensuring that communities benefit from technological advancements while preserving their cultural and environmental heritage. Her commitment to sustainable practices showcases her vision of an Africa that thrives economically while maintaining its rich diversity and natural resources.

Inspiring the Next Generation

As a sought-after speaker and mentor, Njeri Rionge is committed to sharing



Top 10 African Women In Business

10 African Women in Business

her insights and experiences with aspiring entrepreneurs. She has spoken at numerous international forums, emphasizing the need for innovation, resilience, and adaptability in today's fast-paced world. Her story serves as a source of inspiration for many, especially young women who aspire to make their mark in the tech industry.

Rionge's mantra, "Empower, Inspire, Innovate," encapsulates her philosophy of entrepreneurship. She believes that by empowering individuals with knowledge and resources, we can inspire innovation that leads to meaningful change in society.

The Future of Africa's Digital Landscape

As Africa continues to embrace the digital age, Njeri Rionge stands at the forefront of this transformation. Her unwavering commitment to innovation, inclusivity, and sustainability positions her as a pivotal figure in shaping the continent's future. With a focus on entrepreneurship that prioritizes social impact, Rionge is not just building businesses; she is creating a legacy that will inspire generations to come.

In a world hungry for solutions to complex challenges, Njeri Rionge exemplifies the spirit of a true pioneer—one who dares to dream big, disrupt the status quo, and lead Africa into a prosperous and inclusive digital future. As she continues to break barriers and forge new paths, her impact will undoubtedly resonate far beyond the tech industry, inspiring a movement that redefines what is possible for Africa and its people.



Maria Ramos (South Africa)

Current Position:
Former Group
CEO of Absa
Group Limited.

Background:
Ramos has had a distinguished career in banking and finance, with significant contributions to South Africa's financial services sector.

In the world of commerce and finance, few names resonate as powerfully as Maria Ramos. A formidable leader known for her strategic acumen and transformative vision; Ramos has carved a niche for herself as a pioneer in the financial sector. With an illustrious career spanning decades, she has become an inspirational figure, not just for women in business but for anyone aspiring to make a mark in the corporate world.

A Journey Fueled by Determination

Born in Portugal and raised in South Africa, Maria Ramos's journey to success is a testament to her resilience and determination. She earned her Bachelor's degree in Commerce from the University of the Witwatersrand, followed by an MBA from the University of Cape Town. Her educational background laid the foundation for her future endeavors, equipping her with the knowledge and skills necessary to navigate the complexities of the business world.

Ramos began her career at the esteemed management consulting firm, Deloitte, where she honed her expertise in strategy and operations. However, it was her role as the CEO of Absa Group, one of South Africa's largest financial services providers, that catapulted her into the limelight. Under her leadership, Absa underwent a significant transformation, repositioning itself as a leading player in the African banking landscape.

Championing Diversity and Inclusion

Throughout her career, Maria Ramos has been a passionate advocate for diversity and inclusion. She understands that diverse teams drive innovation and better decision-making. As a leader, she has implemented policies and initiatives that promote gender equality and empower women within the organization.

Ramos believes that fostering an inclusive work environment is not just a moral imperative; it is a business necessity. By championing diversity, she has paved the way for a new generation of leaders, inspiring them to challenge norms and break barriers in a traditionally male-dominated industry.

A Visionary Leader in Financial Innovation

Maria Ramos's influence extends beyond her role in corporate leadership; she has been a driving force in advocating for financial innovation. Recognizing the rapid changes in technology and consumer behavior, she has championed the integration of digital banking solutions, ensuring that financial services remain accessible and relevant in an increasingly digital world.

Her forward-thinking approach has positioned Absa as a

frontrunner in the fintech space, leveraging technology to enhance customer experience and streamline operations. Ramos's commitment to innovation is rooted in her belief that technology can empower individuals and communities, enabling them to achieve financial independence and stability.

Advocating for Economic Development

Ramos's impact is not limited to the corporate sector; she is also deeply committed to social responsibility and economic development. She has actively participated in various initiatives aimed at promoting financial literacy, entrepreneurship, and community development. By equipping individuals with the knowledge and tools they need to thrive, she has contributed to the economic empowerment of underserved communities.

Her philanthropic efforts reflect her understanding of the critical role that finance plays in social progress. Ramos believes that by investing in education and entrepreneurship, we can create a more equitable and sustainable future for all.

Inspiring the Next Generation of Leaders

As a mentor and role model, Maria Ramos has inspired countless individuals to pursue their passions and strive for excellence. She frequently speaks at conferences and forums, sharing her insights on leadership, innovation, and the importance of resilience in overcoming challenges.

Ramos's mantra, "Lead with purpose, inspire with action," encapsulates her approach to leadership. She encourages aspiring leaders to leverage their unique strengths and experiences

to create positive change in their organizations and communities.

A Legacy of Empowerment and Change

As Maria Ramos continues to lead and innovate, her legacy as a trailblazer in business and finance is undeniable. Her unwavering commitment to diversity, inclusion,

“Lead with purpose, inspire with action,”

Ramos's mantra

and social responsibility sets a powerful example for current and future generations.

In a rapidly changing world, Maria Ramos embodies the spirit of transformative leadership—one that is bold, inclusive, and dedicated to making a meaningful impact. As she forges ahead, her work will undoubtedly inspire a movement that reshapes the financial landscape and empowers individuals to pursue their dreams without limits. In every sense, Maria Ramos is not just a leader; she is a force for change in the world of business.

“To build a successful business, you must start small and dream big. In the journey of entrepreneurship, tenacity of purpose is supreme.”

**Aliko Dangote,
CEO of Dangote Group (Nigeria)**

Bola Adesola (Nigeria)



Current Position: Senior Executive at Standard Chartered Bank.

Background: Adesola has made significant contributions to banking and finance, and she is a strong advocate for diversity and inclusion within corporate environments.

In the realm of finance and leadership, few names resonate with the same level of respect and admiration as Bola Adesola. As one of Africa's foremost banking executives, she has not only broken barriers in a traditionally male-dominated industry but has also emerged as a powerful advocate for sustainable development and empowerment. Her career, marked by innovation and dedication, is a testament to her commitment to driving positive change in the financial sector and beyond.

A Innovator in Banking

Bola Adesola's journey to success is a remarkable story of resilience and ambition. With a solid educational background, including a law degree from the University of Lagos and further studies at the prestigious Harvard Business School, Bola's

impact investors and grants aimed at social innovation, focusing on solutions that align with the United Nations' Sustainable Development Goals (SDGs).

7. EdTech Growth: Opportunities exist in niche markets such as vocational training and lifelong learning platforms that cater to adults looking to upskill or pivot careers, especially in tech-related fields.

8. Blockchain and Cryptocurrency Solutions: Entrepreneurs can create decentralized finance (DeFi) platforms, which could disrupt traditional banking systems, offering peer-to-peer lending and crowdfunding solutions.

9. Personalization and Customization: Utilizing data analytics to understand consumer preferences can help businesses craft tailored marketing strategies, enhancing customer retention and satisfaction.

10. Experience-over-Product Economy: Businesses focused on experiential marketing—creating immersive brand experiences through events or pop-up shops—can differentiate themselves in crowded markets. By closely monitoring these trends and adapting business models accordingly, entrepreneurs can effectively navigate the evolving economic landscape and position themselves for success in the coming years.

expertise spans legal, finance, and corporate governance. Her ascent in the banking industry began at the Nigerian International Bank, and she has since held numerous leadership positions, most notably as the Managing Director of the Standard Chartered Bank Nigeria.

Under her stewardship,

Standard Chartered Bank has seen significant growth, with Bola implementing innovative strategies that not only expanded the bank's footprint but also enhanced customer service and engagement. Her ability to navigate complex financial landscapes has earned her accolades and recognition as a visionary leader.

Championing Diversity and Inclusion

Bola Adesola is not just a leader; she is a passionate advocate for diversity and inclusion in the workplace. Understanding that diverse teams drive better outcomes, she has been instrumental in initiatives aimed at increasing the representation of women and minorities in leadership roles within the banking sector.

Her commitment to mentoring young professionals is evident through various programs she supports, aimed at empowering the next generation of leaders. By creating a culture of inclusivity, Bola is not only enhancing workplace dynamics but is also setting a standard for corporate social responsibility across the continent.

A Voice for Sustainable Development

Beyond her banking prowess, Bola Adesola is a strong proponent of sustainable development. She recognizes the critical role that financial institutions play in addressing global challenges such as climate change and economic inequality. As a leader, she champions responsible banking practices that prioritize environmental stewardship and community engagement.

Bola's involvement in various initiatives, including the United Nations Principles for Responsible Banking, underscores her dedication to aligning the banking sector with sustainable development goals (SDGs). Through her advocacy, she encourages banks to rethink their strategies and align their operations with the broader objectives of society and the environment.

Recognition and Influence

Bola's contributions to the banking industry and society at large have not gone unnoticed. She has received

numerous awards and accolades, including recognition as one of the "100 Most Influential Women in Africa" and a finalist for the "African Banker of the Year." Her influence extends beyond her roles in banking; she serves on multiple boards and advisory committees, where she continues to shape the dialogue around finance and social impact.

Empowering Future Generations

As a mentor and leader, Bola Adesola embodies the spirit of empowerment. She actively engages in initiatives that promote financial literacy and entrepreneurship, particularly among women and youth. Her belief in the transformative power of education drives her to support programs that equip individuals with the skills needed to thrive in today's economy.

Bola's story serves as a beacon of inspiration for aspiring professionals, especially young women seeking to carve their paths in business. Through her advocacy and mentorship, she empowers others to break barriers and pursue their dreams with confidence.

The Legacy of Bola Adesola

Bola Adesola is more than a banking executive; she is a transformative leader committed to creating a more equitable and sustainable future. Her unwavering dedication to diversity, empowerment, and sustainable development sets her apart in the financial industry.

As she continues to break new ground and inspire others, Bola's legacy will undoubtedly influence the next generation of leaders in Africa and beyond. Her journey speaks not just to her professional achievements but to her profound impact on society, proving that with vision, integrity, and determination, one can indeed change the world.

Did You Know?

The rise of artificial intelligence (AI) has transformed how entrepreneurs manage their businesses. AI-powered tools can automate routine tasks, analyze customer data, and even generate marketing content, freeing up valuable time for entrepreneurs to focus on strategic decision-making and growth. With AI chatbots handling customer inquiries 24/7, business owners can enhance customer service while reducing operational costs!

Nompumelelo Zikalala:

South Africa



A Visionary Leader in Sustainable Development—Nompumelelo Zikalala is a prominent figure in the realm of sustainable development, renowned for her innovative approaches to addressing some of the most pressing challenges facing communities in Africa today. As a passionate advocate for environmental sustainability and social equity, Nompumelelo has dedicated her career to creating impactful solutions that foster economic growth while protecting the planet.

Early Life and Education

Born in South Africa, Nompumelelo grew up with a deep appreciation for the natural environment and a keen awareness of the socio-economic disparities in her community. She pursued her education at the University of Cape Town, where she earned a degree in Environmental Science, followed by a Master's in Sustainable Development. This academic foundation equipped her with the knowledge and skills needed to tackle complex sustainability issues.

Professional Journey

Nompumelelo's professional journey began in the non-profit sector, where she worked on various initiatives aimed at community development and environmental conservation.

UNCOVERING RICHES BENEATH THE SURFACE!

YOUR TRUSTED PARTNER IN:

**SOLID MINERALS, OIL & GAS EXPLORATION,
MINING AND DISTRIBUTION.**

We Are A Company With Absolute High Quality, Professional And Excellent Business Approach And On-Time Delivery.



GOLDLIN
DIMENSIONS

www.goldlindimensionslimited.com



Her early experiences solidified her belief in the importance of integrating sustainability into economic planning and policy-making. Recognizing the potential of sustainable practices to drive economic empowerment, she transitioned into the private sector, where she could leverage corporate resources for greater impact.

In her role as the CEO of a leading sustainability consulting firm, Nompumelelo has led numerous projects that focus on renewable energy, waste management, and sustainable agriculture. Under her leadership, the firm has partnered with government agencies and private organizations to implement innovative solutions that promote sustainability while enhancing community resilience.

Advocacy and Impact

As an outspoken advocate for sustainable practices, Nompumelelo is frequently invited to speak at conferences and forums, where she shares her insights on the importance of sustainability in driving economic growth. She emphasizes the need for collaborative efforts among governments, businesses, and communities to create a more sustainable future.

Nompumelelo's work has garnered recognition both locally and internationally. She has received several awards for her contributions to sustainable development, including honors from environmental organizations and industry bodies. Her influence extends beyond her immediate projects; she actively mentors young professionals and entrepreneurs, encouraging them to adopt sustainable practices in their ventures.

Challenges and Resilience

Throughout her career, Nompumelelo has encountered various challenges, particularly in advocating for sustainable practices in sectors resistant to change. However, her resilience

and determination have allowed her to overcome obstacles and remain committed to her vision. She believes that education and awareness are key to shifting mindsets and fostering a culture of sustainability.

Future Vision

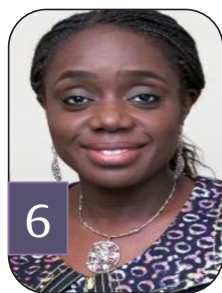
Looking ahead, Nompumelelo Zikalala aims to expand her initiatives to reach more communities across Africa. She envisions a future where sustainable development is not just an option but a fundamental principle in all aspects of economic planning and community engagement. By continuing to push for innovative solutions and collaborative partnerships, she hopes to inspire a new generation of leaders dedicated to creating a more equitable and sustainable world.

Conclusion

Nompumelelo Zikalala's journey exemplifies the transformative power of sustainable leadership. Through her commitment to environmental stewardship and social equity, she is not only making a significant impact in her field but also inspiring others to join the movement toward a more sustainable future. As she continues to champion these critical issues, her work serves as a beacon of hope and possibility for communities across Africa and beyond.

Kemi Adeosun (Nigeria)

Current Position: Former Minister of Finance.



Background: Adeosun has been instrumental in implementing economic reforms in Nigeria and is recognized for her leadership in government and finance.

In a world where financial stewardship can determine the fate of nations, Kemi Adeosun has emerged as a powerful force in shaping Nigeria's economic policies and fiscal management. Serving as Nigeria's Minister of Finance from 2015 to 2019, her tenure was marked by groundbreaking reforms, strategic initiatives, and an unwavering commitment to improving the nation's financial health. A true trailblazer, Kemi has become a symbol of leadership and resilience in the pursuit of economic growth and development.

A Strong Foundation in Finance and Economics

Kemi Adeosun's journey to becoming one of Nigeria's most influential financial leaders is rooted in a strong educational background. Born in London, she holds a degree in Economics from the University of East London and is a certified accountant. Her early career saw her working in the UK, where she gained invaluable experience in finance and public sector management. Kemi's expertise and insight into global economic trends equipped her for the challenges that lay ahead in her home country.

Transformational Leadership as Finance Minister

Appointed by President Muhammadu Buhari, Kemi Adeosun took the helm of Nigeria's Ministry of Finance during a challenging period marked by economic recession and fiscal deficits. Her leadership was characterized by a bold vision for economic reform and a commitment to transparency and accountability.

One of her landmark initiatives was the introduction of the Treasury Single Account (TSA), which streamlined government revenue collection and expenditure, drastically reducing corruption and inefficiencies. Kemi also championed the implementation of several tax reforms aimed at

Join the Largest Network of Nigeria Entrepreneurs

Nigeria Entrepreneurs Network (NEN) is a network of professionals where Technocrats, Developers, Inventors and Business experts network to achieve common goal of Entrepreneurship advancement. Everyday, Entrepreneurs make informed and better decision in Business, Connect with other professionals and have access to resources including funding through our platform. Join thousands of our professionals in getting your enterprise to a better position today.



Why Join NEN?

Networking Opportunity,
Capacity Development,
Business Funding, Advisory Services,
Enterprise Awareness, Business Education,
Enterprise Award, Business Development,
Fund Management, Trade Exhibition

Who Can Join?

Whether you're a startup founder, a seasoned entrepreneur, or someone with a brilliant business idea, NEN is for you! Our network is inclusive and caters to a diverse range of industries.



REGISTER NOW AT:
www.nen.org.ng/registration

broadening the tax base, improving compliance, and enhancing revenue generation. These measures not only strengthened Nigeria's fiscal position but also laid the groundwork for sustainable economic growth.

Advocating for Financial Inclusion and Growth

Kemi Adeosun's vision extended beyond mere economic management; she was a staunch advocate for financial inclusion. Recognizing that access to financial services is pivotal for economic empowerment, she promoted initiatives to support small and medium-sized enterprises (SMEs) and increase access to credit for underserved populations.

Her efforts in fostering public-private partnerships helped unlock opportunities for investment in critical sectors, such as infrastructure and agriculture, further driving economic diversification. Kemi understood that by empowering individuals and businesses, Nigeria could create a more resilient economy capable of weathering global financial storms.

International Recognition and Influence

Kemi Adeosun's impactful tenure did not go unnoticed on the global stage. She was frequently invited to speak at international forums, sharing her insights on fiscal policy, economic development, and governance. Her influence extended beyond Nigeria, as she became a respected figure among her peers in the international finance community.

Her commitment to good governance and effective financial management led to her being recognized as one of the "Most Innovative Finance Ministers in the World" by various financial publications. This recognition not only reflects her professional achievements but also her dedication to instilling a culture of accountability and transparency within Nigeria's financial institutions.

A Legacy of Empowerment and Change

Since leaving her ministerial role, Kemi Adeosun has continued to advocate for economic reform and development, focusing on empowering women and youth in Nigeria. Her passion for

mentorship is evident as she supports initiatives that provide educational opportunities and resources for the next generation of leaders.

Kemi's story is a testament to the impact of visionary leadership in transforming economies. Her journey reflects the importance of resilience, innovation, and commitment to sustainable development—qualities that inspire many aspiring leaders in Nigeria and beyond.

Conclusion

Kemi Adeosun stands out as a beacon of hope and a symbol of transformative leadership in Nigeria's economic landscape. Through her strategic vision and unwavering commitment to reform, she has not only reshaped fiscal policies but has also inspired a generation of leaders to strive for excellence and integrity in governance. As she continues to champion economic empowerment and sustainable development, Kemi Adeosun's legacy will undoubtedly leave an indelible mark on Nigeria's journey toward prosperity and growth.



Nneka Ede (Nigeria)

Current Position: Co-founder of The Green Angel Syndicate.

Background: Ede is an innovative leader in sustainable investment, focusing on funding green initiatives and promoting environmental sustainability across Africa.

The world today has increasingly values innovation and adaptability, few figures embody these principles as vividly as Nneka Ede. As a dynamic entrepreneur, thought leader, and advocate for social impact, Nneka has carved a niche for herself as a catalyst for change in various sectors, from technology to community development. Her journey is not just about personal success; it's a powerful narrative of resilience, vision, and the relentless pursuit of betterment for both individuals and communities.

A Visionary Beginnings

Nneka Ede's story is rooted in a solid educational foundation. With a degree in Business Administration from a leading university and further studies in Public Policy, she embarked on her career with a clear vision: to leverage technology to drive social change. Her early experiences in corporate environments equipped her with insights into the intersection of business and social responsibility, setting the stage for her future endeavors.

Pioneering Social Entrepreneurship

Driven by a desire to create meaningful impact, Nneka founded her first startup, a tech-based platform aimed at enhancing access to education for underserved communities. By harnessing the power of mobile technology, she developed solutions that connected students with learning resources, tutors, and mentorship programs. Her innovative approach not only improved educational outcomes but also empowered young people to take charge of their futures.

Under her leadership, Nneka's initiative garnered recognition for its scalability and effectiveness. The success of her startup demonstrated how technology could bridge gaps in education and inspire a new generation of learners. This venture laid the groundwork for her subsequent projects focused on economic empowerment and community resilience.

Championing Diversity and Inclusion

One of Nneka Ede's core beliefs is that



diversity fuels innovation. She has been a fierce advocate for inclusive practices in both the tech industry and her community initiatives. By promoting gender equality and supporting women in leadership roles, Nneka has worked tirelessly to create environments where diverse voices are heard and valued.

Her commitment to inclusion extends to mentoring young professionals and aspiring entrepreneurs. Through workshops, speaking engagements, and one-on-one coaching, she empowers others to break barriers and pursue their ambitions, fostering a culture of collaboration and support.

A Global Advocate for Change

Nneka's influence transcends national borders. She has represented her initiatives on international platforms, engaging with global leaders and organizations to discuss strategies for sustainable development. Her participation in forums and conferences showcases her expertise in social entrepreneurship, innovation, and community development, positioning her as a thought leader in the arena of socio-economic change.

Continued Commitment to Impact

Beyond her entrepreneurial ventures, Nneka Ede is dedicated to advocating for policies that support social equity and economic empowerment. She collaborates with NGOs and governmental bodies to design and implement programs that address systemic challenges faced by marginalized communities. Her holistic approach, which combines technology with social impact, has made her a sought-after voice for progressive change.

Conclusion

Nneka Ede's journey is a testament to the power of vision, resilience, and the drive to create positive change. With her innovative spirit and unwavering commitment to social impact, she

continues to inspire individuals and communities alike. As she forges ahead, Nneka embodies the belief that entrepreneurship is not solely about profit, but about purpose and the potential to transform lives. Through her work, she exemplifies the profound impact one individual can have in shaping a more equitable and inclusive world. Nneka Ede is more than a trailblazer; she is a beacon of hope for future generations.

Brendah Mwirichia: (Kenya)

Current Position: CEO of Peak and Dale Solutions



In the dynamic world of business, few stories resonate as powerfully as that of Brendah Mwirichia, the visionary CEO of Peak and Dale Solutions. With a commitment to innovation and a passion for empowering others, Brendah has carved out a significant niche in the tech industry, driving her company to new heights while inspiring a new generation of entrepreneurs.

Early Life and Education

Brendah Mwirichia was born and raised in Kenya, where her journey

began with a deep-seated curiosity for technology and problem-solving. She pursued her education at renowned institutions, earning a degree in Computer Science followed by an MBA. This blend of technical and business acumen equipped her with the skills necessary to navigate the complexities of the tech landscape.

Founding Peak and Dale Solutions

In 2017, Brendah founded Peak and Dale Solutions, a company dedicated to providing innovative tech solutions that address the unique challenges faced by businesses in Africa. Under her leadership, the company has focused on developing software that enhances operational efficiency and fosters growth. Peak and Dale Solutions specializes in areas such as data analytics, digital transformation, and customer relationship management, catering to a diverse range of industries.

Vision and Impact

Brendah's vision extends beyond mere business success; she is passionate about leveraging technology to drive social change. Recognizing the potential of tech to empower marginalized communities, she has implemented initiatives aimed at providing digital literacy training to women and youth in her community. By equipping these groups with essential skills, Brendah is helping to bridge the digital divide and create new opportunities for economic advancement.

Achievements and Recognition

Brendah's innovative approach and leadership have not gone unnoticed. She has received numerous awards and accolades, including recognition as one of Africa's top young entrepreneurs and a finalist in various technology competitions. Her commitment to excellence has earned her a place on several advisory boards, where she contributes her expertise to foster growth in the tech sector.

Challenges and Resilience

Like many entrepreneurs, Brendah has faced challenges along her journey. Navigating a predominantly male-dominated industry, she has encountered barriers that tested her resolve. However, her resilience and determination have only strengthened her resolve to succeed. Brendah emphasizes the importance of mentorship and collaboration, believing that by lifting each other up, women can create a more equitable business environment.

Looking Ahead

As Peak and Dale Solutions continues to grow, Brendah Mwirichia remains committed to innovation and social impact. She envisions expanding the company's reach across Africa and beyond, fostering partnerships that will enhance the capabilities of businesses and communities alike.



Empowered women are not just leaders in business; they are the architects of change. Their determination and innovation drive progress, proving that the entrepreneurial world thrives on diverse perspectives and resilient spirits."

Her leadership philosophy centers on adaptability, collaboration, and the belief that technology can be a powerful catalyst for positive change.

Conclusion

Brendah Mwirichia's journey as the CEO of Peak and Dale Solutions is a testament to the transformative power of leadership and innovation. By championing technology and empowering others, she is not only driving her company forward but also paving the way for future generations of women in business. As she continues

to break barriers and inspire change, Brendah stands as a beacon of hope and possibility in the ever-evolving landscape of African entrepreneurship.

Isabel do Santos: A Complex Legacy in African Business



Isabel do Santos, a name synonymous with entrepreneurial ambition in Africa, has made significant strides in various industries, including banking, telecommunications, and media. As the founder of Unitel, Angola's largest mobile phone operator, she has not only transformed the telecommunications landscape in her home country but has also positioned herself as one of the most influential business figures on the continent.

A Business Pioneer

Born in Luanda, Angola, Isabel do Santos is the daughter of José Eduardo dos Santos, who served as the president of Angola for nearly four decades. Growing up in a politically influential family, she was exposed to the complexities of business and governance from an early age. After completing her studies in electrical engineering in Portugal, she returned to Angola, where she embarked on her entrepreneurial journey.

In 2001, Isabel founded Unitel, which has since become the largest mobile telecommunications company in Angola, serving millions of customers and revolutionizing communication in the country. Under her

leadership, Unitel has expanded its services, offering innovative solutions that have contributed to the digital transformation of Angola.

Diverse Ventures and Influence

Isabel do Santos's business interests extend far beyond telecommunications. She has been involved in various sectors, including banking, where she played a significant role in developing financial services that cater to the needs of Angolans. Additionally, she has invested in media outlets, further solidifying her influence in shaping public discourse in the country.

Her entrepreneurial success has garnered her recognition as one of Africa's richest women, earning her a spot on Forbes' list of Africa's Richest People. This acknowledgment highlights not only her business acumen but also her role as a prominent female leader in a traditionally male-dominated landscape.

Controversies and Criticism

Despite her achievements, Isabel do Santos's career has not been without controversy. Her wealth and business practices have faced scrutiny, particularly regarding the implications of her familial connections. Allegations of corruption and mismanagement have surrounded her enterprises, leading to a complex public perception. These controversies have sparked debates about the intersection of wealth, power, and governance in Angola, raising important questions about transparency and accountability.

In 2020, the Angolan government initiated legal proceedings against her, accusing her of embezzlement and misappropriation of funds. While she has consistently denied any wrongdoing, the allegations have cast a shadow over her legacy, complicating her status as a business leader.

A Role Model Amidst Challenges

Regardless of the controversies, Isabel do Santos remains a significant figure in the conversation about women in business in Africa. Her journey serves as both inspiration and a cautionary tale, illustrating the challenges that women face in achieving success in environments rife with political

and economic complexities.

As an influential businesswoman, do Santos has the potential to pave the way for future generations of female leaders in Africa. Her efforts to build and expand businesses demonstrate the impact that entrepreneurial ventures can have on economic development and empowerment.

Conclusion

Isabel do Santos embodies the dualities of power and vulnerability that often characterize leadership in the business world. As a prominent entrepreneur in Angola, she has made remarkable contributions to the telecommunications industry and beyond. While her legacy is complicated by controversy and allegations, her story is a compelling narrative of ambition, resilience, and the ongoing struggle for transparency in business practices. As Africa continues to evolve, do Santos's journey will undoubtedly influence discussions about leadership, gender, and the role of wealth in shaping the continent's future.



Sibongile Sambo: Trailblazer in South African Aviation

Sibongile Sambo is a name that resonates powerfully in the aviation industry, not only in South Africa but across Africa as a whole. As the founder and CEO of SRS Aviation, she has carved a niche in a field traditionally dominated by men, proving that with determination and

hard work, barriers can be broken and dreams can be realized.

A Visionary Entrepreneur

Born and raised in South Africa, Sibongile's journey into the world of aviation was fueled by her lifelong passion for flight. After earning her degree in aviation management, she recognized a significant gap in the market for reliable and efficient aviation services. In 2006, she founded SRS Aviation, a company that offers a range of services, including chartered flights and aviation training.

Under her leadership, SRS Aviation has grown exponentially, gaining a reputation for excellence and reliability. The company not only caters to corporate clients needing chartered flights but also plays a vital role in training aspiring pilots, thereby contributing to the development of future talent in the aviation sector.

Recognition and Influence

Sibongile Sambo's achievements have not gone unnoticed. Her innovative spirit and entrepreneurial success earned her a place on Forbes' list of Top 10 Female Entrepreneurs to Watch in Africa, a testament to her impact and influence in the industry. This recognition highlights her role as a pioneer in aviation, serving as an inspiration for young women aspiring to carve their own paths in business.

In addition to her entrepreneurial ventures, Sambo is a sought-after motivational speaker. She travels extensively, sharing her story and advocating for women's empowerment in business. Her talks emphasize the importance of perseverance, resilience, and the pursuit of one's passions, resonating with audiences from diverse backgrounds.

Impact on the Aviation Industry

Sibongile's contributions to the aviation industry extend beyond her company. She actively engages in initiatives aimed at promoting diversity and

inclusion within the sector, advocating for more women to enter the field. By providing training and mentorship opportunities, she is helping to build a more inclusive environment in an industry that has historically been underrepresented by women.

Through SRS Aviation, Sambo has also fostered partnerships with various organizations, enhancing the services offered and expanding her company's reach. Her strategic vision and commitment to quality have positioned SRS Aviation as a leader in the South African aviation market.

A Source of Inspiration

Sibongile Sambo's journey is a powerful reminder of the potential that lies within determination and hard work. She embodies the belief that success is achievable, regardless of the challenges one may face. As a role model, she encourages young women to pursue their dreams unapologetically, emphasizing that with dedication, they can overcome obstacles and thrive in any industry.

Her story illustrates not just personal success, but a broader narrative of empowerment, resilience, and the importance of representation in business. Sibongile's impact extends beyond her achievements in aviation; she is helping to reshape perceptions about women in leadership roles, paving the way for future generations.

Conclusion

Sibongile Sambo stands as a beacon of hope and inspiration in the South African aviation landscape. As an accomplished entrepreneur, a motivational speaker, and an advocate for diversity, she is redefining what it means to succeed in a traditionally male-dominated industry. Her remarkable journey reflects the transformative power of perseverance and ambition. As she continues to soar to new heights, Sibongile Sambo is not only building a legacy in aviation but also empowering countless individuals to chase their dreams.

AE

CREDIT AND PREPAID CARDS ?

Need A Little Help to tide you over until payday?

O3's got you!

Choose the right card for you.
Every wallet deserves an O3.



Shop online without limits

Music? Movies? Games?

O3 is accepted anywhere that accepts Mastercard.
International Shopping online has never been easier for Nigerians.

O3 Capital
www.o3cards.com



10 Best Startup Business Ideas for Nigerians in 2025



As the world continues to evolve, Nigeria's entrepreneurial landscape is also undergoing significant changes. With a growing population, increased access to technology, and a dynamic market, there are numerous opportunities for startups to thrive. Here are ten of the best startup business ideas for Nigerians in 2025:

1

E-commerce Platforms

The shift towards online shopping has accelerated, especially following the pandemic, and establishing an e-commerce platform catering to niche markets can be highly profitable. Whether it's fashion, beauty products, or local artisanal goods,

the potential for growth in e-commerce remains vast. Startups can differentiate themselves by focusing on specific demographics, offering unique products, or providing exceptional customer service. Additionally, integrating local payment options and delivery services can enhance the shopping experience for customers.



Why It's Promising:

Rapid increase in internet penetration and smartphone usage.

Growing trust in online shopping among consumers.

Opportunity to tap into local artisans and craftspeople, promoting "Made in Nigeria" products.

2

Agro-Tech Innovations

With agriculture being a significant part of Nigeria's economy, startups that focus on agricultural technology can make a substantial impact. Solutions

like precision farming, drone services for crop monitoring, and smart irrigation systems can help farmers increase productivity and efficiency. Moreover, platforms that connect farmers with buyers can streamline the supply chain, reducing food waste and improving market access.

Why It's Promising:

Nigeria has a vast arable land with untapped agricultural potential.

Increasing demand for food due to a growing population.

Government incentives and support for the agricultural sector.

3

Health Tech Solutions

The health sector in Nigeria is ripe for innovation. Startups offering telemedicine services, health monitoring apps, or electronic health record systems can address the challenges of accessibility and quality healthcare, making a positive difference in people's lives. By leveraging technology to provide remote consultations, health education, and medication management, these startups can improve health outcomes in underserved areas.

Why It's Promising:

High demand for accessible healthcare services, especially in rural areas.

Growing acceptance of digital health solutions among consumers.

Potential partnerships with hospitals and health institutions.

4

Renewable Energy Solutions

As the need for sustainable energy sources grows, startups focused on renewable energy, such as solar panel installation or energy-efficient products, can capitalize on this trend.

Providing affordable and accessible energy solutions can not only generate profits but also contribute to environmental sustainability. Moreover, startups can explore innovative financing models that enable households and businesses to adopt renewable energy without high upfront costs.

Why It's Promising:

Frequent power outages and reliance on generators create demand for alternative energy sources.

Government policies increasingly favor renewable energy adoption.

Environmental concerns drive consumer interest in sustainable solutions.

5

EdTech Platforms

Education technology is gaining momentum globally, and Nigeria is no exception. Creating online learning platforms, tutoring services, or skill development programs can cater to the growing demand for quality education and professional development. Startups can focus on subjects that are in high demand, such as coding, business skills, or vocational training, and leverage technology to make learning more engaging and accessible.

Why It's Promising:

High youth population eager for quality education and skill acquisition.

Increasing smartphone penetration allows for online learning.

Growing awareness of the importance of continuous learning and upskilling.

6

Mobile Payment Solutions

With the increasing adoption of mobile technology, there is a high demand for secure and efficient mobile payment solutions. Startups that provide mobile wallets, payment

EXPLORING THE VIBRANT WORLD OF
CONTEMPORARY AFRICAN FASHION



sjptailors.com

EMBRACING HERITAGE

Once upon a time, I had a dream. A dream to create something unique, something that would not only reflect my passion for fashion but also make a difference in the world.



processing services, or financial management apps can tap into this lucrative market. They can also focus on financial inclusion, offering services to the unbanked population, and promoting cashless transactions.

Why It's Promising:

Nigeria is one of Africa's largest mobile markets, with a growing fintech sector.

Increased need for secure transaction methods among consumers and businesses.

Government support for cashless economy initiatives.

7 Real Estate Tech

The real estate market in Nigeria is evolving, and there is a need for platforms that simplify property transactions. Startups focusing on property listing services, virtual tours, or real estate management software can help streamline the buying, selling, and renting process. They can also offer solutions that address common challenges, such as fraud, lack of transparency, and lengthy transaction processes.

Why It's Promising:

Rapid urbanization leads to increased demand for housing.

Need for modern solutions in a traditionally opaque industry.

Potential for partnerships with real estate agents and developers.

8 Food Delivery Services

The convenience of food delivery continues to rise in urban areas. Startups that partner with local restaurants to offer diverse food options or specialize in healthy meal plans can meet the growing demand for quick and accessible dining solutions. Additionally, focusing on niche markets, such as vegan or organic meals, can help differentiate the business.

Why It's Promising:

Increasing consumer preference for convenience and variety in dining.

The Nigeria Entrepreneurs Network (NEN) is a valuable resource for young entrepreneurs looking to navigate the business landscape. NEN provides free business advice, helping entrepreneurs refine their ideas and develop robust business plans. They also offer mentorship programs where experienced business leaders share their insights and strategies for success. Additionally, NEN connects budding entrepreneurs with potential funding sources, enabling them to secure the financial support needed to launch their first businesses.

By leveraging the resources and networks available through NEN, young entrepreneurs can gain the confidence and knowledge necessary to turn their visions into reality. With determination and creativity, Nigerian entrepreneurs can drive impactful change and create lasting legacies in their communities among consumers. Opportunity to tap into local artisans and craftspeople, promoting "Made in Nigeria" products.

Growth of the restaurant industry, with many establishments looking to expand their customer base.

Opportunities for collaboration with local farmers and suppliers for fresh ingredients.

9 Tourism and Travel Startups

With Nigeria's rich cultural heritage and natural attractions, tourism presents an excellent opportunity for startups. Developing travel agencies that offer unique experiences, local tours, or travel planning services can attract both local and international tourists. Startups can also focus on eco-tourism and cultural tourism, promoting sustainable practices while showcasing Nigeria's diverse culture.

Why It's Promising:

Growing interest in domestic tourism, especially post-pandemic.

Opportunities to create authentic experiences that highlight Nigeria's culture and history.

Potential partnerships with local communities and tourism boards.

10 Fitness and Wellness Apps

As more Nigerians become

health-conscious, startups that focus on fitness and wellness can find success. Apps that provide workout plans, nutritional guidance, or mental health support can cater to this growing market. Additionally, incorporating features like community engagement, challenges, and rewards can enhance user experience and retention.

Why It's Promising:

Increasing awareness of the importance of health and wellness among consumers.

Growth of the fitness industry and demand for convenient solutions.

Opportunities for partnerships with gyms, wellness centers, and health professionals.

Conclusion

Starting a business in Nigeria in 2025 comes with its challenges, but the opportunities are abundant. By identifying a niche market and leveraging technology, aspiring entrepreneurs can build successful startups that contribute to the nation's economic growth. Whether in e-commerce, health tech, or renewable energy, the future is bright for those ready to innovate and take the leap into entrepreneurship.

AE

Funding Your Startup



Navigating the Landscape of Investment Opportunities in Nigeria

As Nigeria continues to emerge as a vibrant hub for innovation and entrepreneurship in Africa, funding remains a crucial factor for startups aiming to scale their operations and achieve sustainable growth. Navigating the landscape of investment opportunities can be overwhelming, but understanding the various funding sources available can empower entrepreneurs to make informed decisions. This article explores the diverse funding avenues accessible to Nigerian startups, along with tips on how to secure investments effectively.

● Bootstrapping: The Power of Self-Funding

Bootstrapping is often the first step for many entrepreneurs. This approach involves using personal savings or revenue generated from initial sales to fund business operations. While bootstrapping can be challenging, it allows founders to maintain full control over their business and validate their ideas before seeking external funding. For startups in the early stages, this is a viable option that helps build a solid foundation and demonstrates commitment to potential investors.

● Angel Investors: Accessing Individual Wealth

Angel investors are high-net-worth individuals who provide capital to startups in exchange for equity or convertible debt. They often bring not only funding but also valuable mentorship and networks. In Nigeria, various angel networks, such as the Lagos Angel Network (LAN) and the African Business Angels Network (ABAN), connect entrepreneurs with potential investors. To attract angel investment, startups should have a well-defined business model, a clear value proposition, and a solid pitch.

Venture Capital: Scaling Through Growth Equity

Venture capital (VC) firms specialize in investing in high-potential startups in exchange for equity. These firms often look for businesses with scalable models and the potential for rapid growth. In



Nigeria, prominent VC firms like TLcom Capital, Greenhouse Capital, and Ingressive Capital actively seek investment opportunities. To secure VC funding, entrepreneurs should present a compelling business plan, a strong team, and evidence of traction in the market.

Government Grants and Funding Programs

The Nigerian government recognizes the importance of startups in driving economic growth and innovation. Various programs and initiatives, such as the Nigerian Economic Sustainability Plan (NESP) and the National Youth Entrepreneurship Support (YES) Program, offer grants and funding to support entrepreneurs. Additionally, agencies like the Bank of Industry (BoI) provide loans and financial assistance to small and medium-sized enterprises (SMEs). Entrepreneurs should stay informed about available government programs and apply early to maximize their chances of success.

Crowdfunding: Harnessing the Power of the Crowd

Crowdfunding platforms like GoFundMe, Indiegogo, and local platforms like NaijaFund enable entrepreneurs to raise funds from a large number of people, usually through small contributions. This approach not only provides capital but also helps validate business ideas by gauging market interest. Successful crowdfunding campaigns require effective marketing strategies, a compelling story, and clear communication of the project's goals and rewards for backers.

Accelerators and Incubators: Building Capacity and Connections

Startup accelerators and incubators, such as the Tony Elumelu Foundation, The Pitch, and Startups Nigeria, offer structured programs designed to support early-stage businesses. These programs often provide funding, mentorship, and networking opportunities, helping entrepreneurs refine their business models and prepare for future funding rounds. Participating in an accelerator or incubator can significantly enhance a startup's visibility and credibility in the eyes of potential investors.

Strategic Partnerships: Collaborating for Growth

Forming strategic partnerships with established businesses can provide startups with



access to funding, resources, and markets. Collaborations with larger companies often involve co-developing products or services, leveraging each other's strengths, and sharing risks. Entrepreneurs should seek partnerships that align with their vision and can provide mutual benefits.

Conclusion

Crafting Your Funding Strategy

Navigating the funding landscape in Nigeria requires strategic planning, resilience, and adaptability. Entrepreneurs must be proactive in exploring various funding sources while refining their business models and pitching skills. Building a strong network, continuously learning, and being open to feedback will enhance the chances of attracting investment.

Ultimately, securing funding is not just about the money; it's about finding the right partners who believe in your vision and can contribute to your journey. With the right approach and a solid understanding of the investment landscape, Nigerian entrepreneurs can access the resources they need to turn their innovative ideas into successful businesses.



*Enhancing beauty through
innovative ingredients*

Euphoria

www.euphoria.com.ng



Make-up

Skin gel

Lipstick

Eyeliners

Perfume

Natural Skincare

Top 10 CEOs of African Biggest Tech. Companies

In an era defined by rapid technological advancement and digital transformation, the role of the Chief Executive Officer (CEO) has never been more critical. These leaders not only steer their companies through turbulent waters but also shape the future of industries and societies at large. From artificial intelligence to cloud computing, the impact of their decisions reverberates across the globe. In this article, we delve into the top 10 CEOs of the biggest tech companies, exploring their innovative visions, leadership styles, and the profound influence they wield in the tech landscape. Join us as we uncover the personalities and strategies behind the giants that are not just transforming business but also redefining the very fabric of our daily lives.

1

Strive Masiyiwa Zimbabwe CEO . ECONET WIRELESS



Strive Masiyiwa is a name synonymous with innovation, entrepreneurship, and leadership in Africa's telecommunications sector. As the founder and Executive Chairman of Econet Wireless, he has played a pivotal role in transforming communication across the continent, making him one of Africa's most influential business figures.

Early Life and Education

Born on January 29, 1961, in Zimbabwe, Masiyiwa grew up in a family that valued education and entrepreneurship. After completing his secondary education, he pursued higher studies

in the United States, where he earned a degree in Electrical Engineering from the University of California, Los Angeles (UCLA). This technical background would later inform his innovative approaches in the telecommunications industry.

Entering the Telecommunications Sector

Masiyiwa's journey into the world of telecommunications began in the 1990s. After returning to Zimbabwe, he identified a significant gap in the telecommunications market, particularly the lack of accessible mobile communication. In 1998, he founded

Econet Wireless, aiming to provide affordable mobile services to the African populace. This venture was not without challenges; he faced significant opposition from the Zimbabwean government, which initially sought to prevent his entry into the market.

Through resilience and strategic advocacy, Masiyiwa eventually secured the necessary licenses, launching Econet Wireless Zimbabwe in 1998. His commitment to expanding access to telecommunications services laid the groundwork for a company that would grow to serve millions across the continent.

Innovating the Telecommunications Landscape

Under Masiyiwa's leadership, Econet Wireless expanded rapidly, introducing innovative services that transformed the way Africans communicate. The company was one of the first in Africa to adopt mobile money solutions, which have become crucial in promoting financial inclusion. This innovation allowed users to transfer money easily, pay bills, and access banking services, particularly in regions with limited access to traditional banking infrastructure.

Econet's success in Zimbabwe served as a springboard for regional expansion, with operations now extending to countries like South Africa, Nigeria, and Botswana. Masiyiwa's vision of leveraging technology to improve lives has resonated throughout Africa, positioning Econet as a leader in the telecommunications sector.

Advocacy and Philanthropy

Beyond his business accomplishments, Strive Masiyiwa is a passionate

advocate for social justice, education, and entrepreneurship. He has been a vocal supporter of various initiatives aimed at empowering African youth and promoting education. In 2005, he established the Higher Life Foundation, which provides scholarships and support to underprivileged children across Africa.

Masiyiwa is also a key figure in the African Union's efforts to address issues such as economic development and youth employment. His commitment to using his platform for social good reflects a belief that successful entrepreneurs have a responsibility to uplift their communities.

Recognition and Legacy

Strive Masiyiwa's contributions to the telecommunications industry and African entrepreneurship have earned him numerous accolades and recognition. He has been listed among the 100 Most Influential People in the World by TIME magazine and has received various awards for his leadership and innovation.

His story is not just one of personal success but a testament to the power of resilience and vision. Masiyiwa continues to inspire a new generation of entrepreneurs across Africa, encouraging them to leverage technology and innovation to solve pressing societal challenges.

Looking Ahead

As Strive Masiyiwa continues to lead Econet Wireless and engage in philanthropic endeavors, his vision for a connected and empowered Africa remains steadfast. He exemplifies the entrepreneurial spirit necessary for driving growth and development in the continent's evolving landscape.

Conclusion

Strive Masiyiwa's journey from a young boy in Zimbabwe to a leading figure in global telecommunications is a remarkable story of perseverance, innovation, and commitment to making a difference. His impact will undoubtedly continue to shape the future of Africa's technological landscape for years to come.



Iyanoluwa Aboyeji
Nigeria
Co-founder Andela
and Flutterwave

2

Iyanoluwa Aboyeji is a prominent entrepreneur and visionary in Africa's burgeoning tech landscape, known for his role in co-founding influential startups that have redefined the continent's technological ecosystem. As a co-founder of Andela and Flutterwave, Aboyeji has been instrumental in bridging gaps in technology and talent across Africa, making significant strides in fostering innovation and entrepreneurship.

Early Life and Education

Born and raised in Nigeria, Aboyeji demonstrated an early aptitude for technology and entrepreneurship. He pursued his higher education at the University of Nigeria, Nsukka, where he studied law. His academic background, combined with a keen interest in technology, set the stage for his future ventures in the tech industry.

After graduating, Aboyeji moved to Canada to continue his education at the University of Toronto. However, he soon realized that his true passion

lay in entrepreneurship, which led him to return to Nigeria to make an impact in the local tech ecosystem.

Founding Andela

In 2014, Aboyeji co-founded Andela, a company aimed at identifying and developing software engineering talent across Africa. The premise was simple yet powerful: train African developers and connect them with global technology companies seeking skilled talent. This initiative not only addressed the



Top 10 CEOs of African Biggest Tech. Companies

talent gap in the tech industry but also provided opportunities for young Africans to gain employment and contribute to the global tech community.

Andela's innovative model quickly gained traction, attracting significant investments from prominent venture capital firms and tech leaders, including Mark Zuckerberg. The company has since expanded its reach, with thousands of developers trained and placed in jobs across various international tech companies, solidifying its position as a leader in tech talent development.

fintech landscape, facilitating transactions for thousands of businesses and contributing to the growth of e-commerce across the continent.

Impact and Recognition

Iyinoluwa Aboyeji's work has not gone unnoticed. He has received numerous accolades for his contributions to entrepreneurship and technology in Africa. His efforts in promoting tech talent and innovation have made him a sought-after speaker and thought leader in the global tech commu-

education and access to resources, ensuring that technology serves as a vehicle for inclusivity and growth.

Looking Ahead

As Iyinoluwa Aboyeji continues to lead and inspire, his focus remains on leveraging technology to solve pressing challenges in Africa. His entrepreneurial spirit and dedication to innovation position him as a key figure in shaping the future of the continent's tech ecosystem.

Did You Know?

Flutterwave is one of Africa's leading fintech companies, enabling businesses to accept payments in over 150 currencies across more than 30 countries! Founded in 2016, it has quickly become a vital player in the payment processing landscape, providing seamless cross-border transactions and empowering merchants with user-friendly tools. The company's flagship product, Rave, allows businesses to accept payments from customers globally, while its partnerships with major financial institutions like Visa and Mastercard enhance its capabilities and reach. Flutterwave is not just changing how payments are processed in Africa; it's also paving the way for digital commerce on the continent!

Launching Flutterwave

Following his success with Andela, Aboyeji co-founded Flutterwave in 2016, a payments technology company that simplifies online payments for businesses operating in Africa. Recognizing the challenges that companies faced when trying to process payments across borders, Aboyeji and his team developed a platform that enables businesses to accept and make payments seamlessly.

Flutterwave quickly gained recognition for its innovative solutions and user-friendly interface, attracting attention from major investors and partners. The company has become a critical player in the African

nity. Aboyeji has been featured in various media outlets and has participated in numerous panels and conferences, sharing his insights on the future of technology in Africa.

Commitment to Social Impact

Aboyeji's vision extends beyond profit; he is deeply committed to using technology as a tool for social change. He actively invests in initiatives that promote entrepreneurship among young Africans, believing that empowering the next generation is crucial for sustainable development.

Through his work with various organizations, he has also focused on addressing challenges such as

Conclusion

Iyinoluwa Aboyeji's journey from a young Nigerian entrepreneur to a leading figure in African tech illustrates the power of vision and determination. Through Andela and Flutterwave, he has not only created successful companies but has also contributed to the broader narrative of technological advancement in Africa. As he forges ahead, Aboyeji's influence will undoubtedly continue to resonate, inspiring countless others to pursue their entrepreneurial dreams and drive positive change across the continent.



Dr. Juliet Ehimuan

Nigeria

CEO. Beyond Limits Africa

3

Dr. Juliet Ehimuan is a distinguished Nigerian business leader, technology executive, and social entrepreneur. As the founder of Beyond Limits Africa, she is dedicated to empowering individuals and organizations to achieve their full potential. In June 2023, she stepped down from her role as Director at Google West Africa, where she had an impactful twelve-year tenure.

A Wealth of Experience

With over twenty years in the technology sector, Ehimuan is a respected public speaker, mentor, author, and advocate for women in technology and entrepreneurship. She authored *30 Days of Excellence*, a guide aimed at fostering leadership and personal effectiveness.

Early Life and Education

Ehimuan was born in Nigeria and earned her Bachelor's degree in Computer Engineering from Obafemi Awolowo University, Ile-Ife, graduating with first-class honors. She furthered her education with a postgraduate degree in Computer Science from the University of Cambridge in the UK and completed her MBA at London Business School. Additionally, she holds a Doctor of Business Administration (DBA) from Walden University in Minneapolis.

Career Journey

Dr. Ehimuan began her career in 1995 as a Performance Monitoring and Quality Assurance Supervisor

at Shell Petroleum Development Company. After two years, she transitioned to Microsoft UK, where she worked as a Program Manager overseeing projects for MSN subsidiaries across Europe, the Middle East, and Africa, and later as a Business Process Manager for MSN International.

In 2005, Ehimuan founded Strategic Insight Consulting Ltd. and subse-

quently served as the General Manager of Chams Plc's Strategic Business Units.

Her journey with Google commenced in April 2011 when she was appointed Country Manager for Nigeria, and she later ascended to the role of Director for West Africa in 2017.

As an Executive Coach and member of the Forbes Coaches' Council, Ehimuan focuses on building leadership and organizational capacity through her initiative, Beyond Limits Africa. Her book, *30 Days of Excellence*, serves as the foundation for her coaching programs.

In 2023, she was appointed a non-executive director at Zenith Bank, further expanding her influence in the financial sector.

Awards and Recognitions

Juliet Ehimuan's contributions have earned her numerous accolades. Forbes recognized her as one of the top 20 power women in Africa, and

she was named by London Business School as one of 30 people changing the world. She was also honored by MIPAD as one of the Most Influential People of African Descent.

Her achievements have been showcased in the BBC Africa Power Women series and CNN's Innovate Africa. As a Fellow of the Cambridge Commonwealth Society, Ehimuan has received multiple awards, including

the London Business School Global Women's Scholarship and two scholarly awards while at Cambridge: Selwyn College Scholar and Malaysian Commonwealth Scholar. In 2012, she was named "IT Personality of

the Year" at the National Information Technology Merit Awards and ranked among the 50 Most Innovative Youths in Nigeria in 2021.

Most recently, she was highlighted as one of the "15 African Female Founders You Should Know in 2023" by African Folder.

Conclusion

Dr. Juliet Ehimuan is a trailblazer in the African tech landscape, demonstrating remarkable leadership and a commitment to empowering others. Through her initiatives and advocacy for women in technology, she continues to make a lasting impact on the industry and inspire future generations of entrepreneurs and innovators. Her journey reflects a dedication to excellence and the transformative power of technology in driving social change across Africa.

BUILDING A BETTER CONNECTED WORLD

Huawei Technologies is one of the world's leading providers of information technology and telecommunication solutions. More than a third of the world's population and more than half of the African population use Huawei technology directly or indirectly. Headquartered in Shenzhen, China, the company has 180,000 employees and operates in 170 countries with its three business units, Carrier Network, Enterprise Business and Consumer Business. Huawei employs 79,000 people in research and development, and operates 16 research and development clusters worldwide, as well as 28 partnerships with partners. Huawei has been operating in Africa since 2001 and employs over 2000 people at more than 18 locations.

<http://www.huawei.com>







Top 10 CEOs of African Biggest Tech. Companies

Odunayo Eweniyi

Nigerian
Co-Founder. PiggyVest

4



Odunayo Eweniyi is a prominent figure in the African tech ecosystem, known for her entrepreneurial spirit, leadership, and commitment to innovation. As one of the co-founders of PiggyVest, a leading savings and investment platform in Nigeria, she has significantly impacted how young Africans manage their finances.

Early Life and Education

Born in Nigeria, Eweniyi showed an early interest in technology and entrepreneurship. She pursued her studies in Computer Science at Obafemi Awolowo University, where she developed a solid foundation in tech and business. This background equipped her with the skills and knowledge needed to navigate the fast-paced world of startups.

Did You Know?

PiggyVest, originally launched as "Piggybank.ng" in 2016, has transformed the way Nigerians save and invest their money! This fintech platform allows users to automate their savings, making it easy to set aside funds for specific goals, emergencies, or future investments. With features like "Save Small," which encourages users to save as little as 100 Naira daily, and investment opportunities in various asset classes, PiggyVest has helped thousands of people cultivate healthy financial habits. As of 2023, the platform boasts millions of users and has facilitated billions in savings, making it a key player in promoting financial inclusion in Nigeria!

Co-Founding PiggyVest

In 2016, Odunayo co-founded PiggyVest (originally called PiggyBank), which aimed to encourage saving among Nigerians, particularly the youth. The platform allows users to save money easily and securely, with various features designed to help users meet their financial goals. Under her leadership, PiggyVest has grown rapidly, attracting millions of users and becoming a trusted brand in the financial technology sector.

Advocacy and Leadership

Eweniyi is not just a business leader; she is also a passionate advocate for women in tech. She frequently speaks at conferences and events, sharing her experiences and encouraging more women to pursue careers in technology and entrepreneurship. Her efforts to mentor young entrepreneurs and promote inclusivity in the tech industry have made her a role model for many aspiring business leaders.

Recognitions and Awards

Odunayo's contributions to the tech industry have not gone unnoticed. She has received several

awards and recognitions, including being named among the Forbes Africa 30 Under 30 and recognized as a key influencer in Nigeria's fintech space. Her work has positioned her as a thought leader in discussions around financial inclusion and the empowerment of women in technology.

The Future of PiggyVest

Under Odunayo's leadership, PiggyVest continues to innovate, launching new features that enhance user experience and broaden access to financial services. The platform has expanded beyond savings to include investment options, allowing users to grow their wealth in diverse ways. Eweniyi's vision for PiggyVest is to create a robust financial ecosystem that empowers Nigerians to achieve financial independence.

Conclusion

Odunayo Eweniyi is a shining example of how technology can drive social change and economic empowerment. Through her work with PiggyVest and her advocacy for women in tech, she is helping to shape a more inclusive and innovative future for Africa. As the tech landscape continues to evolve, Eweniyi's influence and leadership will undoubtedly play a crucial role in the ongoing transformation of the continent's financial sector.



5

Adetayo Bamiduro

Nigeria
CEO, Max.ng

Adetayo Bamiduro is a dynamic entrepreneur and a key player in Nigeria's tech ecosystem, known for his pivotal role in transforming the logistics and transportation industry. As the co-founder and CEO of Max.ng, a leading logistics platform, Bamiduro has made significant strides in addressing the challenges of urban transportation and delivery services in Nigeria.

Early Life and Education

Adetayo Bamiduro was born and raised in Nigeria, where he developed an early interest in technology and entrepreneurship. He pursued his education in Computer Science at the University of Lagos, where he honed his technical skills and gained a deeper understanding of business dynamics. His academic background laid the groundwork for his future endeavors in the tech space.

Founding Max.ng

In 2015, Bamiduro co-founded Max.ng alongside his partner, a venture aimed at revolutionizing the delivery and logistics sector in Nigeria. The platform initially started as a motorcycle-hailing service, addressing the increasing demand for efficient and reliable transportation in bustling urban areas. With a focus on safety and customer satisfaction, Max.ng quickly gained popularity among users.

Recognizing the potential for growth, Bamiduro and his team expanded Max.ng's offerings to include logistics services for businesses, enabling

efficient last-mile delivery solutions. This expansion positioned Max.ng as a critical player in Nigeria's burgeoning e-commerce sector.

Innovative Solutions and Impact

Under Bamiduro's leadership, Max.ng has introduced various innovative solutions that have improved the efficiency of urban transportation. The platform leverages technology to streamline operations, optimize routes, and enhance user experience. This focus on technology has allowed Max.ng to build a fleet of well-trained riders,

ensuring safe and timely deliveries.

Max.ng also emphasizes sustainability by promoting the use of electric motorcycles in its operations, aligning with global efforts to reduce carbon emissions and create an eco-friendlier transportation system.

Advocacy and Community Engagement

Beyond his business achievements, Adetayo Bamiduro is an advocate for entrepreneurship and technology in Nigeria. He actively participates in mentorship programs, sharing his experiences with aspiring entrepreneurs and encouraging them to pursue careers in tech. His commitment to community engagement

is evident through various initiatives aimed at empowering local youth and fostering innovation.

Recognition and Awards

Bamiduro's contributions to the logistics and tech sectors have earned him several accolades. He has been recognized as a thought leader in the industry and has received awards highlighting his impact on entrepreneurship and technological advancement in Nigeria.

The Future of Max.ng

Looking ahead, Bamiduro is focused on scaling Max.ng further and expanding its services across Nigeria and beyond. He envisions a future where logistics solutions are seamlessly integrated into everyday life, making transportation and delivery more accessible for all.

Conclusion

Adetayo Bamiduro is a trailblazer in Nigeria's tech and logistics landscape, driving innovation and fostering growth in the sector. Through his leadership at Max.ng, he is not only transforming transportation in Nigeria but also inspiring a new generation of entrepreneurs to harness the power of technology. As the logistics industry continues to evolve, Bamiduro's vision and efforts will play a vital role in shaping its future.



Finding new ways to solve real problems that impact lives, is what real innovation entails. The future of Africa is built on the solutions we provide today."



Top 10 CEOs of African Biggest Tech. Companies



6

Rebecca Enonchong
Cameroon
CEO, AppsTech

Rebbecca Enonchong is a distinguished entrepreneur and advocate in the African tech landscape, renowned for her impactful contributions to the technology sector and her commitment to fostering innovation across the continent. As the founder and CEO of AppsTech, a global provider of enterprise applications, she has made significant strides in promoting technology-driven solutions for businesses.

Early Life and Education

Born in Cameroon, Enonchong developed a passion for technology at a young age. She pursued her education in Computer Science at the University of Massachusetts Amherst, where she gained a solid foundation in both technical and business principles. This unique combination of skills would later empower her to navigate the complexities of the tech industry.

Founding AppsTech

In 1999, Rebecca Enonchong founded AppsTech with the vision of providing businesses with the software solutions they needed to operate more efficiently. Under her leadership, the company quickly grew to become a key player in the enterprise software space, delivering innovative solutions to clients around the world. AppsTech specializes in implementing and supporting Oracle applications, helping organizations streamline their operations and enhance productivity.

Advocacy for Women in Tech

Rebecca Enonchong is not just a successful entrepreneur; she is also a passionate advocate for diversity and inclusion in the tech industry. She actively promotes initiatives aimed at empowering women in technology, encouraging them to pursue careers in a field traditionally dominated by men. Enonchong's advocacy has inspired many young women to break barriers and seek leadership roles in tech.

She has served on various boards and organizations, including Women in Tech Africa, where she champions the cause of female tech entrepreneurs and professionals. Her efforts in mentorship and community engagement have created pathways for many women to thrive in the tech landscape.

Recognition and Awards

Enonchong's contributions to technology and entrepreneurship have earned her numerous accolades. She has been featured in prominent media outlets and has received awards recognizing her leadership and impact on the African tech ecosystem. Her voice is often sought after at conferences and summits, where she speaks on topics related to entrepreneurship, technology, and women's empowerment.

Investment and Mentorship

In addition to her role at AppsTech, Rebecca is an active investor in tech startups across Africa. She is committed to nurturing the next generation of entrepreneurs, providing mentorship and support to emerging businesses. Through her investments and guidance, she aims to help startups scale and succeed in a competitive landscape.

The Future of African Tech

Rebecca Enonchong believes in the vast potential of Africa's technology sector. She advocates for more investment in tech innovation and emphasizes the importance of creating an enabling environment for entrepreneurs to thrive. With her experience and influence, she is helping to shape a future where African tech startups can compete on a global stage.

Conclusion

Rebecca Enonchong is a trailblazer in the African tech world, leading by example and championing the causes of innovation, diversity, and entrepreneurship. Her work with AppsTech and her advocacy for women in technology have made a lasting impact on the industry. As she continues to drive change and inspire others, Enonchong's legacy will undoubtedly contribute to the growth and success of Africa's tech ecosystem for years to come.

CYBER MONDAY DEALS

ONLY ON CHINESCO

50% OFF
ON EVERY
PURCHASE



Chinesco
Global Concept Limited

www.chinesco.com.ng

Funke Opeke

Nigerian
CEO, MainOne Cable

7



Funke Opeke is a transformative leader in the African tech landscape, particularly in the telecommunications sector. As the CEO of MainOne Cable Company, she has played a crucial role in enhancing connectivity and internet access across West Africa, driving significant advancements in the region's digital infrastructure.

Early Life and Education

Born and raised in Nigeria, Funke Opeke exhibited a strong aptitude for mathematics and science from an early age. She pursued her undergraduate studies in Electrical Engineering at the University of California, Los Angeles (UCLA) and later earned an MBA from the Wharton School of the University of Pennsylvania. This solid educational foundation equipped her with the technical skills and business acumen necessary for her future endeavors in technology.

Founding MainOne

In 2010, Funke Opeke founded MainOne Cable Company, aiming to bridge the digital divide in West Africa. The company launched the first privately-owned submarine cable that connects Nigeria and other West African countries to Europe and the United States. This groundbreaking project significantly increased internet bandwidth availability, reducing costs and improving connectivity for individuals and businesses alike.

Under Opeke's leadership, MainOne has expanded its services beyond submarine cable infrastructure to include

data center services, internet service provision, and cloud solutions. The company has become a vital player in the region's telecommunications landscape, supporting businesses and driving economic growth through improved connectivity.

Advocacy for Digital Inclusion

Funke Opeke is not only a successful entrepreneur but also a passionate advocate for digital inclusion. She believes that access to reliable internet and technology is essential for economic development and social pro-

gress. Through her work at MainOne, she has initiated various programs aimed at increasing digital literacy and empowering communities across Nigeria and West Africa.

Opeke actively supports initiatives that promote STEM education, particularly for young women and girls. She recognizes the importance of nurturing the next generation of tech leaders and is committed to fostering an environment where everyone can thrive in the digital economy.

Recognition and Awards

Opeke's contributions to the tech and telecommunications sectors have garnered her numerous accolades. She has been recognized by various organizations for her leadership and innovation, including being named among Forbes Africa's Most Powerful

Women. Her work has not only advanced the telecommunications industry but has also inspired many aspiring entrepreneurs in Africa.

The Future of MainOne and African Tech

Under Funke Opeke's guidance, MainOne continues to expand its operations and services, positioning itself as a leader in Africa's growing digital economy. Opeke envisions a future where reliable internet access is available to all, fostering innovation and enabling businesses to flourish.

“Technology is a powerful tool for transformation, but its true potential is unlocked when we use it to connect people, empower businesses, and drive economic growth. The future of Africa depends on the infrastructure we build today.”

She is also committed to enhancing the technological infrastructure in Nigeria and across Africa, advocating for more investments in broadband and technology initiatives.

Opeke believes that the continent has immense potential to become a global tech hub, and she is dedicated to playing a pivotal role in that transformation.

Conclusion

Funke Opeke is a pioneering figure in the African tech world, making significant strides in telecommunications and digital inclusion. As the CEO of MainOne, she has not only revolutionized internet connectivity in West Africa but has also championed the cause of women in technology and entrepreneurship. With her vision and leadership, Opeke continues to inspire a new generation of innovators, helping to shape the future of technology in Africa.



Top 10 CEOs of African Biggest Tech. Companies



8

Shola Akinlade

Nigeria

Co-Founder, Paystack

Shola Akinlade is a prominent entrepreneur and leader in the African tech ecosystem, best known for co-founding Paystack, a groundbreaking payment processing company. His vision and commitment to simplifying online transactions have significantly transformed the fintech landscape in Nigeria and beyond.

Early Life and Education

Born and raised in Nigeria, Shola Akinlade developed an interest in technology at an early age. He studied Computer Science at Babcock University, where he gained the technical expertise that would later serve him in his entrepreneurial journey. After completing his degree, Akinlade further honed his skills through various tech-related projects and experiences, which laid the groundwork for his future endeavors in the fintech sector.

Co-Founding Paystack

In 2015, Akinlade co-founded Paystack with a mission to simplify payment processing for businesses in Nigeria. The platform allows merchants to accept payments online, providing a seamless and efficient solution for e-commerce. With a focus on user experience, Akinlade and his team developed a product that not only catered to local needs but also integrated with global payment systems.

Under Akinlade's leadership, Paystack quickly gained traction, becoming a trusted payment gateway for thousands of businesses across Nigeria.

The company's commitment to customer service and innovation positioned it as a key player in the African fintech landscape.

Acquisition by Stripe

In 2020, Paystack made headlines when it was acquired by Stripe, a leading global payments company, for over \$200 million. This acquisition marked a significant milestone not only for Paystack but also for the African tech ecosystem, highlighting the continent's growing importance in the global technology arena. Akinlade continued to lead Paystack as part of Stripe, focusing on expanding its services and reach across Africa.

Advocacy for Tech and Entrepreneurship

Beyond his role at Paystack, Shola Akinlade is an advocate for entrepreneurship and technology in Africa. He actively participates in mentorship programs and initiatives aimed at supporting young entrepreneurs. Akinlade believes that fostering a vibrant startup culture is essential for driving innovation and economic growth in the region.

He also speaks at various industry events, sharing insights on the challenges and opportunities within the African tech ecosystem. His commitment to building a supportive environment for entrepreneurs has made him a respected voice in the community.

Recognition and Impact

Akinlade's contributions to the fintech industry have earned him numerous accolades. He has been recognized as one of Forbes Africa's 30 Under 30 and has received awards highlighting his impact on technology and entrepreneurship in Africa. His work with Paystack has not only transformed the payment processing landscape but has also inspired a new generation of tech entrepreneurs.

The Future of Fintech in Africa

Looking ahead, Shola Akinlade envisions a future where financial services are easily accessible to all Africans. He is dedicated to expanding Paystack's capabilities and exploring new innovations that enhance financial inclusion across the continent. Akinlade believes that by leveraging technology, African businesses can thrive and compete on a global scale.

Conclusion

Shola Akinlade is a pioneering figure in the African tech world, driving innovation and transforming the fintech landscape through his work with Paystack. His advocacy for entrepreneurship and commitment to building a robust startup ecosystem position him as a key player in shaping the future of technology in Africa. As he continues to lead and inspire, Akinlade's impact on the industry will undoubtedly resonate for years to come.



GET
1.25GB
FOR JUST
₦200

DIAL *777# and go to
Night and Weekend Tab



Hema Vallabh

South Africa

Co-Founder, WomHub

9



Hema Vallabh is a distinguished entrepreneur and advocate for gender equity in the fields of science, technology, engineering, and mathematics (STEM). As the Co-Founder and CEO of WomHub, she has made significant strides in creating opportunities for female founders and fostering a more inclusive tech ecosystem in Africa. Through her visionary leadership, WomHub is transforming the landscape for women in engineering and technology.

Early Career and Inspiration

Hema Vallabh's journey began with a solid foundation in engineering, where she developed a deep understanding of the challenges and opportunities within the tech industry. With a diverse background that includes roles as an engineer and investor, she recognized the critical need for support structures for women in STEM. This realization became the driving force behind her commitment to empowering female entrepreneurs.

Founding WomHub

In 2020, Vallabh co-founded WomHub, a boutique pan-African incubator and the first coworking space on the continent specifically designed for female founders in STEM. The organization addresses the systemic barriers that women face in the engineering sector by providing tailored support, mentorship, and resources to help them thrive. WomHub's vision is ambitious yet achievable: to empower one million girls in STEM and develop

a robust network of women leaders and entrepreneurs in engineering.

Under Hema's leadership, WomHub has implemented a range of programs that focus on skills development, networking, and access to funding. These initiatives not only equip female founders with the tools they need to succeed but also foster a sense of community and collaboration among women in the tech space.

Impact and Recognition

WomHub's impact has not gone unnoticed. The African Union recognized it as the top Technical and Vocational Education and Training (TVET) program in Africa, highlighting its role in supporting women leaders across the continent. Hema's commitment to addressing gender parity in engineering has positioned WomHub as a leading force in the movement toward greater inclusion in STEM fields.

In addition to her role at WomHub, Hema is a founding partner at Five35Ventures, a pan-African venture capital fund dedicated to investing in women tech entrepreneurs. This dual focus on incubation and investment allows her to create a comprehensive support ecosystem for female founders, ensuring that they have the resources they need to scale their businesses and drive economic growth.

Advocacy for Women in Tech

Beyond her entrepreneurial endeavors, Hema Vallabh is a passionate advocate for women in technology. She

speaks frequently on the importance of diversity in STEM, emphasizing that fostering an inclusive environment benefits not only women but the entire industry. Hema believes that empowering female founders is essential for innovation and economic development in Africa.

Through her initiatives, she is helping to cultivate a new generation of women leaders in engineering, encouraging young girls to pursue careers in STEM and inspiring them to break through barriers that have historically limited their opportunities.

Looking Ahead

As WomHub continues to grow, Hema Vallabh remains focused on her mission to create lasting change in the tech landscape. Her vision is clear: to build a supportive ecosystem where female founders can thrive and contribute to sustainable economic development across Africa.

Conclusion

Hema Vallabh is a trailblazer in the realm of female empowerment in STEM. Through her leadership at WomHub and her advocacy for women in technology, she is making a profound impact on the industry and inspiring countless individuals to pursue their dreams. Hema's commitment to fostering diversity and inclusion in engineering and technology is not only transforming lives but also shaping the future of Africa's economic landscape.



Top 10 CEOs of African Biggest Tech. Companies

November - December 2024

Charit Wanjiku

Kenya

Co-Founder, Strauss Energy Ltd.

10



Charity Wanjiku, Co-Founder of Strauss Energy Ltd, is a visionary leader and a prominent advocate for renewable energy in Africa. Recognized in 2018 by Forbes and the World Economic Forum as one of the top women in tech globally, Charity is at the forefront of transforming energy access in Kenya while championing gender equity in the STEM fields.

Innovating Renewable Energy Solutions

Founded with the mission to provide sustainable energy solutions, Strauss Energy Ltd specializes in developing patented solar tiles that empower rural communities in Kenya. Long before major companies like Tesla entered the solar market, Strauss Energy was already innovating with technologies that aimed to address the energy crisis in off-grid areas. The company's solar tiles are designed not only to generate electricity but also to integrate a unique metering system that allows households to feed excess energy back into the national grid, creating a new income stream for families.

This innovative approach addresses both energy scarcity and economic challenges faced by rural communities, enabling them to gain financial independence while accessing reliable power. Charity's leadership at Strauss Energy exemplifies how renewable energy can be harnessed to foster

social and economic development.

Advocacy for Women in STEM

In addition to her role in the renewable energy sector, Charity Wanjiku is a passionate advocate for increasing female representation in science, technology, engineering, and mathematics (STEM). She emphasizes the critical importance of equipping young girls with the skills necessary to thrive in the digital economy. "It's important that girls are at the forefront of this digital age, because nobody will hire you if you do not have tech skills," she asserts.

Through her advocacy work, Charity aims to break down the barriers that hinder women's participation in STEM, encouraging more girls to pursue careers in these fields. Her initiatives focus on mentorship, education, and creating pathways for women to enter and excel in technology and engineering.

Recognition and Impact

Charity Wanjiku's contributions to the renewable energy landscape and her advocacy for women in tech have earned her significant recognition. She is frequently invited to speak at international conferences and forums, where she shares her insights on the importance of sustainability and the need for inclusivity in technological innovation.

Her work with Strauss Energy has not only transformed the energy access landscape in Kenya but has also set a benchmark for how technology can be used to address social challenges. By empowering rural communities with clean energy solutions, Charity is helping to drive economic growth and improve living standards.

Looking to the Future

As Strauss Energy continues to grow, Charity Wanjiku remains committed to her dual mission of providing sustainable energy and promoting gender equity in STEM. She envisions a future where women are not only participants but leaders in the technology and renewable energy sectors.

Conclusion

Charity Wanjiku is a trailblazer in the renewable energy industry, demonstrating how innovation can serve as a catalyst for social change. Through her leadership at Strauss Energy Ltd and her advocacy for women in STEM, she is paving the way for a more sustainable and equitable future. Her work not only addresses pressing energy needs in Kenya but also inspires a new generation of women to engage with technology, thereby reshaping the narrative around gender and innovation in Africa.

AE



Step into a World
OF REDEFINED LUXURY

elevate your stay with our luxurious hotel rooms that offer
modern amenities and exceptional comfort

BOOK NOW

www.livakhotel.com

Innocent Chukwuma

The Man Behind Automotive Revolution in Africa



Innocent Chinedu: Revolutionary
Nigeria's Automotive Industry

Introduction

Innocent Ifediaso Chinedu, the visionary founder and CEO of Innoson Vehicle Manufacturing Company (IVM), stands as a remarkable figure in Nigeria's automotive sector.

His journey from humble beginnings to becoming an innovator in the manufacturing industry is not just inspiring but also a proof to the potential of homegrown entrepreneurship in Africa.

This article delves into his background, the inception and growth of IVM, and the impact of his work on Nigeria's economy and automotive landscape.

Early Life and Education

Born on October 1, 1967, in Umudim, Nnewi, Anambra State, Innocent Chinedu grew up in a family that valued education and hard work. He completed his primary and secondary education in Nnewi before moving to the University of Nigeria, Nsukka, where he studied Fine and Applied Arts. After his graduation, Chinedu ventured into business, initially trading in spare parts and other automotive components.

Chinedu's early experiences in the business world equipped him with invaluable insights into the automotive industry, laying the groundwork for his future endeavors. His understanding of both the local market and the challenges faced by consumers would later prove pivotal in shaping the vision of IVM.

Founding Innoson Vehicle Manufacturing Company

Innoson Vehicle Manufacturing was established in 2007, becoming the first indigenous car manufacturer in Nigeria. The company's creation was a response to the growing need for locally-produced vehicles that could meet the demands of the Nigerian market while reducing reliance on imported cars. Chinedu's vision was clear: to create a self-sustaining automotive industry that would not only provide jobs but also stimulate economic growth.

The initial years were fraught with challenges, including securing funding, navigating regulatory frameworks, and overcoming skepticism about the viability of locally manufactured vehicles. However, through perseverance and a commitment to quality, IVM began to gain traction. The company started producing a range of vehicles, including buses, cars, and trucks, tailored to meet the needs of Nigerian consumers.

Growth and Expansion of IVM

Under Chinedu's leadership, IVM expanded its product line

and increased its production capacity. The company adopted modern technology and manufacturing processes, ensuring that its vehicles met international standards. With a focus on quality and affordability, IVM quickly garnered a loyal customer base.

One of the significant milestones in IVM's journey was the introduction of the 'G5 Series' of vehicles, which included sedans, SUVs, and vehicles for commercial use. The G5 series was well-received for its reliability, performance, and cost-effectiveness, further solidifying IVM's reputation in the Nigerian market. In 2016, IVM made headlines by becoming the first Nigerian vehicle manufacturer to export vehicles to other African countries, including Ghana and Sierra Leone. This achievement marked a significant turning point for the company, showcasing the potential of Nigerian manufacturing on the continental stage.

Challenges and Innovations

Despite its success, Innoson Vehicle Manufacturing faced numerous challenges, including competition from established foreign brands, economic fluctuations, and infrastructure deficiencies. However, Chinedu remained undeterred, continuously seeking innovative solutions to navigate these obstacles. Chinedu emphasized the importance of local sourcing and



Success is not just about building a business, but about empowering our people and transforming our nation. At Innoson Vehicle Manufacturing, we are not just creating vehicles; we are driving the vision of a self-sufficient Nigeria forward."

**Innocent Chinedu,
CEO Innoson Vehicle Manufacturing.**

production to enhance the sustainability of IVM. By collaborating with local suppliers for raw materials and components, the company reduced its dependence on imports and contributed to the local economy.

This approach not only lowered production costs but also fostered a network of small and medium-sized

enterprises (SMEs) that supported IVM's growth. Moreover, Chinedu embraced technological advancements in the automotive industry. He implemented modern manufacturing techniques, such as automation and robotics, to improve efficiency and product quality. This commitment to innovation has positioned IVM as a leader in Nigeria's automotive sector, with plans for continuous improvement and expansion.

Social Impact and Community Engagement

Innocent Chinedu's vision extends beyond business; he is deeply committed to social responsibility and community development. IVM has initiated various programs aimed at empowering local communities, particularly in the areas of education and employment. The company has established partnerships with educational institutions to provide training programs in automotive engineering and manufacturing.

These initiatives aim to equip young Nigerians with the skills needed to thrive in the automotive industry, fostering a new generation of skilled professionals. Moreover, IVM has created thousands of jobs in Nigeria, contributing to economic growth and development. Chinedu believes that empowering individuals through employment and education is crucial for building a prosperous nation.

Challenges Faced by the Automotive Industry in Nigeria

The Nigerian automotive industry has faced numerous challenges, including inconsistent government policies, poor infrastructure, and economic instability. Despite these obstacles, Chinedu remains optimistic about the future of IVM and the broader automotive sector in Nigeria. He has been an advocate for policies that support local manufacturing and encourage investment in infrastructure. Chinedu has actively engaged with government officials and industry stakeholders to promote a conducive environment for the growth of the automotive industry.

Recognition and Awards

Innocent Chinedu's contributions to the automotive industry have not gone

unnoticed. He has received several awards and recognitions for his entrepreneurial spirit and commitment to innovation. In 2019, he was named an honorary fellow of the Nigerian Society of Engineers (NSE) for his outstanding contributions to engineering and manufacturing in Nigeria. Chinedu's story has also inspired many young entrepreneurs in Nigeria and across Africa. He frequently shares his experiences and insights at conferences and workshops, emphasizing the importance of resilience, innovation, and a strong commitment to one's vision.

The Future of IVM and the Automotive Industry

Looking ahead, Innocent Chinedu envisions a bright future for Innoson Vehicle Manufacturing and the Nigerian automotive industry. He aims to increase production capacity, diversify the product range, and expand the company's presence in international markets. Chinedu is particularly interested in exploring electric vehicles and sustainable transportation solutions, recognizing the global shift towards environmentally friendly technologies. His focus on innovation and quality ensures that IVM remains competitive in a rapidly evolving industry. With a strong commitment to local manufacturing and community development, Chinedu continues to pave the way for a more robust and self-sufficient automotive sector in Nigeria.

Conclusion

Innocent Chinedu's journey from a small-scale trader to the CEO of Nigeria's first indigenous vehicle manufacturing company is a remarkable story of determination, innovation, and social responsibility. Through Innoson Vehicle Manufacturing, he has not only transformed Nigeria's automotive landscape but has also created opportunities for countless individuals and communities.

Chinedu's unwavering belief in the potential of Nigerian manufacturing serves as an inspiration to entrepreneurs across Africa, demonstrating that with vision, perseverance, and commitment, it is possible to create a thriving business that contributes to the nation's development.

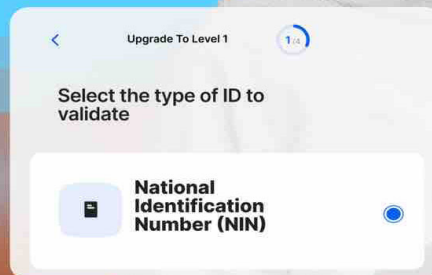


Moniepoint

M I C R O F I N A N C E B A N K

You can now open a Moniepoint bank account with your NIN

Simply provide your NIN when signing up for a Moniepoint Personal or business bank account.



**MAKING
THE DREAM!**

Enjoy Lightning Speed Transactions with

Moniepoint's CBA



Top 10 CEOs of African Biggest Banks

Africa's banking sector has undergone remarkable transformation over the past few decades, becoming a hub for innovation and growth. At the forefront of this evolution are the visionary leaders of the continent's largest banks. Here's a look at the top 10 CEOs leading Africa's banking giants, who are not just steering their institutions toward profitability but also fostering financial inclusion and economic development across the continent.

Sim Tshabalala (South Africa) CEO. Standard Bank Group

1

“In an ever-evolving world, our focus must remain on empowering our customers and communities through innovative, sustainable banking solutions. Together, we can drive growth and create opportunities that uplift and transform lives.”



Sim Tshabalala is a prominent figure in South Africa's banking sector, best known for his transformative leadership and his role in the growth and development of Standard Bank Group, one of Africa's largest and most respected financial institutions. As the Group Chief Executive Officer (CEO) of Standard Bank, Tshabalala has led the bank through a period of significant growth and innovation, positioning it as a key player not only in South Africa but across the African continent.

Early Life and Education

Sim Tshabalala was born and raised in South Africa. He holds a law degree

from the University of Cape Town and has a distinguished educational background that has played a pivotal role in shaping his career. Tshabalala's legal training provided him with a solid foundation in the principles of governance and compliance, critical elements in the financial industry. His academic achievements reflect a strong commitment to excellence, a characteristic that has continued to define his leadership style throughout his career.

Career Beginnings and Rise to Leadership

Before his tenure at Standard Bank, Tshabalala gained extensive

experience in various roles within the financial services industry. He joined Standard Bank in 2000 and quickly proved his aptitude for strategic thinking and management. Over the years, he held various leadership roles in corporate and investment banking, ultimately rising to the position of Chief Executive Officer of the group in 2017.

Tshabalala's ascent to the role of CEO was characterized by a combination of hard work, deep industry knowledge, and a keen understanding of the global economic landscape. His expertise spans a range of banking functions, including corporate banking, investment banking, and retail

banking, allowing him to bring a comprehensive approach to leadership.

Leadership at Standard Bank

Sim Tshabalala's leadership at Standard Bank has been marked by several key achievements, particularly in the areas of business expansion, technological innovation, and corporate governance.

1. Strategic Growth and Expansion:

Under Tshabalala's leadership, Standard Bank has seen significant growth, particularly in the African markets outside South Africa. As a continent, Africa represents one of the most dynamic regions in the world, with rising economies and an increasing demand for financial services. Tshabalala has been instrumental in driving the bank's regional expansion, ensuring that Standard Bank has a robust presence in key African countries.

In addition to regional growth, Tshabalala has been central to the bank's diversification efforts. Standard Bank has embraced various opportunities in emerging markets, including Asia and Latin America, positioning itself as a truly global financial institution. His ability to leverage Standard Bank's resources to diversify risk and capitalize on opportunities in international markets is a testament to his strategic vision.

2. Digital Transformation:

In an era of rapid technological change, Sim Tshabalala has led the charge in embracing digital innovation at Standard Bank. Under his leadership, the bank has significantly invested in digital platforms and technology to enhance customer experience, streamline operations, and increase access to banking services. This includes the development of mobile banking

applications, online platforms, and the adoption of advanced data analytics and artificial intelligence to improve service delivery and risk management.

3. Focus on Sustainability and Corporate Responsibility:

Tshabalala's leadership extends beyond financial performance. He has been a vocal advocate for sustainable banking practices and has worked tirelessly to integrate environmental, social, and governance (ESG) principles into Standard Bank's strategy. Under his guidance, the bank has committed to reducing its carbon footprint and has focused on financing projects that support sustainable development across Africa.

Standard Bank has also made strides in advancing financial inclusion, ensuring that underserved communities across Africa have access to banking services. Tshabalala has championed efforts to increase the availability of credit, promote entrepreneurship, and support education and healthcare initiatives in areas with limited financial infrastructure.

4. Corporate Governance and Risk Management:

Tshabalala has played a key role in ensuring strong governance practices at Standard Bank. His commitment to upholding transparency, ethics, and accountability is reflected in the bank's consistent adherence to international regulatory standards and its commitment to addressing challenges such as corruption, money laundering, and financial crime.

His focus on risk management has been pivotal in safeguarding the bank's stability amid the global financial uncertainty brought about by the COVID-19 pandemic and

other geopolitical challenges. By maintaining a strong capital base and diversifying the bank's revenue streams, Tshabalala has ensured that Standard Bank remains resilient in the face of economic turbulence.

Legacy and Influence

Sim Tshabalala's leadership has earned him widespread recognition both in South Africa and internationally. His pragmatic approach to leadership, his emphasis on collaboration, and his ability to adapt to rapidly changing markets have earned him the respect of his peers in the financial world. His commitment to inclusivity and his focus on advancing the African banking sector have also made him an influential figure in the continent's development.

In addition to his role as CEO of Standard Bank, Tshabalala has been involved in various industry initiatives, contributing to discussions on Africa's economic future and the role of financial institutions in driving sustainable growth. He serves on the boards of several important organizations and is a vocal advocate for policies that promote economic integration and financial stability across Africa.

Conclusion

Sim Tshabalala is a visionary leader who has shaped the trajectory of one of Africa's most significant financial institutions. Through his leadership, Standard Bank has grown into a major player on the global stage, and his commitment to innovation, sustainability, and good governance has set a high standard for financial leadership in Africa. Tshabalala's legacy is one of transformation—both for Standard Bank and for the broader financial sector in Africa.

DID YOU KNOW? Key Facts About Standard Bank Group

1. Founded in 1862, Standard Bank is one of Africa's oldest banks, with its origins in South Africa.
 2. It operates in over 20 countries across Africa and has a significant global presence, including offices in London, New York, and Hong Kong.
 3. Largest African banking group by assets, with a market capitalization of over \$20 billion.
 4. Pioneer in digital banking in Africa, with millions of customers using its mobile banking platforms.
 5. Committed to sustainability, having financed over \$4 billion in green and sustainable projects since 2014.
 6. With over 50,000 employees, the bank promotes diversity and inclusion across its operations.
 7. Leading wealth management business in sub-Saharan Africa, serving high-net-worth individuals.
 8. Supports economic growth in Africa through corporate social investment initiatives aimed at entrepreneurship and job creation.
 9. A history of innovation, including being the first South African bank to install ATMs.
 10. Its Standard Bank Group Foundation invests in education, healthcare, and environmental projects to drive long-term development across the continent.
- Standard Bank continues to lead the way in transforming African banking through innovation, sustainability, and a strong commitment to regional development.



Top 10 CEOs of African Biggest Banks



2

Mohamed El Etreby (Egypt)

“As we embrace a new era at the National Bank of Egypt, our commitment to innovation, customer-centric services, and sustainable growth will be at the forefront of our strategy. Together, we will build a resilient banking institution that meets the evolving needs of our customers and contributes to the prosperity of our nation.”

The National Bank of The NEgypt (NBE) has entered a new chapter with the appointment of Mohamed El Etreby as Chairman.

This transition marks a significant moment in the bank's history, bringing fresh vision and dynamic leadership to one of the oldest and largest banks in the country. With a commitment to innovation, customer centricity, and sustainable growth, El Etreby is poised to steer the bank through the complexities of a rapidly evolving financial landscape.

A Wealth of Experience

Mohamed El Etreby is not new to the NBE or the broader banking sector. With over three decades of experience, he has steadily climbed the ranks within the bank, holding various crucial positions that have allowed him to amass a wealth of knowledge in banking operations and financial management. His prior role as Deputy Chairman and Managing Director equipped him with a deep understanding of both the institution's inner workings and the external economic environment. El Etreby's educational background includes a degree in Commerce from Cairo University, complemented by extensive training in various aspects of financial management. His expertise spans across retail, corporate, and investment banking, making him an ideal leader in today's multifaceted financial world.

Vision for NBE

As Chairman, El Etreby has articulated a clear vision for the National Bank of Egypt, centered on modernizing the bank's services and enhancing customer experience. His agenda includes:

1 Digital Transformation:

Emphasizing the need to embrace cutting-edge technology, El Etreby plans to accelerate NBE's digital transformation. This includes enhancing online banking services, introducing artificial intelligence solutions, and developing mobile banking applications that offer customers a seamless and secure banking experience.

2 Financial Inclusion: El Etreby is committed to promoting financial inclusion across Egypt. His strategy involves expanding access to banking services for underserved populations, particularly in rural areas. By developing tailored products and services, NBE aims to empower these communities and stimulate local economies.

3 Sustainable Development: With a growing emphasis on corporate social responsibility, El Etreby envisions NBE playing a pivotal role in sustainable development initiatives. This includes financing green projects, supporting small and medium-sized enterprises (SMEs), and aligning the bank's operations with environmentally sustainable practices.

4 Customer-Centric Approach: A

cornerstone of El Etreby's vision is to place customers at the heart of NBE's operations. By gathering customer feedback and utilizing data analytics, the bank aims to enhance its service offerings and build long-lasting relationships with clients.

Challenges Ahead

While the vision is ambitious, El Etreby faces several challenges as he takes the reins. The banking sector in Egypt is increasingly competitive, with both traditional banks and fintech startups vying for market share. Economic fluctuations and regulatory changes present additional hurdles that require agile decision-making and strategic foresight. Moreover, the ongoing global economic shifts demand that NBE remains resilient and adaptable. El Etreby's extensive experience and deep understanding of the market will be crucial in navigating these complexities and ensuring the bank's continued growth.

Conclusion

Mohamed El Etreby's appointment as Chairman of the National Bank of Egypt heralds a new era for one of Egypt's premier financial institutions. His extensive experience, coupled with a clear vision focused on innovation, customer service, and sustainability, positions NBE to not only maintain its leadership in the banking sector but also to evolve in response to the changing needs of its customers and the economy at large.



3

Charles Russon (South Africa)

“As we navigate the complexities of today’s financial landscape, our focus at Absa Group remains steadfast on delivering exceptional value to our customers, fostering innovation, and driving sustainable growth. Together, we will redefine banking in Africa and empower our communities for a brighter future.”

On October 15, 2024, Charles Russon officially succeeded Arrie Rautenbach as the Chief Executive Officer (CEO) of Absa Group, marking the beginning of a new chapter for one of Africa’s largest and most respected financial institutions. Russon’s appointment comes at a pivotal moment in the banking industry, as Absa Group continues its transformation towards digital innovation, customer-centricity, and regional growth across Africa.

As the new CEO, Russon inherits a bank with a long history of leadership in South Africa and a growing presence across the African continent. His appointment follows Rautenbach’s decision to step down after serving a successful tenure, during which Absa navigated significant challenges in the global financial landscape while continuing to expand its digital services and focus on sustainable growth.

A Leadership Transition at a Crucial Time

Charles Russon, a seasoned banking executive with deep expertise in strategic leadership, operational excellence, and digital transformation, takes the reins of Absa Group at a time when the banking sector is experiencing significant shifts. The rapid acceleration of digital banking, evolving customer expectations, and the increasing demand for sustainable financial products are reshaping the industry in profound ways.

Russon’s appointment marks a smooth leadership transition, underpinned by a strong track record within Absa. He joined the bank in 2004 and has held various senior leadership roles, demonstrating his deep understanding of Absa’s operations, culture, and strategic vision. As CEO of Absa Group, he will continue to steer the bank towards its goals of innovation, operational efficiency, and a greater focus on Africa’s growing economic potential.

Charles Russon: A Proven Leader with a Vision for Growth

Charles Russon brings a wealth of experience to the CEO role. His career in the financial services sector spans over 25 years, during which he has earned a reputation for visionary leadership and driving transformation within large, complex organizations. Before being appointed CEO, Russon served in a variety of leadership roles across Absa, most notably as the Chief Operating Officer (COO) and Chief Executive of Absa Retail and Business Banking.

Russon’s leadership approach is grounded in a strong belief that the future of banking lies in leveraging technology to enhance the customer experience, streamline operations, and offer innovative financial solutions. Under his leadership, Absa has already made significant strides in digital banking, data analytics, and artificial intelligence (AI). Russon is expected to continue expanding Absa’s digital footprint and use technology to further drive financial inclusion

across the African continent.

His vision for Absa Group is one that blends digital transformation, sustainability, and strategic regional growth. Absa’s continued commitment to improving access to financial services, particularly for underserved communities, is a key part of Russon’s strategic agenda.

Strategic Goals for Absa Group under Russon’s Leadership

As CEO, Charles Russon is expected to focus on several key areas that will shape the future of Absa Group and its role in the broader African financial ecosystem:

1. Accelerating Digital Transformation

Russon has consistently emphasized the importance of technology and innovation in driving the future of banking. As CEO, he is expected to accelerate Absa’s digital transformation, including enhancing its mobile and online banking platforms. The COVID-19 pandemic has further accelerated the need for banks to adopt digital-first strategies, and Absa’s investment in digital banking infrastructure is likely to continue expanding under Russon’s leadership.

By making banking more accessible via digital channels, Absa aims to serve millions of customers across South Africa and other African markets. Russon has already championed

the use of artificial intelligence (AI), machine learning, and data analytics to create more personalized financial experiences for customers.

2. Sustainability and ESG Initiatives

Under Russon's leadership, Absa Group is expected to continue its commitment to environmental, social, and governance (ESG) principles. The bank has already made significant strides in financing sustainable projects and promoting green finance across Africa. This includes supporting initiatives that foster renewable energy, reduce carbon footprints, and address social inequalities.

Russon's focus on sustainability aligns with broader global trends that emphasize the importance of sustainable growth, and Absa is well-positioned to continue supporting the United Nations Sustainable Development Goals (SDGs) through its financing and corporate social responsibility efforts.

3. Expanding Absa's Pan-African Footprint

Absa Group has been increasing its presence across Africa, with operations in over 12 countries on the continent. Russon's vision includes expanding Absa's footprint in high-growth markets such as Kenya, Nigeria, Ghana,

and Uganda. By enhancing its regional reach and building deeper relationships with businesses and consumers across sub-Saharan Africa, Absa can tap into the rising demand for financial services, particularly in emerging markets.

Russon is also expected to continue building on Absa's strategy of offering tailored financial products for small and medium-sized enterprises (SMEs), which are the backbone of many African economies.

4. Customer-Centric Banking

One of Russon's core leadership principles is a focus on delivering exceptional customer experiences. As CEO, he is expected to continue Absa's journey toward becoming a truly customer-centric organization. This means providing personalized financial products, improving customer service through digital channels, and simplifying the overall banking experience.

5. Strengthening Absa's Brand and Market Position

Russon will also focus on reinforcing Absa's position as one of Africa's leading banking groups. This includes strengthening its brand identity, enhancing customer loyalty, and ensuring that Absa remains competitive in both the retail and corporate banking

segments. Russon's leadership will likely see continued investments in marketing and digital engagement to further solidify Absa's reputation as an innovative and customer-focused bank.

Building on Arrie Rautenbach's Legacy

Russon succeeds Arrie Rautenbach, who served as CEO of Absa Group for several years and led the bank through a period of transformation, including its successful rebranding post its separation from Barclays in 2018. Under Rautenbach's leadership, Absa made substantial progress in digital banking, customer experience, and expanding its regional presence.

Rautenbach's legacy is one of strengthening Absa's market position and improving operational efficiency, and Russon will build on this foundation to take the bank to even greater heights.

Conclusion:

Charles Russon's appointment as CEO of Absa Group marks the beginning of an exciting new phase for one of Africa's most prominent financial institutions. His strong track record in leadership, deep understanding of the African market, and focus on innovation and sustainability make him the ideal candidate to steer Absa through the rapidly evolving banking landscape.



4

Muhamed El Kettani (Morocco)

“

As we embrace the future of banking, our commitment at Attijariwafa Bank is to innovate relentlessly, empower our clients, and contribute to the economic development of our communities. Together, we are building a resilient financial ecosystem that not only anticipates needs but also creates opportunities for all.”

Mohamed El Kettani has carved a remarkable niche in the dynamic world of banking and finance, where few leaders have made a mark as significant as him, the Chief Executive Officer of Attijariwafa Bank. With an impressive career spanning over three decades, El Kettani has not only led

the bank through a transformative era but has also played a pivotal role in shaping the financial landscape of Morocco and the broader African continent. His strategic vision and commitment to innovation have positioned Attijariwafa Bank as a leader in the region, making it a benchmark for excellence in banking.

Career Path

Mohamed El Kettani's journey in the banking sector began after he earned his degree in Economics from Hassan II University in Casablanca. He started his career in the early 1990s at the then-Moroccan Bank of Commerce and Industry, where he quickly rose through the ranks due his keen

BYD

BYD SEALION 7

PINNACLE OF PERFORMANCE.
REFINED FOR TOMORROW.



ARRIVING ON

14th November 2024

BYD (Build Your Dreams) electric cars have pioneered some unique and advanced features that distinguish them from many other electric vehicles on the market. Here are a few special features of BYD electric cars that stand out:

1. Blade Battery Technology:

BYD's Blade Battery is a lithium iron phosphate (LFP) battery with a unique design that improves thermal stability, safety, and energy density. Unlike traditional batteries, it resists extreme conditions like punctures, crushes, and fire, and offers a longer lifespan, with degradation being slower than other battery types.

2. Integrated Powertrain System (DM-i and DM-p):

BYD's DM-i and DM-p super hybrid systems are highly efficient powertrain systems that blend electric and combustion power. The DM-i system, designed for efficiency, offers pure electric driving capabilities with extended range. The DM-p is performance-focused, with quicker acceleration and high efficiency for hybrid modes.

3. BYD e-Platform 3.0:

This platform standardizes electric vehicle components for enhanced efficiency, safety, and space utilization. It allows BYD EVs to be more spacious internally and reduces vehicle weight, improving performance. The platform also supports 800V fast charging, enabling certain BYD models to charge from 30% to 80% in as little as 15 minutes.

4. Vehicle-to-Load (V2L) Capability:

BYD cars come with V2L technology, enabling them to power external electrical devices or even other EVs. This feature makes BYD vehicles suitable for emergencies, outdoor activities, or powering household devices.

5. DiPilot Intelligent Driver Assistance System:

BYD's DiPilot is an intelligent driver assistance system equipped with a range of sensors, cameras, and AI algorithms that support features like adaptive cruise control, lane-keeping, and emergency braking. This system is designed to improve safety and adapt to specific driving conditions using machine learning.

6. Rotating Infotainment Screen:

Certain BYD models, like the BYD Han, come with a rotating infotainment screen that can switch between portrait and landscape modes, offering greater versatility for navigation, media, and other app usage.

7. Heat Pump System for Improved Range:

BYD's heat pump system optimizes cabin temperature control in cold weather, reducing the power drawn from the battery to maintain comfort, which in turn preserves driving range in cooler climates.

8. Ultrasonic Radar and Smart Sensors for Enhanced Safety:

BYD integrates ultrasonic radars and an extensive array of sensors in their vehicles for collision detection, parking assistance, and pedestrian safety. These smart sensors work in tandem with DiPilot to create a comprehensive safety net for passengers and drivers.

9. Eco-Friendly Manufacturing:

BYD's commitment to sustainability extends to its manufacturing processes, including using eco-friendly materials and efficient manufacturing techniques to reduce waste and emissions. They manufacture batteries in-house, ensuring quality control and a reduced carbon footprint.

10. Self-Developed Semiconductor Technology:

Unlike most automakers, BYD produces its own semiconductors, which are crucial for EVs and other smart technologies. This in-house production allows BYD to remain less affected by global semiconductor shortages and create chips tailored specifically for EV performance and efficiency.

These unique features highlight BYD's commitment to innovation, safety, and sustainability in the EV market. The combination of proprietary battery technology, intelligent systems, and versatile powertrain options makes BYD electric cars a distinctive choice.



Top 10 CEOs of African Biggest Banks

analytical skills and leadership qualities. In 2004, El Kettani took the helm of Attijariwafa Bank, which was formed from the merger of Wafa Bank and Attijari Bank. Under his leadership, the bank underwent significant transformations, expanding its services, enhancing operational efficiencies, and establishing a solid footprint in Africa.

Leadership at Attijariwafa Bank

El Kettani's leadership style is characterized by a blend of innovation, inclusivity, and a strong customer focus. He has been a driving force behind the bank's digital transformation, recognizing the necessity to adapt to the rapidly changing landscape of banking technology. Initiatives such as mobile banking applications, online services, and enhanced cybersecurity protocols have been implemented to ensure that customers enjoy a seamless banking experience. Under his stewardship, Attijariwafa Bank has also focused on diversifying its financial products and services. The bank has expanded its offerings to cater to individuals, businesses, and corporations, providing tailored solutions that meet the

evolving needs of its diverse clientele.

Commitment to Sustainable Development

Mohamed El Kettani is not just a leader focused on profit; he is also a strong advocate for sustainable development. He believes that banks have a crucial role to play in fostering economic growth while addressing social and environmental challenges.

Under his guidance, Attijariwafa Bank has embraced Corporate Social Responsibility (CSR) initiatives, investing in projects that promote education, entrepreneurship, and environmental sustainability.

The bank has also been at the forefront of financing green projects and initiatives aimed at combating climate change, aligning its operations with global sustainability goals. El Kettani's vision of responsible banking ensures that Attijariwafa Bank contributes positively to the communities it serves.

Did You Know?

Attijariwafa Bank, one of Africa's leading financial institutions, has an incredible history and continues to shape the future of banking across the continent. Here are some fascinating facts about this influential bank:

Attijariwafa Bank is one of Africa's largest financial institutions, with a significant presence in over 25 countries across the continent, including Morocco, West Africa, and the Maghreb. Formed in 2004 through the merger of Wafa Bank and Attijari Bank, it is now the largest private-sector bank in Morocco by assets.

The bank has embraced digital transformation, offering services like mobile banking and digital payments, and has pioneered green financing with initiatives like green bonds to fund sustainable projects. A leader in financial inclusion, Attijariwafa Bank provides banking services to underserved populations and supports small businesses and entrepreneurs across Africa.

Attijariwafa Bank is also renowned for its corporate and investment banking services, cross-border payment solutions, and role in empowering regional trade. It has been consistently recognized as one of the top financial institutions in Africa, known for its strong performance, innovation, and commitment to sustainability.

Awards and Recognition

El Kettani's contributions to the banking sector have not gone unnoticed. He has received numerous awards and accolades for his leadership, strategic insight, and commitment to excellence. His efforts have positioned Attijariwafa Bank as a top player in the African banking sector, recognized for its innovative approach and robust financial performance. His leadership has also been recognized in various forums, establishing him as a thought leader in the banking and finance industry. El Kettani has participated in numerous international conferences, sharing insights on banking strategies, digital transformation, and sustainable development.

Future Vision

As Attijariwafa Bank looks to the future, Mohamed El Kettani remains committed to building a bank that is not only a financial institution but also a catalyst for economic growth in Morocco and across Africa. His vision includes further expansion into emerging markets, enhancing the bank's digital capabilities, and deepening financial inclusion efforts to reach underserved communities. El Kettani's forward-looking approach stresses the importance of innovation, customer experience, and ensuring that Attijariwafa Bank remains relevant in an ever-evolving financial landscape.

Conclusion

Mohamed El Kettani's leadership at Attijariwafa Bank exemplifies the qualities of a visionary leader in the banking sector. His commitment to innovation, sustainability, and customer-centric banking has not only transformed the bank but has also set a high standard for the industry. As he continues to steer Attijariwafa Bank towards new horizons, El Kettani's impact on the African banking landscape is undeniable, solidifying his legacy as a leader committed to excellence and positive change.



5

Hassan Abdalla (Egypt)

“At AAIB, we believe that true banking goes beyond transactions; it’s about building lasting relationships and fostering trust. Our vision is to empower our clients with innovative solutions that not only meet their needs but also inspire their growth.”

Hassan Abdalla, the Chief Executive Officer of Arab African International Bank (AAIB), stands out as a transformative leader in the banking sector. With a career steeped in experience and a keen understanding of both local and regional markets, Abdalla has been instrumental in guiding AAIB through a dynamic landscape of financial services, setting benchmarks for innovation and customer-centric banking.

Career Journey

Hassan Abdalla's journey in the banking industry spans over three decades, during which he has amassed a wealth of knowledge and expertise. He holds a degree in Business Administration and Finance, which laid a strong foundation for his future endeavors. Abdalla began his career in banking in the early 1990s and quickly distinguished himself through his strategic thinking and leadership abilities. Before assuming the role of CEO, Abdalla held various senior positions within AAIB, overseeing critical functions such as corporate banking, risk management, and retail banking. His diverse background has equipped him with a holistic understanding of the financial ecosystem, enabling him to navigate complex challenges and seize opportunities for growth.

Leadership at AAIB

Since taking the reins as CEO, Hassan Abdalla has implemented a clear and ambitious strategy aimed at positioning AAIB as a leader in the banking sector. Under his stewardship, the

bank has seen significant expansion and diversification of its services, focusing on both traditional banking offerings and innovative digital solutions. Abdalla has been a strong advocate for digital transformation in banking. His vision includes leveraging technology to enhance customer experience, streamline operations, and improve service delivery. Initiatives such as mobile banking, online services, and digital payment solutions have been prioritized, aligning AAIB with global banking trends and customer expectations.

Commitment to Sustainability

Abdalla's leadership style is marked by a commitment to sustainability and corporate social responsibility. He believes that financial institutions must play a proactive role in fostering economic development while also addressing social and environmental challenges. Under his guidance, AAIB has launched several initiatives aimed at promoting sustainable finance, including financing green projects and fostering community development. By integrating Environmental, Social, and Governance (ESG) criteria into the bank's operations, Abdalla is helping to position AAIB as a socially responsible institution that supports sustainable growth.

Awards and Recognition

Hassan Abdalla's contributions to the banking industry have been recognized both nationally and internationally. He has received numerous accolades for his leadership, strategic vision, and commitment to

excellence. His efforts in fostering an inclusive and diverse workplace culture have also garnered recognition, enhancing AAIB's reputation as an employer of choice in the region.

Future Vision

Looking to the future, Hassan Abdalla envisions AAIB not only as a financial powerhouse but also as a catalyst for economic growth and development across the Arab and African regions. He is focused on expanding the bank's presence in emerging markets and building strategic partnerships that enhance financial inclusion. Abdalla's forward-thinking approach emphasizes the importance of innovation, sustainability, and customer-centricity in the banking sector. As AAIB continues to evolve under his leadership, it is poised to play a significant role in shaping the future of banking in the region.

Conclusion

Hassan Abdalla's leadership at Arab African International Bank represents a blend of experience, vision, and commitment to sustainable practices. As he continues to drive the bank towards new heights, Abdalla remains a key figure in the banking sector, championing innovation and responsible banking for the benefit of all stakeholders. His journey is a testament to the impact that dedicated leadership can have in transforming the financial landscape, making AAIB a bank of choice for customers across the region.



Top 10 CEOs of African Biggest Banks



6

Dr. Adesola K. Adeduntan (Nigeria)

“Leadership is not just about making decisions; it’s about inspiring others to see possibilities and empowering them to achieve their full potential. At First Bank Nigeria, we are committed to fostering an environment where innovation thrives and every individual can contribute to our collective success.”

In the ever-evolving landscape of banking in Nigeria, one name has become synonymous with innovation, resilience, and strategic foresight: Dr. Adesola Kazeem Adeduntan. As the Managing Director and Chief Executive Officer of First Bank of Nigeria Limited, Dr. Adeduntan has been instrumental in steering the bank through transformative changes, positioning it as a leading financial institution in the country and beyond.

A Journey of Excellence

Dr. Adeduntan's career trajectory is marked by remarkable achievements and a commitment to excellence. With an educational background that includes a Doctorate in Business Administration and qualifications in Medicine and Surgery, he brings a unique interdisciplinary approach to banking. This diverse expertise has allowed him to address complex challenges effectively while fostering a culture of innovation within the organization. Before his appointment as CEO, Dr. Adeduntan held various leadership roles within First Bank and other financial

institutions, where he honed his skills in strategy, finance, and operations. His tenure as Chief Financial Officer provided him with valuable insights into the intricacies of the bank's operations, laying a solid foundation for his leadership role.

Visionary Leadership

Dr. Adeduntan's vision for First Bank is centered around transformation and growth. He recognizes that the banking industry is undergoing a profound shift driven by technological advancements and changing customer expectations. Under his leadership, First Bank has embarked on a comprehensive digital transformation strategy designed to enhance customer experience and improve operational efficiency. In a recent interview, Dr. Adeduntan articulated his commitment to customer-centric banking, stating, "Our goal is to redefine banking for our customers. By leveraging technology and understanding their unique needs, we aim to provide services that are not only efficient but also tailored to enrich their lives." This philosophy underscores his approach to creating innovative financial solutions that resonate with diverse customer segments.

Fostering Financial Inclusion

One of the hallmarks of Dr. Adeduntan's tenure has been a strong emphasis on financial inclusion. He believes that access to banking services is a fundamental right and an essential driver of economic growth. As part of his strategic initiatives, First Bank has launched several programs aimed at reaching previously underserved populations, including women and small businesses. By promoting entrepreneurship and providing affordable financial products, Dr. Adeduntan is helping to create a more inclusive economy where everyone has the opportunity to thrive. His focus on empowering individuals and businesses aligns with global efforts to foster sustainable development and address inequality.

Commitment to Sustainability

In addition to financial inclusion, Dr. Adeduntan is committed to sustainability and corporate social responsibility. Recognizing the growing importance of environmental and social governance, he has championed

initiatives that prioritize sustainable banking practices. This includes investments in green projects and community development programs that contribute to the well-being of society.

Navigating Challenges

While the Nigerian banking sector faces numerous challenges, including economic volatility and regulatory changes, Dr. Adeduntan's proactive approach equips First Bank to navigate these uncertainties. His emphasis on risk management and compliance ensures that the bank remains resilient and adaptable, ready to seize new opportunities as they arise.

Conclusion

Dr. Adesola Kazeem Adeduntan is not just a leader at First Bank of Nigeria; he is a visionary who is redefining the future of banking in Nigeria. His commitment to innovation, customer-centricity, financial inclusion, and sustainability sets a new standard for the industry. As he continues to lead First Bank into a new era, one thing is clear: under his stewardship, the bank is poised for even greater success in the years to come.

Bolaji Agbede

(Nigeria)

CEO, Access Bank

“Empowering people is at the heart of successful banking; when we invest in our teams and communities, we build a stronger future for everyone.”

7



Bolaji Agbede, the dynamic CEO of Access Bank Nigeria, brings over 27 years of multifaceted experience in human resources management, customer relationship management, and banking operations to her role. Known for her exceptional ability to integrate people during mergers and acquisitions and drive culture transformation, Agbede has established herself as a transformative leader in the financial sector.

A Strong Foundation in Banking

Agbede began her professional journey at Guaranty Trust Bank, where she quickly made her mark. Starting as an Executive Trainee in 1992, she showcased her skills in various capacities, including Relationship Manager and Vault Custodian. Her dedication and talent propelled her to the position of Manager by 2001, laying a solid foundation for her future endeavors.

In 2003, she took on the role of Chief Executive Officer at JKG Limited, a business consulting outfit, further broadening her expertise in strategic leadership and operational management. This experience honed her skills in navigating complex business landscapes and developing effective corporate strategies.

A Key Player at Access Bank

Agbede joined Access Bank in 2003 as an Assistant General Manager, where she was responsible for managing the bank's portfolio of chemical trading companies. Her strategic vision and commitment to excellence led to her appointment as the Head of Human Resources for the Access Bank Group in 2010. In this capacity, she oversees the human capital

development of the bank, ensuring that the organization attracts, retains, and nurtures top talent.

Under her leadership, Access Bank has not only focused on traditional banking services but has also embraced a culture of innovation and inclusivity. Agbede's emphasis on employee engagement and development has been crucial in fostering a positive work environment that drives performance and enhances customer service.

Academic and Professional Excellence

Bolaji Agbede's academic credentials reflect her commitment to continuous learning and professional development. She holds a bachelor's degree in Mathematics and Statistics from the University of Lagos (1990) and earned her Master of Business Administration from Cranfield University in 2002. Furthermore, she is a member of the Chartered Institute of Management (UK) and the Chartered Institute of

MTN Expands Ownership in MoMo Payment Service Bank



MTN, Nigeria's leading telecommunications provider, has successfully acquired the remaining 7.17% minority stake in MoMo Payment Service Bank (MoMo PSB) for N6.95 billion.

This strategic purchase aims to bolster MTN's presence in the financial services sector and enhance its service offerings to customers.

This acquisition was outlined in MTN Nigeria's unaudited financial report for the nine months ending September 30, 2024. In May,

MTN finalized a deal with MoMo PSB's minority shareholders, facilitating the purchase of their shares and advancing MTN's journey toward full ownership of the bank.

The move is part of MTN Nigeria's broader initiative to solidify its position within Nigeria's financial landscape. MoMo PSB is focused

on providing a comprehensive suite of digital banking solutions designed to promote financial inclusion among Nigerians, an objective that aligns with the country's growing demand for accessible financial services.

With the recent buyout, MTN Nigeria plans to utilize MoMo PSB's mobile banking capabilities to enhance customer convenience and tap into new revenue opportunities in the expanding digital finance market.

In May 2024, the non-controlling shareholders of MoMo PSB proposed to sell their diluted 20% stake, which had reduced to 7.17%. MTN Nigeria agreed to this proposal, resulting in a payment of N6.95 billion as the mutually established purchase price.

MTN characterized this acquisition as an equity transaction, leading to a N12.97 billion adjustment in MTN

Nigeria's retained earnings. This adjustment reflects the difference between the assessed value of the non-controlling interest in MoMo PSB and the purchase price paid by MTN, in accordance with International Financial Reporting Standards 10.

MoMo PSB commenced its operations in Nigeria on May 19, 2022, following the Central Bank of Nigeria's final approval granted in April 2022.

This launch followed a successful pilot program that started on May 16, 2022, coinciding with the anniversary of MTN's GSM services. Overall, MTN's acquisition of MoMo PSB marks a significant step in its mission to enhance financial accessibility and innovation in Nigeria, bolstering its capabilities in the digital banking arena.

Vivo S20 Series Set to Launch This Month with Enhanced Battery Features



The highly anticipated Vivo S20 series is set to make its debut later this month, and leaks suggest exciting enhancements, including increased battery capacity.

The lineup will feature the Vivo S20 and S20 Pro models, with at least one variant boasting an impressive 6,500 mAh battery. Despite the larger battery, the new phones are expected to maintain the sleek design of the previous S19 series, remaining under 8 mm in thickness.

This balance of performance and aesthetics is a notable achievement, especially with the augmented battery size. Vivo's S series targets the midrange segment in the Chinese market and typically transitions to the global stage as part of the V series, albeit with some minor specification adjustments.

Therefore, the insights we gather from the S20 and S20 Pro will likely provide a preview of the upcoming Vivo V50 and V50 Pro, expected to launch in the coming months.

According to the leaked information, both the S20 and S20 Pro are anticipated to feature vibrant AMOLED displays with a resolution of 126p.

The base model, S20, is expected to continue using the Snapdragon 7 Gen 3 chipset, while the S20 Pro will reportedly upgrade to the Dimensity 930 for enhanced performance.

Although there had been discussions about a more affordable S20e variant, current indications suggest that Vivo may not be releasing this model at this time.

Overall, the Vivo S20 series looks set to impress with a combination of powerful features, sleek design, and improved battery life, making it a strong contender in the mid-range smartphone market.



Top 10 CEOs of African Biggest Banks

Personnel Management of Nigeria.

Agbede has also participated in several prestigious leadership and professional development programs, including the High-Performance Leadership Programme organized by IMD and the Strategic Talent Management Programme at London Business School. These experiences have equipped her with the tools and insights necessary to lead in today's rapidly evolving banking environment.

Commitment to Sustainable Practices

In addition to her operational and strategic roles, Agbede is a strong advocate for sustainability and corporate social

responsibility. She believes that financial institutions have a crucial role to play in driving positive change within communities. Under her leadership, Access Bank has launched various initiatives aimed at promoting financial inclusion, environmental sustainability, and community development.

Looking Ahead

As Bolaji Agbede continues to guide Access Bank into the future, her vision encompasses further innovation in banking practices and a steadfast commitment to employee and community development. She is dedicated to building a resilient organization that can adapt to changing market conditions while maintaining a focus

on ethical and sustainable practices.

Conclusion

Bolaji Agbede's journey from a budding banking professional to the CEO of Access Bank Nigeria is a testament to her exceptional leadership, strategic insight, and commitment to excellence. Her influence in the banking sector is profound, as she continues to drive transformation and inspire a new generation of leaders in finance. As she navigates the complexities of the industry, Agbede's impact will undoubtedly shape the future of Access Bank and contribute to the broader economic development of Nigeria and Africa.

November - December 2024



8

Gerrie Fourie (South Africa)

“At Capitec, we believe that banking should be simple, accessible, and transparent. When we empower our customers with the tools they need, we create a pathway to financial freedom.”

Gerrie Fourie, the CEO of Capitec Bank, is a prominent figure in the South African banking landscape, recognized for his innovative approach to retail banking and his commitment to financial inclusion. Under his leadership, Capitec has grown into one of the country's leading banks, revolutionizing the industry with its customer-centric model and simplified banking solutions.

A Journey of Innovation

Gerrie Fourie's career in banking began with a strong educational background, including a degree in commerce and various qualifications in finance and management.

He joined Capitec Bank in 2001 as a member of the executive team, where he played a crucial role in developing the bank's unique value proposition.

Since taking over as CEO in 2013, Fourie has been instrumental in transforming Capitec into a household name in South Africa. His vision has centered around creating a bank that is accessible and affordable for all South Africans, especially those who were previously underserved by traditional banking institutions.

Revolutionizing Retail Banking

Under Fourie's leadership, Capitec has introduced a range of innovative

products and services designed to meet the needs of its customers. The bank's straightforward and transparent pricing model, combined with a user-friendly mobile banking app, has made banking more accessible and understandable for millions.

Fourie has championed the concept of "banking simplified," which emphasizes the importance of removing complexities in financial products. This philosophy has resonated with consumers, leading to significant growth in the bank's customer base. Capitec has consistently reported strong financial results, reflecting its ability to attract and retain customers in a competitive market.

Commitment to Financial Inclusion

One of Fourie's key priorities has been promoting financial inclusion. He believes that access to banking services is a fundamental right, and he has dedicated efforts to ensure that Capitec serves a diverse clientele, including low-income individuals and small business owners. The bank's micro-lending solutions and savings products are tailored to empower customers and help them achieve financial stability.

In addition to expanding access to banking, Fourie has emphasized the importance of financial literacy. Capitec has implemented educational initiatives aimed at equipping customers with the knowledge and skills necessary to make informed financial decisions.

Navigating Challenges

As with any leader in the banking sector, Fourie has faced challenges, including economic fluctuations and regulatory changes. However, his proactive approach and focus on innovation have enabled Capitec to navigate these complexities effectively. The bank's agility and responsiveness to market conditions have been key to its ongoing success.

A Vision for the Future

Looking ahead, Gerrie Fourie remains committed to driving Capitec's growth and expanding its footprint across South Africa and beyond. He is focused on leveraging technology to enhance the banking experience and exploring new opportunities for service delivery.

Fourie's leadership is characterized by a deep understanding of the banking landscape and a passion for making a positive impact on society. He continues to advocate for practices that promote transparency, integrity, and customer satisfaction within the financial industry.

Conclusion

Gerrie Fourie's journey as CEO of Capitec Bank is a testament to his visionary leadership and dedication to transforming banking in South Africa. By prioritizing innovation, customer service, and financial inclusion, he has positioned Capitec as a leader in the industry. As he navigates the future of banking, Fourie's impact will undoubtedly shape the next chapter for Capitec and the broader financial landscape in South Africa.



9

Dr. Patrick Akinwuntan (Nigeria)

“True innovation in banking goes beyond technology; it's about understanding our customers' needs and creating solutions that empower them. At Ecobank, we are committed to transforming the banking experience for every African.”

In the dynamic landscape of African banking, few leaders have made as significant an impact as Dr. Patrick Akinwuntan, the Group Executive Director of Ecobank Transnational Inc. With a robust background in finance, technology, and strategy, Dr. Akinwuntan has been pivotal in steering Ecobank towards a future characterized by innovation and customer-centric services. His vision is transforming the way banking is perceived and executed across the continent.

Professional Background

Dr. Akinwuntan's impressive career spans over two decades, during which he has held various key positions

within the banking and finance sectors. He holds a Ph.D. in Business Administration and has acquired extensive knowledge in corporate strategy, risk management, and digital banking. Before his current role at Ecobank, he served in several senior positions, including as the Managing Director of Ecobank Nigeria, where he successfully led initiatives that significantly enhanced the bank's market position.

Vision for Ecobank

Under Dr. Akinwuntan's leadership, Ecobank is on a mission to become the leading digital bank in Africa. His commitment to leveraging technology

to enhance customer experience is evident in the bank's continuous investment in digital platforms and financial technology solutions. By focusing on mobile banking and digital payment systems, Ecobank aims to increase financial inclusion across the continent, reaching underserved populations who previously lacked access to banking services.

Dr. Akinwuntan articulates his vision succinctly: “At Ecobank, we believe that banking should be accessible, efficient, and tailored to meet the diverse needs of our customers. Our goal is to harness the power of technology to create a seamless banking experience that empowers individuals

and businesses alike to thrive.”

Commitment to Financial Inclusion

One of the cornerstones of Dr. Akinwuntan's strategy is a deep commitment to financial inclusion. He recognizes the unique challenges faced by many African communities and is dedicated to providing banking solutions that cater to these needs. Through innovative products such as microloans, mobile wallets, and community banking initiatives, Ecobank has been able to reach millions of customers who were previously excluded from the financial system. Dr. Akinwuntan emphasizes the importance of this mission: “Financial inclusion is not just a corporate responsibility; it is a moral imperative. We are dedicated to

ensuring that every African has the opportunity to participate in the formal economy and access the financial resources they need to succeed.”

Sustainability and Corporate Responsibility

Beyond innovation and inclusion, Dr. Akinwuntan is also a champion for sustainability. He understands that the banking sector plays a crucial role in driving sustainable development across Africa. Under his guidance, Ecobank has implemented various initiatives focused on environmental conservation, social responsibility, and responsible lending practices. “Banking should contribute positively to society. We have a responsibility to our communities and the environment. At Ecobank, we aim to lead by example, ensuring that our growth aligns with sustainable

development goals,” he states.

Conclusion

Dr. Patrick Akinwuntan's leadership at Ecobank signifies a transformative period for the bank and the broader African banking landscape.

His relentless pursuit of innovation, commitment to financial inclusion, and focus on sustainability position Ecobank not only as a leader in the industry but also as a force for positive change across the continent.

As the banking world continues to evolve, Dr. Akinwuntan's vision is set to redefine what it means to bank in Africa, paving the way for a future that is inclusive, accessible, and sustainable.

The advertisement features a central illustration of a man named Leo, the 'Virtual Banker'. He is a Black man with short hair, wearing a grey t-shirt, a dark brown vest, blue jeans with a tear, and red sneakers. He stands with his hands in his pockets against a red background with a geometric, low-poly pattern. To the left of Leo, the text 'Meet Leo' is written in a large, white, stylized font. To the right, the text 'The Virtual Banker' is written in a similar font. Below this, a 'Visit:' label points to a Facebook link: www.facebook.com/UbaChatBanking. At the bottom right, there are social media icons for Facebook, Twitter, Instagram, and YouTube, with the text 'Follow @UBAGroup on' above them. The UBA logo is in the top right corner.



Top 10 CEOs of African Biggest Banks



10

Bola Adesola (Nigeria)

“Leadership is not just about making decisions; it’s about inspiring others to reach their full potential. In a rapidly changing world, we must foster a culture of collaboration and innovation to drive sustainable growth.”

Bola Adesola has become a prominent figure in the Nigerian banking sector, serving as the Country Executive and CEO of Standard Chartered Bank Nigeria. With a career that spans over three decades, she has demonstrated exceptional leadership and a commitment to innovation, sustainability, and financial inclusion. Under her guidance, Standard Chartered Bank has not only solidified its position as a key player in the Nigerian financial landscape but has also set a benchmark for corporate responsibility and ethical banking practices.

Professional Journey

Bola Adesola's journey in the banking industry is marked by resilience, dedication, and a passion for transformation. She began her career in law before transitioning into banking, where she quickly rose through the ranks. Her previous roles include influential positions at various financial institutions, including regional leadership roles that have equipped her with a deep understanding of the complexities of the African banking environment. Adesola holds an LLB from the University of Lagos and an MBA from the University of Birmingham. This unique combination

of legal acumen and business expertise has enabled her to navigate the intricate regulatory frameworks governing Nigeria's financial sector, ensuring compliance while driving growth.

Innovative Leadership at Standard Chartered Bank Nigeria

Since taking the helm at Standard Chartered Bank Nigeria, Bola Adesola has been a catalyst for change. She has spearheaded numerous initiatives aimed at enhancing customer experiences through technological innovation. By embracing digital transformation, Standard Chartered Bank has been able to offer robust banking solutions that cater to the diverse needs of its clients. In her own words, Bola Adesola emphasizes the bank's commitment to its customers: "At Standard Chartered, we are dedicated to providing innovative banking solutions that empower our clients. We believe in leveraging technology to enhance accessibility and create experiences that truly resonate with our customers' needs."

Championing Financial Inclusion and Sustainability

Bola Adesola is not only focused on the bank's growth but is also passionate

about social impact. She recognizes the vital role of financial institutions in promoting financial inclusion and sustainable development. Under her leadership, Standard Chartered Bank has launched several initiatives aimed at supporting underserved communities, focusing on empowering individuals through financial literacy and access to banking services. Adesola's commitment to sustainability is evident in the bank's policies and practices, which prioritize environmental responsibility and social equity. She has been an advocate for responsible banking that not only drives profits but also contributes positively to society.

Conclusion

Bola Adesola's leadership at Standard Chartered Bank Nigeria exemplifies a modern approach to banking—one that blends innovation with a strong sense of purpose. As she continues to navigate the challenges and opportunities within the Nigerian banking sector, her vision for a more inclusive and sustainable financial landscape remains steadfast. Through her efforts, she is not only transforming Standard Chartered Bank but also inspiring the next generation of leaders in the financial industry.

AE



ENJOY YOUR GREAT
JOURNEY
WITH OUR BEST **CARS**



PRIDE OF AFRICAN ROAD

Innoson Vehicle Manufacturing Co. Ltd.
www.innosonvehicles.com