

THE ENTREPRENEUR AFRICA

December, 2020

CELEBRATION EDITION
...celebrating economic freedom



AUDACIOUS ENTREPRENEURS OF 2020:
ENTREPRENEURS AND BRANDS
WHO SUCCEEDED AGAINST
ALL ODDS

THIS THING CALLED MONEY:
YOUR BIGGEST QUESTIONS
ANSWERED

HOW WE SURVIVED THE
TEST OF 2020

SPECIAL REPORT:
AFRICA'S POST COVID-19
RECOVERY PLANS

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Entrepreneurial Audacity

How We Survived the Test of 2020



OUR TEAM

David Agu Esq.
CEO/Editor

Ojeh Toju
(Head, Business Development)

Dominic Onyebuchi Ugwu
(Head of Operations)

Fortune Olaleye
(Head, Partnerships)

Ani John King
(Head, Graphics)

Victor Chikezie
(Web Manager)

Drusilla Egbe
(Content/Corporate Communications)

Sekinat Habeeb
(Head, Special Projects)

Mawutor Adzato
Tony Okoroafor
Deji Yusuf
(Contributors)

Published by
The Entrepreneur Africa 360 Ltd
4 Babatope Bejide Street, Lekki 1,
info@theentrepreneurafrica.com
+2348071459188

If you've never felt tested by the universe itself, then 2020 has broken that jinx for you. Because we were all excruciatingly tested. Everywhere in the world. Stretched all the way near, if not beyond, the limits of our adversity quotient. As individual members of the planet, as corporates, and as businesses.

If you're reading this note, then you survived the most critical challenge of 2020: challenge to continued existence of life. Over 1.5million humans were unfortunately not so graced.

The second most critical challenge was to the continued existence, and in some cases growth trajectory, of our ventures, projects, and generally, means of livelihood. And for the entrepreneurs who did not only scale this test but went on to thrive, they're the ones we refer to as the Audacious Entrepreneurs running Resilient Brands (much credit to Sekinat Habeeb of The Entrepreneur Africa who coined this apt phrase), because it took immense entrepreneurial audacity to take all the blows meted out by COVID-19 and its aftermath and still emerge seemingly unruffled on the other side. And The Entrepreneur Africa Awards 2020 is dedicated to celebrating these uncommon set of people and brands.

With most of the economies of African countries either in severe recession already or at the edge of it, entrepreneurs, especially SMEs, remain the continent's greatest hope of speedy recovery and restoration of millions of lost job. It goes without saying, therefore, that supporting, encouraging, and celebrating those at the frontline of this crucial effort is a task that must be done, and done again ad infinitum.

On this note, I welcome you to the December 2020 issue of The Entrepreneur Africa Magazine titled 'Celebration Edition'.

Down the pages, you'll find the corporate and business profiles of some of our nominees for TEA Awards 2020. You'll also find lots of other insightful contents to help you wind down 2020 in a more effective style and be in good form for 2021. Together, may we continue to experience and celebrate economic freedom. I appreciate your feedbacks; so please, do send them in. Cheer!

David Agu
CEO/Editor-In-Chief
editor@theentrepreneurafrica.com
@david.agu_



THIS THING CALLED MONEY

by Chisom Chioma Ibe

Everybody wants it, but few people have it. Most work tirelessly to get it, yet it seems some simply do less and have more of it. What is it about “Money” that makes it so elusive to some and yet so readily available to others?

Why do those who pursue money seem to be on a never ending race with it? Is there an understanding about money that when unlocked can guarantee the ability to do the things that money can do?

The aim of this article is to answer these questions as clearly as possible and also to give you a different lens through which to view “Money”, so that it ceases to be an elusive element in your life and in your business.

Over my years of being in business and also in learning from a lot of wealthy mentors, I came to the realization that; How a wealthy person sees “Money” is entirely different from how a poor person sees “Money”, hence the difference in their outcomes.

Let's do a quick experiment.

When you hear the word “Money”, what is the first thing that comes to your mind?

Let me guess; you thought about a stack of Cash right? Now that is where the problem lies.

Anyone whose understanding of money is limited to Cash, will do everything to get it and it will keep running from them.

Money is not Cash! Money is not Cash! I know that probably sounds counterintuitive right?

In-fact, if you cannot complete an entire transaction without the exchange of Cash, you are a poor person.

If Money is not Cash, then what is Money and where does Cash come in this equation?

By definition, **Money Is A Means Of Exchange Of Value.**

This implies that the focus of money is primarily in the value exchange. This explains why, in the older days when there was no cash, there was still “Money”, because the value exchange was more important than the element used in

exchanging the value.

As a matter of fact, Cash is the least of all the means of exchange.

There are higher levels of means used in exchange of value that does not involve Cash and those should hold more importance to you than Cash itself.

What are the higher levels of “Money” that are more powerful than Cash?

1) Credibility: This is a history of your visible and documented results over time that can serve as a means of getting what you want without parting with Cash.

The problem with most people is that they undervalue their results and don't keep records of things they have achieved, without realizing that they are leaving Money on the table.

Document your business and personal successes, they are the means you will use in exchange. Your Credibility Is Money.

2) Credible Relationships: Do you remember that time when you needed access to something desperately and even though you had the cash, you were denied access until someone credible recommended you? What did you use in making that purchase? Credible Relationships.

Deliberately build relationships that have value, they are your means of value exchange.

3) Character: This is the stamp of who you are. This is what makes you trustworthy. Ms Ada wants to start a business in cloth sales but has no cash. She goes to Ms Tola who has been in

the cloth business for years. Because Ada has proven by her character that she can be trusted,

Ms Tola gives her some of her own clothes and tells her to sell at a higher margin and return only her own part of the cash. Ada uses this and gradually builds up her own cash to buy more and strengthen her own business.

Her means of exchange is her Character. What Character Currency are you building?

4) Competence: What can you do? What skill can you deploy in exchange for what you want. Even if you don't have Cash, your competence can be used in exchange for a value that you need

5) Cash: The least of them all is cash. As a matter of fact, if you have a lot of cash while lacking the above 4, you are regarded as a criminal because Cash is simply an overflow from the above 4.

So, when next you say are tempted to say “I don't have Money”, ask yourself again, if you are ignoring all the money around you because you are so focused on “Cash”.

Here's To Having More Money.

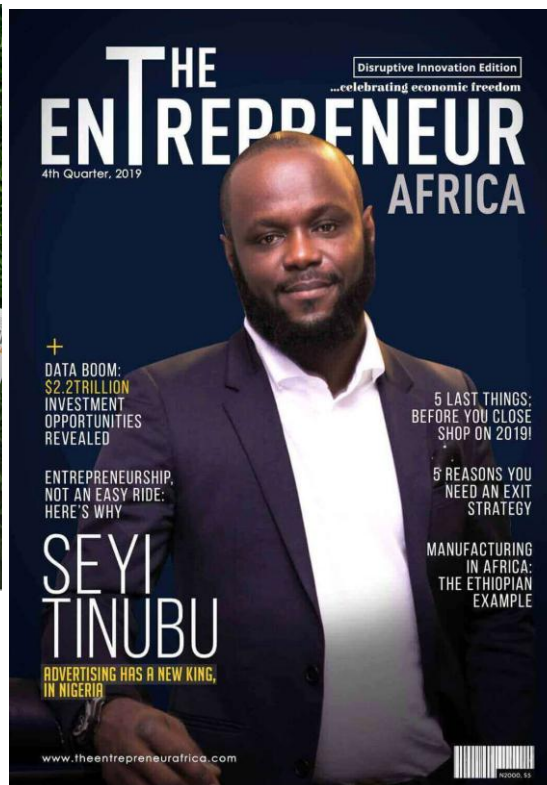
Dr Chisom Chioma Ibe
Wealth Educator/Business Mentor

SOCIAL MEDIA PROFILES

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STRIVE MASIYIWA: DO YOU DO BUSINESS WITH THE WEALTHIEST AFRICAN NATION?

Seeing Opportunity at Home and Across the World
By Strive Masiyiwa

What would you say if I told you that there is a bigger African nation in terms of GDP than Nigeria?! Before I tell you the name of this nation, here are its own economic statistics: GDP estimated at \$650bn with population est at around 60m. Unemployment amongst this nation group is low, est less than 3%. Most are educated, and they speak many different languages. So who are these people?

It is the AfricanDiaspora! In this piece, I am talking about the Africans, mostly first generation, now living and working outside their home countries.

These guys in the AfricanDiaspora send home about \$82bn a year (AfDB 2018). Nigerians alone, as the second largest group after Egypt (\$29bn), send home around \$26bn a year!

Whilst many of our citizens who decide to leave home often struggle greatly to build a new life (especially at first) the DiasporaNation is actually the single largest source of foreign exchange into Africa, sending money home that we generally call "Remittances". These Remittances (money transferred to family and friends in home countries) dwarf the amount coming from Foreign Direct Investment (FDI).

FDI into Africa was about \$46bn in 2018 but DiasporaNation is by far Africa's largest investor!

The Diaspora Nations' members are amongst the richest Africans in the world, and they have amongst the highest disposable incomes...

As an entrepreneur have you ever considered doing business with DiasporaNation?

If you research African nations in terms of their economic size

by GDP (in today's prices), here are the top 10 economies. There are different measures at different times as currencies fluctuate, but I'm just giving you the IMF stats today.

1. Nigeria - \$494.83bn
2. South Africa - \$369.85bn
3. Egypt - \$353bn
4. Algeria - \$178.64bn
5. Morocco - \$124.54bn
6. Kenya - \$109.13bn
7. Ethiopia - \$103.61bn
8. Angola - \$88.98bn
9. Ghana - \$69.76bn
10. Tanzania - \$67.24bn

(Source: IMF DataMapper World Economic Outlook)

Increasingly, many innovative African entrepreneurs are now consciously developing and marketing products to DiasporaNation. With the emergence of digital marketplaces and eCommerce, it is easier than ever to reach them!

For those that watched the judging of the \$1m Africa Netpreneur Prize competition which I did with Jack Ma last November, you should remember the presentation by a talented entrepreneur from Mali, Moulaye Taboure, co-founder and CEO of Afrikrea who studied in Paris then set up his business in AfricanNation-Côte d'Ivoire. He sells beautiful Africa-inspired fashion products to DiasporaNation!

Yes, you can be an entrepreneur sitting in the US and your business is into Africa, or an #Afrpreneur at home on the continent, scaling your markets to DiasporaNation abroad.

"A pessimist sees the difficulty in every opportunity; an ENTREPRENEUR sees the opportunity in every difficulty". (Paraphrased from Winston Churchill)

To be continued. . .



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THE AUDACIOUS

ENTREPRENEURS OF 2020

**MEET THE BRANDS AND ENTREPRENEURS
WHO HAVE SUCCEEDED DESPITE THE
CHALLENGES OF 2020**



Victoria Hauwa Ibrahim
Founder, REEP and
Youth Pen Africa

Victoria Hauwa Ibrahim, born in Bauchi State, acquired her degree (B.Sc.) in Economics from the University of Abuja in 2012; proceeded to the UK and earned a M.Sc. in Political Economy from the University of Essex. She also has a Certificate in Public Policy Economics from the University of Oxford. She is currently a PhD Research fellow and an open believer of value and purpose of education, and has backed it up by taking the path in academics.

She is currently a lecturer at the Nasarawa State University Keffi. She is an External Consultant to the office of the Senior Adviser to the President on Policy Development and analysis. She is a persuasive advocate for quality and equality in education.

It's not far fetched that Victoria Hauwa Ibrahim has been nominated in the category of Education of The Entrepreneur Africa awards.



Goodluck Edoziem
Founder, Agrostory

Goodluck Edoziem is an Extraordinary Agribusiness Coach, visionary Leader, Founder and Young CEO, Agrostory Nigeria. He was born in Owerri, Imo State, the South Eastern region of Nigeria and obtained his first Degree in Fisheries Technology. He also acquired Diploma in Crop Production, Agronomy, Agribusiness and livestock management respectively.

His mission is to engage in the fight against hunger and food wastage through a nationwide network of Agropreneurs and Extension workers.

Amid Lockdown, Goodluck farms healthy foods (Vegetables and fruits) to ease the hunger menace ravaging the Nigerian communities. He is the convener of Healthy Millionaire Farmers Conference. His great efforts have earned him recognition in Agriculture as a nominee of The Entrepreneur Africa awards.



Ejiro Agambi
CEO, Jeovil Group

*Ejiro Agambi is a certified computer scientist, cleaning professional and award winning entrepreneur. She is an industrious young woman committed to adding value and creating job opportunities. She is the founder of *JEOVIL GROUP* which houses one of Nigeria's leading cleaning companies; Jeovil cleaning and maintenance services, Luxuryvox (The Gift company), Jeovil Printing and Branding solutions and other brands.*

She's currently on the board of 2 Start-Up/small businesses as partner and strategic advisor. She is also a nominee of Young Entrepreneur of the year in The Entrepreneur Africa awards 2020.

She is an alumna of the U.S exchange program- Academy For Women Entrepreneurs, Goldman Sachs 10,000 Women, a 2019 SME100Africa 25under25 awardee for professional service and MAYA award Africa 2020 awardee.



Busayo Egbetokun
CEO, Tokycakes&more

Toky cakes and more is an indigenous Confectioneries company which provided an assortment of bespoke trendy cakes for private and corporate events.

It has a vision to be the most preferred nourishing, convenient and accessible solution to all event and confectionary need in Nigeria and a mission to sharpen our edge in the production and marketing of quality and healthy baked product. With just one year in business Toky Cakes & more has been nominated under the category of Top 10 Startups of the year in The Entrepreneur Africa awards 2020 edition.



Chinenye Onuorah

Founder, Rehala
Hope Foundation

Chinenye Onuorah is a Brand Consultant at Regalo Ventures, Founder/Project Director at Regalo Hope Foundation. Chinenye is an outgoing, creative and thoughtful individual with over nine years of experience in the non-profit sector, Chinenye is a strong advocate for decent and healthy living, quality education for all and selfless service to humanity.

Chinenye Onuorah can aptly be described as a humanitarian whirlwind blowing hard on the core of humanity. She has awarded educational scholarship to over 350 children via her foundation, started petty trade for over 50 women to enable them become financial pillars of their homes, impacted 2570 people directly and over 30, 000 persons indirectly via her charity outfit. To add to her many achievements, she is a nominee under the Philanthropy category of The Entrepreneur Africa awards 2020.

She has also organized several community charity outreach in disadvantaged communities. She is also addressed by her Chieftaincy Title, Otu Obuad 1 of Orunghe Bawop Cross river state. This came about as an act of gratitude from the community whose only health center was renovated by her even before she registered her charity organization.



Yemi Pedro

CEO, Gametraktion

Yemi Pedro is an ICT consultant with over a decade experience in Telecoms, Ecommerce, Digital Media and Fintech. He is also the CEO of Gametraktion and a nominee of The Entrepreneur Africa awards 2020 under the category of Top 10 Startups of the year.

Gametraktion is a digital commerce company with a bundle of solutions to power commerce and sales through effective payments & remittances, results oriented digital advertising and innovative e-commerce offerings



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This brand has also been recognized as a nominee in the Logistics category of The Entrepreneur Africa awards 2020.



Ante Joseph Okon

Founder, Maatalous Nasah
Farms

Ante Joseph is the co-founder of Maatalous Nasah Farms, a social enterprise based in Rivers State, that utilizes an Agri-pyramid system that seeks to grow protein food in four unique ways (Cuniculture, Horticulture, aquaculture and poultry farming) by adopting a symbiotic relationship of each system. (www.maatalousnasah.com)

He also Co-founded and runs Farmisphere (<https://www.farmisphere.com/>) – a portal via which the public can order their products and also other protein based products. Ante Joseph has also been nominated as Young Entrepreneur of the year in The Entrepreneur Africa awards 2020 edition.



Peggy Ovat
Founder, Peggies Kitchen

Peggy Ovat is a determined and award winning entrepreneur and a founder of PEGGIE'S KITCHEN and CONFECTIONERY, a business based in Lagos that deals with providing Nutrition solutions. Educationally, Peggy holds a bachelor degree in Industrial Chemistry. Being nominated as Young Entrepreneur of the year in The Entrepreneur Africa awards 2020 counts as one of the accomplishments of Peggy Ovat.

Peggy Ovat as a business owner is a passionate advocate and promoter of girl child education, gender equality, women socio-economic and political empowerment. She firmly believes that, in order to eradicate poverty in Nigeria, it is necessary to harness and maximize women's potential through capacity building and implementation of deliberate actions towards women empowerment.



Offiong Charles Ikpeme

Offiong ikpeme is a visionary young leader, an entrepreneur and a toastmaster with a burning vision to transform youths into a positive mindset through entrepreneurship. He is a graduate of marine engineering and Computer engineering from The maritime academy of Nigeria and Institute of professional studies respectively.

Offiong Ikpeme is the president of creative youth outreach and also the founder of Offiong Ikpeme foundation, an Organization geared towards training and developing youths through different vocational skills in Nigeria. The foundation has trained over 30,000 youths and given job's to a handful of youths in the Nation.

Offiong Ikpeme is an award winning Outstanding Entrepreneur in different categories. Also, a nominee for The Entrepreneur Africa awards, Young Entrepreneur of the year category.



Precious Ewatomi
CEO, PEWA TV

Pewa Tv is an online media which is based on covering digital marketing and contention creation aspects, they generally create meaningful contents for brands and entertain. The media is aimed at helping individuals to create a trusted and profitable online business profile by not only advertising their products and services but also by giving them a wider platform to be discovered by a larger group of potential customers. Pewa Tv is nominee in the category for Top 10 Startups of the year in The Entrepreneur Africa awards.

Pewa TV also run an online trade fair that gives vendors an opportunity to connect with buyers. Furthermore, they operate business classes online that highlights business ideas and provide an insight to business owners on how they can further grow.



Amobi Obinna Uzochukwu
CEO, Konviv Global

Amobi Obinna Uzochukwu is the CEO of Konviv Global. Konviv is a hybrid brand based in Nigeria that deals with fashion brand designing and consultation for real estate's needs. The brand envision an unified world that revolves around fashion and real estate, meaning the two sectors to have a power to make a singular statement for several social problems that we as people go through.

Amobi Obinna Uzochukwu, founder of Konviv Global, is an Industrial Chemist who worked hard on conveying his vision through and emerged as a finalist in THE YOUNG CEO REALITY TV SHOW in 2019. He is a nominee in the category of Young Entrepreneur of the year in The Entrepreneur Africa awards 2020 edition.



Ojoodide Oluwadara
Founder, Just Journal

Oluwadara is the Founder and Creative Director of JustJournal Stationery and Co, a creative Nigerian Stationery Brand that is changing the narrative in the Nigerian stationery industry. She's also a passionate teacher, a goal getter, with a first degree in Computer Engineering.

When a search for stylish stationery came to no avail, she was inspired to create her own line of stationery.

The brand has grown, from that one product, to offering stationery lovers a variety of beautiful and inspiring designs, as well as adequately teaching these stationery lovers how to use these products to live intentionally.

Her mission with Justjournal is to inspire, and empower, people to dream big, and achieve those dreams, one day at a time. Amongst her many accomplishments, one of them is being nominated as Young Entrepreneur of the year in The Entrepreneur Africa awards 2020 edition.



Emmanuel Glory Oludare
Founder, TRAW Consult

Emmanuel Glory Oludare, is the founder and Chief Educational Consultant, an innovative and Educational CONSULTING firm that started as a free coaching centre in 2015 but came fully into operation in 2018 and was registered by Corporate Affairs Commission in 2019. In 2020, Glory Oludare has been nominated for Philanthropy in The Entrepreneur Africa awards.

TRAW CONSULT with our great teams usually runs a program for the teenagers and youths with a free training for them in our program.

In April, we run an empowerment for teenagers in order for them to maximize their potentials and develop themselves personally in partnership with interested schools The flyer is here, though we shifted it due to the pandemic.



Kiss World Bags

Kiss world concept is a mini factory suited in Lagos, that produces high quality leather bags and bag souvenirs such as fashion bags, school bags, lunch bag, luggage bags and multi purpose bags for individual use, seminar, conference and other events. Our company is a registered organization that has trained over 50 young mind youth in bag crafting making and designs over the years. Kiss World Concepts was also nominated for the category of Top 10 Startups of the year.



BecaWax

Becawax is a fashion brand that produces exquisite handcrafted bags, footwear and accessories with African prints (Ankara, adire, Asooke) mixed with contemporary prints (jean, suede, luxury leather) all sourced from the local market to add that pop of color and subtle touch of African to your outfit.

We are passionate about changing the perception of made in Nigeria products and also reducing the rate of unemployment in Nigeria.

Over the years of being on existence, we have successfully served over 1000 customers with great feedbacks, gotten a distributor in the US and tutored 32 women on how to make accessories for free. This brand has also been nominated under the category of Creative Arts in The Entrepreneur Africa awards 2020 edition.



Maryam Suleiman Ibrahim
CEO, SIB Imperial

SIB imperial is a health , wellness and beauty hub Founded in 2019 by barrister Maryam S Ibrahim who is a mother, a (lawyer), an aromatherapist and a certified formulator from United Kingdom and Cyprus. Sib imperial is an award winning brand that is continuously evolving which is set to bring out the best in you in terms of beautiful skin and helps in keeping your stress level in check. Our natural soothing stress relief set, with no side effects, helps you keep calm while passing through every day stress, not forgetting that we are registered and Nafdac approved. Sib Imperial's nomination under the category of Top 10 Startups of the year in The Entrepreneur Africa awards 2020 is a huge platform for the business.

The products offered is aimed at helping working class, business owners, athletes and home makers to perform their activities without feeling stressed. We provide services such as cupping, face and foot massage and much more.



Olawale Ayilara
CEO, Landwey Investment Limited

Olawale Ayilara is the Founder and CEO of LandWey Investment Limited, an innovative real estate company disrupting the Nigerian market. An Alumnus of the Lagos Business School EDC, Metropolitan School of Business and Management, UK and Harvard Business School, his extraordinary achievements as an accomplished entrepreneur saw him being listed in Forbes Africa Under 30 Class of 2018. Olawale Ayilara is a business strategist with over 10 years' experience starting and running business and as a market leader, he is known for handling notable projects along the Lekki-Epe Expressway.

He sits on the board of over 10 high profile businesses, and is a member of the Sponsors for Young Growing Business Association, a pan African organization comprising a network of leading African professionals thriving in challenging career paths. He serves as the President of the Nigerian Advocates for Positive Change and the Senior Director of the Beyond School Initiative Organization.

He has been honoured with numerous awards and professional recognition, one of which is The Most Innovative Real Estate Leader Award 2017. He has also been recognized under the category of Real Estate Developer of the year of The Entrepreneur Africa awards 2020.



Tosin Udo
CEO, Tanies Events Solutions

Tosin Udo is the Founder of Tanies Group of companies headquartered in Lagos. Under this umbrella she has been able to set up various companies. Tanies Events Solutions; an event management and production company. Tanies Travels and Tours; a company put together to provide tour packages to every destination. Tanies Cleaning Solutions; a cleaning agency. She also seats as the convener of the Take the Leap Conference; a business mentorship conference aimed at providing opportunities for business start ups through mentorship, training, networking and finance. Being nominated in the category of Young Entrepreneur of the year of The Entrepreneur Africa awards 2020 has definitely been included to one of her many accomplishments.

Lastly, she is currently the Executive Direction at Idowu Specialist Hospital. A facility she inherited from her late father. She aspires to use her opportunities in life to empower youths in Nigeria by raising entrepreneurs.

A graduate of the University of Plymouth UK with BSc in Business Management, travel and tourism pathway. She is a qualified IATA travel consultant, a certified airline and airport passenger service agent and a certified event planner. She is a wife and mother of 2 girls.



Nancy Nnadi

From paying her way through school with a meagre ₦3000 she was earning as an office assistant, Nancy Nnadi has since evolved into the CEO of a multi-million Naira business, as the telecoms distribution company Agunancy Nig. Ltd (aka Gidco Telecoms), which she founded 14 years ago is a leading dealer with the top 3 telecommunications companies in Nigeria.

An award-winning serial entrepreneur, Nancy Nnadi is also the founder of JobconnectNG Consulting Limited, Agunancy Multipurpose Co-operative Society Limited, and The Nancy Nnadi Company. Also, nominee for Business Coach of the year category of The Entrepreneur Africa awards 2020.

She is a member of the board of directors, Cititrust Financial Services Group PLC, a subsidiary of Cititrust Holdings PLC.

Through her business structure and finance coaching, she helps entrepreneurs go from scarcity to abundance, using her signature "5 Wallet System".

Today, she devotes her time to helping small business owners attain and sustain growth in their business, through speaking, coaching and training.

Nancy's faith is at the center of her work, and biblical principles have helped her rebuild her life even after her first business failed. According to Nancy, anybody can weather the storm if they are willing to follow principles and structure their business.



Freda Anyanwu
CEO, Kaycee's Events

Entrepreneur, Creative Director and Event Business Strategist.

Freda Anyanwu is a versatile and creative entrepreneur with a vast knowledge and experience in events planning and project management. She holds a degree in Computer Science Education from the prestigious Benson Idahosa university and a project management certification from Project People Nigeria.

Freda is also a certified event planner from Brentwood Open Learning College and has furthered her experience with training programs from Harvard Law School, Stanford University amongst others.

Freda Anyanwu is the Creative Director of Kaycee's Events, a full-service event management firm that has been designed to deliver exquisite and memorable experiences to both corporate, social, and individual clients since 2017. Since the commencement of its operations the academy has grown into helping over Two Hundred (200) African Event Businesses through an initiative known as The Event Business Hub.

Freda is an awardee of the Ladies of Honor Award for Entrepreneurship. She is a member of the SME100 Africa class of 2019 due to her award nomination under the Event Management category of Nigeria's 25 under 25 Awards, she also received a nomination by Maya Awards Africa as a budding Event Management Brand in Africa in 2019. Besides other features and recognition, Freda is a 2020 nominee for The Young Entrepreneur of the Year by The Entrepreneur Africa Awards.



Home of Tasty Meals

Home of tasty meals was Established in October 2018 as a company solely owned by Olaniyi Tumininu Rachael. It is managed and and overseen by some top event planners and customers which operates in Lagos.

Home of tasty meals have its mouth watering selection of menus from african dishes to Continental dishes. Examples included :Egusi soup,Efo riro, Banga soup, Afang, Fried rice ,Smokey JOLLOF rice ,Chinese Cuisine etc

We offer soups in bowls,both pickups and delivery services to customers. Homeoftastymeals pride itself in providing classy first class outdoor catering services (which includes cooking and serving meals). Home of tasty meals is one of the few nominees under the category of Food Business of the year in The Entrepreneur Africa awards 2020.



Ayemere Favour
Founder, Bella Laurette Skincare

Ayemere Favour is the Founder of Bella Laurette Skincare.

Bella Laurette Skincare, is a Cosmeceutical skincare brand for all skin types and gender including kids.

We have helped our clients find that special breed of confidence that only a flawless skin can bring, and this is just the beginning. The brand started out on June 9th ,2018, and since then we have served more than 400 clients.

With just two years in business, Ayemere Favour has been nominated as Young Entrepreneur of the year in The Entrepreneur Africa awards 2020. Bella laurette skincare is registered with CAC and also have a trademark



Ude Ifesinachi
Creative Lead, Ifesii Couture

IFESII is an upscale brand that creates unique, original and off the charts fashion pieces. Its Founder, Ifesinachi Ude is a lawyer turned fashion designer. She ventured into fashion three years ago and has so far blown people's minds with her expression of fashion. Earlier, the IFESII brand released a collection called Alphabet Collection where she expressed fashion through alphabets.

This creativity got the brand a feature on the 14th issue of FAB UK MAGAZINE. IFESII's nomination for The Entrepreneur Africa Awards 2020 under Top 10 Startups of The Year category is a testimony to the brand's growth in the last one year. It's expected to emerge among industry leaders moving forward.



Chioma Ukpabi
CEO, Khadsole Designs

Chioma Ukpabi, a 24 Year old native of Arochukwu in Abia state is a Communication Arts graduate of Bowen University.

She's the founder of Kahdsole Designs (2019 Top 10 Startups of the year), a leather product brand that deals with crafting footweares, bags and other accessories. Being nominated recognized by The Entrepreneur Africa awards for the second time in a role but this time under the category of Young Entrepreneur of the year is an outstanding milestone.

The resilient young entrepreneur has been intentional about her brand and she uses it as a medium to motivate her peers to keep pushing even during a tough year. She is working hard to build an environment where everyone can help each other grow. She also creates contents with her platforms to motivate and educate her fellow entrepreneurs.



LagaAfrik

Tijan Chorr is a social entrepreneur, a nature lover who holds a diploma in travel and tourism at the Institute of Travel and Tourism of the Gambia (ITTOG), a certificate in web development at AB consulting. He is passionate about healthy eating and promoting natural products. He is the current founder and CEO of LagaAfrik, a startup E-commerce company in The Gambia, an inbound marketing and sales platform that helps small and medium-size businesses attract visitors, convert leads and close customers with more focus on Agriculture.

He is the assistant research director of students in support of responsible tourism (SISORT), a youth-led organization for passion in responsible tourism or eco-tourism. He is the coordinator and president of commerce students in Essau senior secondary school. Tijan is a member of The Young African Leaders Initiative (YALI) a signature effort to invest in the next generation of African leaders. He has a passion for youth and community empowerment particularly rural youths. Tijan is an active member and award winner with the global youth innovation network (GYIN) Gambia chapter. He is an international blogger who has worked with Afrizar as a blogger, an E-commerce company in the United States because of his passion for writing. He is also a brand ambassador of Halifornia apparel a Canadian clothing brand. He was an official nominee for the AfricaCom awards for the CXO enterprise of the year category in 2019, that recognises the outstanding achievements of CEOs, CTOs, CIOs, CDOs and others in driving development within the African enterprise space. Tijan Chorr's business Laga Afrik has also been recognized as a nominee under the category of Agriculture in The Entrepreneur Africa awards.



Ekamah Dennis Onome
CEO, MediaAfrica Films

Ekamah Dennis Onome is a film maker, cinematographer, Video editor and Colorist. He's the CEO and co. founder MediaAfrica Films a media and film production company that specializes in creating Africa's finest tailor contents using motion pictures with the aid of technology.

Dennis Onome is a certified Google enabler with creating and assisting small and large businesses to thrive on the google platform, he's also a certified digital marketing professional.

He started MediaAfrica Films having gathered bunch of experinces from established media houses over the year which includes Soundcity, Silverbird, Emirate Media Resources and 9Mobile and Andela respectively. Being selected as one of the nominees under the category of Young Entrepreneur of the year in The Entrepreneur Africa awards is definitely is blessing to him.

His recent jobs includes:

Farewell Vacation, a full length movie that features Nino Bolanle , Belinda Efah, Lateef adedimeji and others, the movie was shot in Dubai and Nigeria.

That same year he travelled to Seychelles and shot another full length movie named ABU that featured two time AMVCA AWARD winner Jumoke Odetola, Jibola Dabo and the host of others. His currently working on his next Blockbuster Movie and which promises to be the next Africa's biggest movie ever told.



Jasper Events

Jasper Events is an independent, full service event firm which offers events decoration, consultancy, planning and management to individuals, corporate and governmental organisations with head office in Lagos Nigeria. We are passionate about delivering excellent and exceptional results for our clients.

We are committed to fulfilling clients' needs and expectations through unsurpassed services and creative thinking. We have always believed and instigated that honesty, credibility, integrity equals trust. We strive to deliver this to our clients, sponsors and attendees of our events. We take time to get to know our clients' cultures and goals. We have been recognized by The Entrepreneur Africa awards under the Events management category.



Victoria Udoh
CEO, Vudoh

Udoh Victoria (born 21st March 1996) is a Nigerian born artist and fashion illustrator. Born to a family of 3, she is the only child and daughter of her parents. She attended Covenant University, Nigeria where she studied Mass Communication and earned a BSc. Victoria discovered her passion for art and creativity at the age of 8 and developed her skills personally.

Growing up as an only child who was always indoor, gave Victoria more to room to explore her God-given talent and despite being in Covenant University with strict rules, she started to make her creativity commercial.

In 2018 she served in Kwara state Nigeria where she learnt the skill of leather works and decided to combine art and wearables together to create a wearable art brand called Vudoh. The niche brand was established to bridge the gap between art and fashion. Victoria's continuous drive for her passion and the uniqueness of her brand has earned her the following achievements:

1st runner up and cash prize winner for drawing the popular OAP, Do2dtun (2017)

2nd runner up for The Palms Mall 'Win a stall' competition (2019)

Winner of The Entrepreneur Africa Award for Creative Arts (2019)

Winner of the online competition for iCreate Skills Africa (2019)

4th runner up for the Design Fashion Africa wearable art challenge (2020)

Also, being nominated under the category of Young Entrepreneur of the year in The Entrepreneur Africa awards 2020 is definitely a part of Victoria Udoh's many accomplishments.



Precious Okereke
CEO, AccountHub Global
Institute

AccountHub is business support service company committed to the actualization of the Sustainable Development Goals (SDGs) 8: Decent Work and Economic Growth. Its Founder, Precious Okereke, holds a certificate in Financial Management from Coventry University. The company is also a driver for Financial Inclusion. AccountHub's goal is to bridge the gap between SMEs and the finance industry. In recognition of its visible impacts in recent time, AccountHub was nominated as one of the Top 10 Startups of the Year in The Entrepreneur Africa Awards 2020.



O'Lavanda Signature

O'lavanda Signature is Nigeria's foremost bespoke gifts company that creates, organizes and packages lifestyle product and experience gifts for all occasions.

Onyinye the CEO of O'lavanda Signature is a first class graduate of Estate Management from the University of Lagos and a Henley Business School alumnus. She is a member of YALI (Young African Leaders Initiative), an alumna of LEAP Africa Youth Leadership Programme, DYLP (Discovering Young Leaders Programme) Common Wealth 2013, Women Mentoring Women by Idea Builders, and Young Talents programme by Lagos Business School 2015.

A finalist at Idea-Fest Business Challenge by Henley Business School 2014, Winner of the Nigeria Project Pitch Competition 2018, Top 50 Finalist at The Next Titans Reality TV Entrepreneurial show 2016, Young Leader of the Year 2016 by SLAM, Top 50 nominees of the Ten Outstanding Young Persons of Nigeria Award by Junior Chamber International (JCI) 2018, recipient of Emerald Hall of Fame Award. She is also among the nominees of the category of Top 10 Startups of the year of The Entrepreneur Africa awards 2020. She is a focused, purposeful and resourceful young lady.

The brand has operational offices in both Lagos and Abuja.



Feyikemi Kupoluyi

Marple Events is a Registered Event Management Company in Nigeria, we've been in the Event Industry for 8years. We started officially as an event planning business 4yrs ago after we rebranded. We have successfully planned over 50 events, provided Ushering services with about 40 trained hostesses& worked with many event vendors over the years. Marple Events keeps expanding and has gotten great recognition as a nominee under the category of Event Management of the year in The Entrepreneur Africa awards 2020.

Our Creative Director is Feyikemi Kupoluyi Kayode, a certified event planner, a customer service personnel, an Entrepreneur and a speaker. She believes in people giving their best to whatever they do & having integrity in all things while striving to be better.



Ogunbona Oluwabusolami
CEO, Rhoe Leathercraft

Rhoe Leathercraft established in January 2018, RHOE Leathercraft is a contemporary fashion brand that specializes in leather crafting and sales of luxurious handmade Leather products and accessories.

Creating high-quality products tailored to suit the everyday fashion needs of a classic Nigerian has been the everyday venture at RHOE. With the best of craftsmen, innovative capabilities and finesse, the business has succeeded in achieving this feat.

In the past two years under the leadership of Busola, RHOE Leathercraft has grown tremendously to feature over a hundred innovative products with varying specifications, utilizing carefully sourced leather and non-leather materials and engaging the best of craftsmanship.

With creativity and innovation as a key watchword, RHOE leathercraft strives to be the largest manufacturer of luxurious leather products in Nigeria and beyond with one leather product at a time. She has been nominated under the category of Top 10 Startups of the year in The Entrepreneur Africa awards 2020 edition.



Kechicha Olatunde Olufumike
CEO, Imoran Farms

Kechicha Olatunde Olufunmike is the Co founder and Chief Executive Officer of Imoran Farms Nigeria Limited located at Ibadan, Oyo state, Nigeria. She holds a B.Sc. in Zoology from the prestigious University of Ibadan, she is also a graduate member from the National Institute of Management Nigeria, She then moved forward to pursue a Masters degree in Sustainable Aquaculture and Environment from the University of Stirling Scotland, Uk. She has been nominated for many national and international awards from which she won the Rising star award, for the Aquaculture awards Uk. In 2020 and was among the final four in the Fin fish farmer category for the Aquaculture UK. She's being featured in many international magazines including the fish site and Aquaculture Uk.

She is now pursuing a Ph.D. in Aquaculture and Fisheries Management working specifically on the impacts of Aquaculture and some anthropogenic activities on the aquatic environment.

Whilst at the helms of affairs, Imoran Farms has broken boundaries and carved a path for itself especially at this time where there are many so called farmers and we continue to show ingenuity and good faith in the Nigerian agricultural. Funke Kechicha has also been nominated in The Entrepreneur Africa awards 2020 edition under the agriculture category.



Samuel Udeji
CEO, Amdiddy Ltd

Samuel Udeji is the CEO and Founder of award winning AmDiddy Ltd. He is currently the President of Ideas for Action (I4A)Africa - I4A is a joint program of World Bank group and Zicklin Center for Business ethic research at Wharton School, University of Pennsylvania. He is the C.O.O of Adiba Group (owners of Adiba Supermarket). He is a winner of UNESCO commitment award, a winner also of Geebiz Peer Leadership award.

He is an Economics graduate of Obafemi Awolowo University. He has a certificates in Negotiation, Advance Competitive Strategy, Risk Management among others. Amdiddy has also been nominated for The Entrepreneur Africa awards 2020 edition in the fashion category.



Yetunde Akande
CEO, Yetroselane

Yetroselane is a leading Nigerian bespoke and ready-to-wear fashion brand founded by the award-winning Yetunde Akande in 2008. Yetroselane began on campus during the founder's university days at Bowen University. It has, however, grown over the years to become a respected international fashion brand with a tall list of A-list clients. The success of the brand can be attributed to the founder Yetunde's own continuously evolving personality and skills, as an alumnus of London College of Fashion and other professional bodies.

In February 2020, the Yetroselane brand launched her Luxury brand, YEYETUNDE COUTURE at Emerge New York Fashion Week. The brand also runs a fashion training school, Yetroselane Fashion Academy where numerous aspiring fashion entrepreneurs have been trained. To crown their achievements for the 2021/22 business year, Yetroselane Couture has been nominated for The Entrepreneur Africa Prize For Fashion Business.



Olori Boye-Ajayi (O.B.A.)
Founder, Katie Wang Company

Olori Boye Ajayi is Nigerian by heritage but British by birth. She is co-founder of Ark Coaching Company, a global firm focused on human potential and enablement across Africa. She had part of her education in Nigeria and as such she proudly tells you that living with her grand mum in Mushin, Lagos changed her mindset as a teenager.

Today, she is a life coach and on a global mission to revolutionize Africa. She is the founder of Katie Wang Company, a business which she started with less than \$89 and currently a growing global export fashion trading company with operations already in four continents: Europe, Australia, Africa and North America. Speaking with Saturday Sun, she spoke about the first ever transformational Pan-African Virtual Fix-It conference, held recently, changing mindset and her life.

As a woman making great impacts in various sectors of the economy, including the ones often dominated by men, O.B.A has been nominated for The Entrepreneur Africa Awards 2020 in the category of Outstanding Female Entrepreneur of The Year.



Kizwalo Simbila
CEO, Schoolbiz Network

Kizwalo Simbila is the CEO of Schoolbiz Network, Public speaker and entrepreneur from Tanzania. He is passionate about Youth Development and thrives in raising young people in leadership. He introduced an application called Schoolbiz App with the aim of bringing African students together so that they can learn, discuss and network. More to that, they can look for jobs, scholarships and opportunities all on the App. In 2019 he was selected as a Country Manager by China to represent Tanzania in Trade cross border between China and Tanzania.

His application won the top 8 prize on the Internet Plus Competition this year in China. Currently, Kizwalo Simbila is working on a number of other big projects through which he hopes to impact the Tanzanian society even more. At the 2020 edition of The Entrepreneur Africa Awards, Kizwalo was nominated for The Entrepreneur Africa Prize for Education in celebration of his major impacts in the continent's educational sector.



Oluremi Akintola Samuel

Oluremi Akintola Samuel has built a formidable name and personal brand for herself as the 'Senior Alaga of Nigeia', a premier traditional wedding compere and a notable marriage Counselor. Her personal brand has further rubbed off on her business brand, the Strictly weddings group, making it one of the leading names in the field. Oluremi has raised numerous protégés in her industry through her Masterclass programs and has huge following on social media where she inspires thousands daily through her works. Her wider impacts could not go uncelebrated this year as she's been nominated for The Entrepreneur Africa Awards 2020, under the category of Outstanding Female of The Year.



Suzy & Ricks Foundation

Suzy&Ricks Foundation Was established in MAY 10th 2019.

The foundation is a love family driven with self passion for humanity centered on putting smiles on: orphans,sick and prison inmates. We also support social Initiatives and child empowerment.

The mission of this foundation is to feed the hungry, to give drink to the thirsty, to cloth the naked and to visit the sick. To touch & impact lives in our own little capacity, by reaching out to individuals and multitude in our society. It's objectives are to Support humanity, to inspire individuals, to help and transform the community way of living.

We have a mantra SRLove&Hope. Also, within one year, this foundation has been nominated The Entrepreneur Africa awards under the N.G.O category.



Biodun and Ibikunle Foundation

'Biodun and Ibikunle Foundation is a non-governmental organisation located in Lagos, Nigeria. Established in 2019, our program offerings are focussed on entrepreneurship, education and economic empowerment. Our board is made up of seasoned entrepreneurs whose combined experience ensures our programs are delivered with a first-class efficiency.

In our one year of existence, we have supported over 60 businesses through our SeedInvest Grant, donated to more than 100 school children via our School Kit Program, and empowered over 2,000 families through our Food Drive initiatives. We are driven by a philosophy to change the world one business at a time, one child at a time, and one family at a time.

Our Vision

To Engage the Entrepreneurial Space in Africa and convert potential SMEs into Emerging Corporates for Global Influence. In just one year, the have been recognized as nominees of The Entrepreneur Africa awards 2020 in the N.G.O category.



Princess Ifeoma Ike
CEO, Princes Vision Eye Clinic

Princess Ifeoma Ike is a Public Health Optometrist, a Social Entrepreneur and a World Economic Forum Global Shaper with over 7 years of professional experience in the eye care sector. Currently, Princess is the CEO of Princess Vision Eye Clinic Limited Abuja, Awka Eye Clinic Limited, and Awka Eye Foundation both situated in Anambra State, Nigeria which focuses on providing qualitative, accessible, and affordable eye care service that meets the need of every Nigerian irrespective of their social class. Princess holds a Doctor of Optometry degree from Madonna University, Nigeria where she emerged as the best graduating student and a Master's in Public Health from the University of Benin, Nigeria.

She is also a certified Biomedical investigator from the University of Florida, Miami, a certified member of the Nigerian Institute of Management (Chartered), a certified Health safety and environment professional from the Institute of Safety Professionals of Nigeria, a member of the Nigerian Optometric Association and a YALI Regional Leadership Center fellow.

In 2017, she was nominated as Young Optometrist of the year by the Nigerian Optometric Association. As part of her corporate social responsibility, she offers free eye care services towards eradicating preventable blindness among the less privileged both in rural and urban communities in Nigeria. Princess is driven by her passion to help people solve vision problems this has led to her being nominated in the category of Young Entrepreneur of the year in The Entrepreneur Africa awards 2020 edition.



Patricia Nsan

Founder, Mmakamba Fashion

Patricia Nsan is a business consultant. She is the founder and creative director of MMAKAMBA Fashion; A contemporary womenswear brand. This brand has been nominated under the Fashion category in The Entrepreneur Africa awards 2020.

Also, she is the Founder of Trishlamore schools. A foundation focused on training and mentoring the African youth in capacity building and skill acquisition projects.

She is a graduate of UNN (University of Nigeria, Nsuka) BA. fine and applied art. She also holds a certificate of Fashion and shoe design at Acadamia Riacy fashion school, Florence, Italy.

She has been nominated and awarded severally in fields of fashion and youth development respectively. She also runs a mentorship programme on the strategies of managing an online brand.



Oge Ayodele
CEO, Oge's Fashion

OgesFashion is a fashion brand that designs with African fabrics ranging from kente, Dansiki, Ankara, Adire and a lot more. Using them to make coperate native wears, male and female outfits, coperates, natives, foot wears, crafts and lot more.

The brand as a fashion house also majors in wedding suit, gowns and other outfit that doesn't necessarily need to be designed with African fabric.

The brand is located in Ibadan Oyo State. It has been in existence for over 6 years, it has been nominated for and won several awards. It has also been nominated under the Fashion category of The Entrepreneur Africa awards 2020.

The brand also runs a CSR program called project for the young, where young Nigerians are trained on different skills and craft, over 10,000 Nigerian youths have been trained. The CEO Oge Ayodele a management and Accounting graduate from Obafemi Awolowo University aims at promoting the uniqueness of African fabrics as well as integrating it with the coperate world.



Samuel Ekpuk Akpan
CEO, KIR Records

Samuel Ekpuk Akpan, 27 is the Founder/CEO of Kir Records Nigeria Limited, a music recording and publishing company. He is also the COO of Tenstrings Music Institute Abuja (Tenstrings is Nigeria's biggest and most patronized school of music and has trained over 15 thousand students from 16 countries and counting over the last 14 years). He is also the creator of Nigerian Songwriting Competition. He has been nominated under the category of Young Entrepreneur of the year in The Entrepreneur Africa awards 2020 edition.

'Nigerian Songwriting Competition' (NSC) is Nigeria's first 100% online songwriting competition <https://nigeriansongwritingcompetition.com/> NSC eliminates the financial cost (transport, accommodation, feeding etc) and travel risk relating to participation at talent hunt competitions by bringing the contest to the participants through their smartphones, tablets and computers with internet connection. This platform makes it easy for millions more of the teeming Nigerian youth to express their talents and access career opportunities that can change their lives. It seeks to improve the quality of songs in the Nigerian Music Industry by encouraging better lyrics and providing resource materials for self development on it's blog. It has provided direct employment to 20 youths.

NSC's creation was endorsed by the Federal Ministry of Tourism, Culture and National Orientation on the 8th of June, 2015 with Ref. FMCT/ECR/229. Against all odds, the platform officially launched it's first edition and opened to receive entries on 30th June, 2020.



Funke Kehinde
CEO, Brilliant Concepts Realtors

Funke Kehinde has been described by many as Nigeria's queen of real estate marketing. She's the CEO of Brilliant Concepts Realtors, a leading real estate marketing company based in Lagos, Nigeria. Funke, popularly called MFK (Madam Funke Kehinde) is also the President of Real Estate Millionaires (REMs), a group of realestate marketing gurus with thousands in membership. Through this organization, MFK hopes to create over 5,000 millionaires in the next few years. At this year's edition of The Entrepreneur Africa Awards, Funke Kehinde has been nominated for the Realtor of the Year Category; the same category she had won in 2019. And she hopes to win it again this year to score a back-to-back.



Nnamdi Chukwukwere
CEO, NDTalks

NDtalks Communications is a media, event-hosting and general communications brand founded by Nnamdi Chukwukere. The founder, Nnamdi, is a professional Radio Host, Weddings/Corporate Events MC, and a media consultant. He has built the NDTalks Communication into a brand to reckon with in the Nigerian events space.

Recently, the NDTalks Communications helped to package and excellently deliver the launch of Hyundai Kona, Nigeria's first electric car. As a result of the brand's growing impact, NDTalks Communications was nominated for the 2020 edition of The Entrepreneur Africa Awards under the category of Top 10 Startups of The Year. The future looks great for the brand.



Samuel Nana Kwami
CEO, Computer 1 Films

Mr. Samuel Nana Kwami is a Ghanaian Film Maker and Talent Manager who has carved a niche for himself in the Ghana movie industry. Mr. Kwami's Company, Computer 1 Films, has produced dozens of the favourite African movies rooted in the Ghanaian culture.

Some of his works include: The Dark Village, Sunny Day, Marriage Library, Critical Decision, Woes of Zulata, etc. As a versatile creative, Samuel Nana Kwami works across lines as Producer, Actor, and Creative Director in front and behind the cameras on various creative contents and projects. His growing professional reputation in recent time earned him a nomination for The Entrepreneur Africa Prize For Creative Arts in the 2020 edition of the Entrepreneur Africa Awards.



Chioma Ogoko
CEO, Lusin Enterprise

Chioma Ogoko is the Founder of Lusin Enterprise. She is a Fellow of Nigerian Women Techster, among other national and international institutions. Her company, Lusin Enterprise, is into recycling of waste textile materials into new ones with better designs with more durability.

These recycled clothing products, Chioma and her team turn make available at affordable costs to those that need them the most. Chioma's biggest motivation is seeing how her work in textile recycling is capable of helping to ensure ecological and climatic balance, while reducing the impacts of global warming. Chioma Ogoko's unique entrepreneurial accomplishments as an under 30 has now earned her a Nomination for The Entrepreneur Africa Awards 2020, under the Category of Young Entrepreneur of The Year.



Orioye Benedict
CEO, First Money Food Ventures

Orioye Benedict Gbayisemore is the CEO of First Money Food Ventures, a food processing company registered with the Corporate Affairs Commission to carry out environment-friendly production and processing of seafoods.

The company started fish processing and marketing operations in 2010 and grew its capacity over the years. Under the leadership of Mr. Orioye, the company has worked with over 5,000 fishermen and fishmonger who are now registered with the company.

In recognizing his efforts, Orioye Benedict was nominated for The Entrepreneur Africa Prize for Agriculture under The Entrepreneur Africa Awards 2020



...Touching Lives.



Dr. Emmanuel Paddy Foundation

Free Surgeries for 100 People

...2020 Batch Concluded

Recently, Dr. Emmanuel Paddy Foundation sponsored free surgeries and various other medical procedures for scores of patients from across Nigeria. This is in keeping with the Foundations annual tradition in support of some of the most underprivileged members of the society. A total of 78 major surgeries and 156 dental cases were done during this year's free surgeries program of the Foundation, which was flagged off on November 23rd 2020. See some pictures from the exercise attached. Aside its free medical charities, DP Foundation also constantly engages with various poverty alleviation programs like provision of dignified accommodations for families living in inhumane conditions, feeding programs, financial support for entrepreneurs, etc. DP Foundation is founded by Dr. Paddy Emmanuel Iyamu who's committed to helping the downtrodden in the society.

For enquiries, contact:

Tel: 07032278864; 08167525682
drpaddyfoundation@gmail.com

@dp_foundation



Karen Haron:

**Transforming the South African
Environment and Economy Through
Food Waste Management.**

By: Drusilla Egbe.

M meet Karen Haron, South Africa's number 1 food waste manager, CEO of Earth Probiotic who's not stopping anytime soon.

Read her excerpt below as she shares her expertise ideas on going into food waste management and her experience on 10 solid years in business:

Tell us briefly about yourself.

My name is Karen Haron, I currently live in Johannesburg, South Africa. I am 53. About 15 years ago, my husband and I returned from Asia where we experienced about 11 years living in Hong Kong and China which was an amazing experience.

Additionally, when we moved to South Africa, I needed a job. I wasn't quite sure what I wanted to do but at the same time, there seemed to be some recycling initiatives happening here in South Africa and I became quite fascinated about gardening for the first time in my life.

I had a little bit of space and I was keen about it. At the same time, I sort of looked around me and realized my household wasn't doing much in terms of recycling.

I had then embarked on recycling all the dry stuff, pen and plastic and stored the food waste.

After a bit of research, I discovered there was actually a positive solution to what I could do with the food waste. It was a sanitation process and it meant that all our food waste could be recycled and turned back to soil.

Briefly describe Earth Probiotic and how did it all begin?

Earth Probiotic started about 10 years ago. Once I realized there is something positive anyone could do with waste mainstream and turning it back to soil, I saw that there was, a wonderful opportunity here in South Africa, no one was addressing food waste.

I said to my husband, this could be a lovely little hobby for me and some income to do something with my time because my children were growing up.

My husband then started helping me with marketing, we targeted households so that we could do it at home. It was affordable and easy to do.

Very quickly, my husband realized that this was a beautiful business and he had been in the advertising industry for a very long time. He had then decided, that he had enough and he was going to join me. Suddenly, we had a business and that's how it started.

What was the biggest motivation and inspiration going into Earth Probiotic?

The motivation was that I had tested this technology for fermenting and it did not rot, even though there was meat

inside it. It was just magical when I saw it. Also, talking to people and finding out that they were enthusiastic about trying food waste.

This inspired us to think that if the few people that I had spoken to had very little idea about recycling. I looked beyond in my environment and saw that food waste wasn't even being catered too.

It felt like that was an opportunity to start something that was environmentally good and at the same time instead of throwing out food waste, to actually put it into soil. I became quite passionate about releasing and regenerating soil.

How exactly did you start your journey ?

Literally, with just a desk and not very stable network and some marketing because my husband had been in the advertising industry.

He was able to help me out with very good marketing and we managed to get, some media routes. We got an article in Sunday Times magazine about 10 years ago and I still have people calling me about that article.

We started with family and friends, walking into local gardens in my area and randomly approaching people on if they would be interested in what we do.

We started with a hand full of hustled clients. We built an online shop and then quite quickly after that, there was a bit of a waste crisis in South Africa, where waste wasn't being removed and we got a phone call from three hotels who were just desperate for a solution as the local waste solution service providers were all on strike.

Then, we realized that not only is there an opportunity with household but also an opportunity to scale upwards and it was quite easy to do.

I literally started with nothing, I had quite a small budget, some products and a local manufacturer. But slowly but surely, we started to take off.

The first five years in our business was quite tough because the market wasn't educated at all on what we do. We were pioneers in that industry, and to be pioneers in any industry, you need a good budget, which we just didn't have.

We started off with word of mouth and personal marketing and by the end of the first year, I was able to employ my first employee to help on sales, help on marketing, and go to the market; from there it grew.

The last five years have been very interesting because there's been a shift and people are much more educated environmentally. Waste minimization is now a topic that everybody knows about and people are looking for

What would you say are the benefits of local manufacturing?

The key benefits are most of South Africa's waste trucks and all the components that go with it are all fully imported. We don't manufacture any of that here in South Africa.

Our currency is not very strong, so if you are relying to buy everything from overseas, I think times can become rather tough.

During the lockdown, when our borders were closed, we weren't affected because we could easily call a supplier and if they had the product on ground and weren't relying from anyone overseas then we had our product in no time.

This was a big advantage to us which I know a lot of companies struggled with because a lot couldn't be done.

Manufacturing our products locally also helps us to support our people and the economy as we keep the money close to home rather than sending the money across the border. Especially in continents like Africa, we need to upscale our people and keep the money here. We need to teach, train and impact knowledge as much as we can.

Tell us about your business model and how has this worked for Earth Probiotic?

We promote our business as being a very reliable business because we are a small business; we can quickly and easily provide you with a solution. It becomes cheaper at some point in our relationship with our clients.

The advantage of our products is that, you can add your food waste that is costly which is usually not the case if you are just dumping your waste and relying on a service provider to pick it up. We are also available during strikes in South Africa as opposed to other big waste service companies.

Our solutions negates these risks. We also have new regulations in South Africa, one of them have come into place and the other would begin from 2021, one of them is a liquid ban, so no liquid can go into organic waste, you have to come up with solutions and of course, we have the solution.

So while we started handling just household waste, we have now grown over the last 10 years to managing waste on an industrial scale. We have solutions out in Zambia, Botswana, Mozambique, Zimbabwe and some major companies across Africa.

We think to ourselves if we were an importer of anything, I think we would have been in serious trouble. The lockdown has definitely not been kind to any of us and with all the shopping centers and businesses being closed, it had a major impact on our business.

It was the household businesses that indeed kept us going over

the pandemic. With people working from home, they had the time to do things that they never typically had time to do.

I think we've been very lucky and the business model has stood in good stead.

How much would you say that Earth Probiotic has contributed to the South African economy?

We have through our clients, managed to divert nearly 5,000,000tons of organic waste from land into soil and we think that's a huge achievement.

When we think that we are a business of 8 people including myself. We've only relied on ourselves to drive this business, we employed some amazingly talented people. We've also played a major part in the education and teaching of people on finding solutions to waste management.

This journey has taught us to become very passionate on soil and looking at our environment as a whole not only focused on food waste.

We have been able to discover the benefits of managing soil properly and growing soil. The world has a soil crisis America has estimated that they have 60 more years of fertile soil and we've been able to take 100% of the food waste stream and turn it back into soil.

How did COVID-19 affect business? Did it do more harm or good for earth probiotic?

In the beginning of the pandemic, South Africa was in a total lockdown. The first month was difficult as clients had shut their doors and everybody was working from home.

On that side, it was really tough and with people it was, how do we profit our business and how do we change our business so that we can be working in this environment and keep our head up.

Through our clients that were still operational, the business was steadily increasing and orders online were blowing up and suddenly that business was exploding. I think this was because a lot of people were working from home and could see the waste they were producing.

Unlike many companies, who have had to shut down, we could stay afloat. I think it also has to do with the fact that, if we needed something, we could call our local supplier and easily have it because everything we needed was here.

Seeing that you've come so far in business, what would you do differently if you could start again?

I don't know if I would have done it very differently. We started out with household products and then commercial products, five years into our journey we started looking at composting

sustainable ways to manage all sort of things and waste is one of them.

Interestingly, you talk about 10 years in business, could you tell us about that? How did you survive ?

My saving grace in the beginning was that I had a little bit of capital, we were lucky enough to have a pension fund. It was a new business and nobody could see that there was a future, we had no financials and it was quite tough.

It was a matter of perseverance and determination, getting up each day and seeing it as a new day. I spoke to a lot of people and also with business itself; I've learnt to run a very lean business and I believe that is key to keeping a business alive especially if you are a "shoe string".

The key benefit to the business and its longevity is that we always manufactured everything locally so we do not have to worry about foreign exchange and all other extra expenses.

Also, we both wanted to have our main core products which we grew in-house and now manufacture by ourselves.

We've had to look for ways and think about walking within a budget, actually in a long run it serves you so well because once you start a business like that, it always becomes core to how you think about the future and how you are going to spend money. Proper planning helps to keep your priorities really well focused.

What's it like sustaining a small business in the South African environment?

It's quite a challenge but at the small time because we are here in Africa, we have some lovely opportunities that avail themselves. And because it could be expensive to import things from anywhere, you tend to look locally at what is within our borders.

It can be challenging accessing money for example. Also, prototypes to grow your business is a little bit of a challenge because the paper work is quite enormous and could sometimes feel a little bit defeating but at the same time you build resilience, you persevere and learn to plan. At the same time, it's also interesting and exciting because in the waste industry there are lots of young entrepreneurs who are now able to enter this market.

Here in our neighborhood we have what we call, the 'Trolleypreneurs' who are informal waste pickers who come through the neighborhood and recycle our waste.

This is new as lots of waste companies are popping up, the waste industry used to be dominated by big companies but that's not the case anymore.

It's exciting to be a business here in South Africa because I always wonder if I was anywhere else in the world if it would be as easy to start a business. Being home gives you room to go a little further somehow.





machines and these machines, manage between 5-100tons of food waste amounts, I think what we didn't realize was how long it takes to actually prototype when you are dealing with a machine like that.

It's a process of having it designed, finding the right manufacturer and building one to fine tune it as we went along. It definitely took us by surprise by how long that took so I think maybe I would have started sooner.

Seeing the bigger picture, but not waiting to get there. Starting now, starting earlier because it takes much longer. I also think we've been very conservative in our business, we run a really lean business and don't spend money, we have employed skilled people within the business.

Maybe we would have done a bit more marketing and advertising because now it feels South Africa is just waking up. But could we have changed that? I'm not sure.

What's been your biggest highlight and what has stood out most to you over the course of business for the past ten years?

My biggest highlights have been how our adult children have now come to embrace what we do. They didn't quite embrace it in the beginning, when our children went to school, we were the crazy household.

They collected their food waste in a little bucket and recycled everything and the children who came visiting to our house were charmed by it.

Our children were a little embarrassed by what we did but today as young adults, they are very proud of it. Our three

children are all entrepreneurs in their own rights and I think that has been my highlight.

That our children have seen our struggles and it's not always been easy but we've survived and it's become a way of life for them.

What advise would you give young people who want to go into food waste management?

My advise to any young person starting a business is to have a plan. You need an idea, a plan and you actually don't need as much money as you think you do to start a business. Start with raiding your own bank account, don't owe anybody any money for as long as possible, be debt free.

In the food waste industry in South Africa we raise 10,000,000tons of food waste every year which goes into land soil. There's lots of opportunities in the food waste industry, what we at Earth Probiotic do is just one aspect of it. Spread your wings and fly.

What does 2021 hold for Earth Probiotic?

That's a good question. 2021 is going to be kinder to us. There's been a huge rise in interest in what we do and our solutions. We have been speaking to a huge amount of people lately, since South Africa has come out of it's hard lockdown into Level 1. If it continues at this pace, this is very exciting for us.

The dream is to have standard, that we set the bar and that we are everywhere.



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Africa's Post Covid-19 Recovery Plan

By Sekinat Habeeb

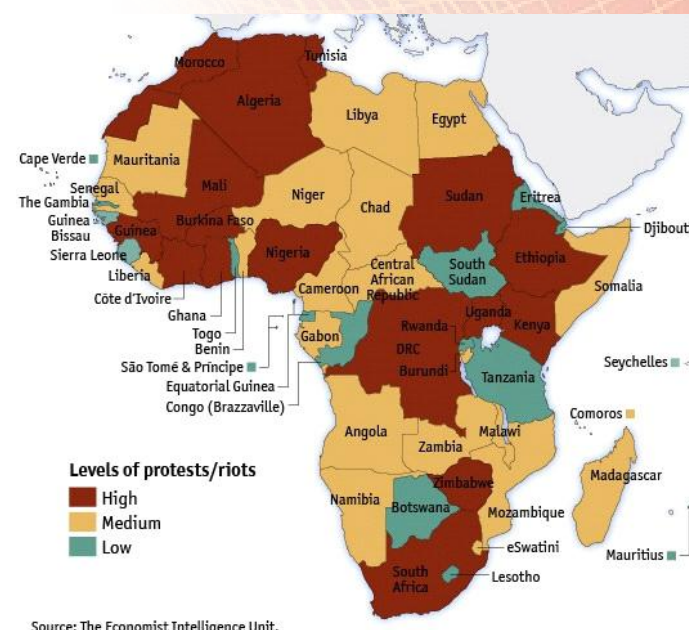
INTRODUCTION

The Covid-19 pandemic caused continental shockwaves that created and exposed tremendous volatility in Africa's collective systems, leaving in its trails, myriads of challenges and exerting immense pressures on governments to redefine their value propositions and completely restructure, in order to align with the needs of their people.

The recent spate of unrest pulsating through the length and breadth of the world (Developed and Developing Countries) is a direct consequence of litany of pending fundamental and pertinent issues which must be addressed.

According to analysts, the surge of protests, especially in Sub-Saharan Africa could be linked to what is referred to as 'Covid-19 Traumatic Stress' exacerbating the existing challenges prevalent in the Sub region: Sudan, Southern Sudan, Mali, Ethiopia, Kenya, Democratic Republic of Congo (DRC), South-Africa, Cameroon, Nigeria, Morocco and Burkina Faso among others.

In this special report, **The Entrepreneur Africa's Sekinat Habeeb** takes a comprehensive look at the socio-economic recovery game plans of various sections of the continent. Come with us!



Protest/Riot in Africa 2019/2020

African Development Bank (AfDB) estimates that Africa will lose between \$35 and \$100 billion due to the fall in raw material prices caused by the pandemic. The World Economic Forum estimates that global losses for the continent will be in the order of \$275 billion. There is a real risk therefore that Africa's inequality gap will worsen in the coming years.

According to the International Monetary Fund's latest forecasts, out of the 37 countries escaping recession this year, 22 are African. According to the report, Post COVID-19 Africa will remain the fastest growing region in the world.

Shawn Duthie, the Managing Director of Inyani Intelligence, an African-focused business Intelligence Firm, said that in relative to other continents, countries in Africa have been somewhat spared from the devastating effects of covid-19. He however explained that for African economies to rebound the markets need space to function efficiently and that is why government should focus on infrastructural spending and intra-African trade, as global supply chains have been disrupted and these gaps created, would need filling.

The African continent consists of 54 countries, so there is no "one size fits all" approach when it comes to examining Post COVID-19 economic recovery plans, but a common theme seems to be a unified approach to an Africa Economic Recovery plan through African Economic, Political, Health, and Financial Institutions (both foreign and domestic) which include African Union (AU) and its Regional Economic Communities; Economic Community of West African Countries (ECOWAS), Arab Maghreb Union (AMU), The Community of Sahel Saharan States (CEN-SAD), Common Market for Eastern and Southern Africa (COMESA), East African Community (EAC), Economic Community of Central African States (ECCAS), Intergovernmental Authority on Development (IGAD), Southern African Development Community (SADC), African Development Bank (AfDB), The United Nations and its various organs; UNDP, UNCTAD, NEPAD, UN climate Change Group, The World Bank Climate Adaptation and Business Support Programmes on one hand, and specific African Countries creative adaptation and applications of these measures to suit their varied needs.

Africa Development Bank Post Covid 19 Economic Plans

The Bank's Strategy for 2013 to 2022 has articulated the agenda to support the transformation of the continent by improving the quality of growth – *making it shared and more sustainable*.

The economic situation is therefore likely to deteriorate structurally to the point where the African Development Bank (AfDB) forecasts that “nearly 50 million Africans will fall into extreme poverty and that a third of Africans, or 425 million people, live below the poverty line “The face of this poverty will largely be represented by the increasing numbers of slum dwellers in our cities and informal sector workers”. Therefore, while organize the process of exiting the crisis, it is important to have in sight not only the response to the emergency, but also the implementation of strategies to revive economic activity.

In his inaugural speech, Dr, Akinwumi Adesina explained that, Africa's growth has been uneven and that incidence of poverty remains a challenge across Africa with about 40% of the population living in extreme poverty.

According to him, with such a large share of the population disconnected from the growth process, African economies face the challenge of growing discontent from disenfranchised youths, which could lead to economic, social and political fragilities.

Private sector growth faces challenges to fully unlock its potential. Industrialization of the continent remains low, limiting the space to generate quality jobs. He emphasized the fact that there is the need to put African economies on stronger and sustainable growth paths and to address widening economic and social inequalities and make economic

growth more inclusive and more effective at reducing poverty especially in East and West Africa.

Against this backdrop, the Board of Directors of African Development ADF) approved a loan of 50.7 Million Dollars for Tanzania to finance the nation's response to the COVID-19 pandemic, supported Cote d'ivoire infrastructural development under Alassane Quaitara, approved a grant of 2.1 Million Dollars for Mauritania to boost the Country's resilience against climate related shocks and food security, help provide technical and institutional support to strengthen Mauritania's capacity to assess climate related risks.

AfDB also approves \$27 million to boost African Union's COVID-19 response initiatives to strengthen institutional capacity of the Centre for disease control and strengthen surveillance of various entry points: air, sea and road: granted 4 million Dollars to Southern Sudan to boost the Country's capacity to respond to health crisis created by the Pandemic among others.

African Union & Its Regional Economic Communities

African Union resolved early enough during the pandemic to adopt; unified common strategies and continental COVID-19 response and recovery plan(s) to mitigate the economic and social consequences of the pandemic.

The agreement which was reached at an extra ordinary meeting of the Bureau of the Sub-Committee on Energy of the Specialized Technical Committee meeting on Transport, Transcontinental and Interregional Infrastructure, Energy and Tourism (STC-TTIIET) held on 12th May 2020 by video conference.

The Sub-Committee on Energy (African Union) comprises Egypt, the Democratic Republic of Congo,

Lesotho, Somalia and Togo representing their respective regions of Northern, Central, Southern, Eastern and Western Africa.

The meeting was convened by the Department of Infrastructure & Energy of the African Union Commission (AUC), to develop a continental COVID-19 response and recovery plan.

Some of the declarations adopted by the Bureau include: provision of energy for critical health facilities and front line services in response to the COVID-19 pandemic, recognizing the critical role of power utilities by supporting Member States to cope with low demand and reduction in revenues while continuing their mandate of providing electricity services, promotion of clean cooking technologies to reduce incidences of indoor air pollution which is responsible for respiratory diseases that could aggravate the impact of COVID-19 in case of infection, support for energy for water pumping and setting up of potable water stations to promote hygiene measures instituted to fight the spread of the coronavirus.

Addressing the meeting, the Minister of Electricity and Renewable Energy of the Arab Republic of Egypt, and Chairperson of the STC-TTIIET, H.E. Dr. Mohamed Shaker El Markabi said *“The pandemic has caused unforeseen social and economic suffering, thereby negatively affecting prospects for growth”,* he further said *“Energy is needed for facilities and processes that are essential in this fight. It is therefore, important to ensure that the sector remains resilient in the face of this unprecedented crisis as it will be pivotal in the post-COVID-19 recovery. We must, therefore, be prepared to play t h a t r o l e e f f e c t i v e l y ”.*

He noted that this is a crucial time for Member States to work together to come up with strategies for supporting the continent's COVID-19 response measures and recovery efforts after the pandemic.

In her remarks, the African Union Commissioner for Infrastructure and Energy, H.E. Dr. Amani Abou-Zeid, noted that the energy sector has a critical role to play in the fight against the COVID-19 pandemic and an even greater role in the recovery period.

“It is crucial that the energy sector in Africa remains robust throughout the pandemic despite the drop in demand and decline in revenues induced by the COVID-19 response measures. This will enable the sector to play its role in the fight against the pandemic and provide the much needed energy for the recovery programmes”, the Commissioner told the meeting.

The meeting encouraged Member States to build partnerships with development partners, the private sector, social entrepreneurs, and national and international organizations, to support urgent provision of energy services for critical facilities.

It further invited multilateral financial institutions and development partners to support rapid formulation and implementation of the post-COVID-19 Recovery Strategy for the African Energy Sector. The Bureau established a multi-institution Task Force to coordinate the implementation of the measures agreed.

Ecogas Plans To Forge Ahead

Economic Communities of West African Countries (ECOWAS), an African regional economic community meant to foster interstates economic and political cooperation among its 15 sovereign States in Western Africa, acknowledged the economic and financial difficulties arising from the COVID-19 pandemic in 2020.

The body reaffirmed their commitment to undertake the necessary economic reforms to revive their member economies: Call on all partners to increase support to ECOWAS Member States: Agreed to adhere to the conclusions as laid out in the Report of the last ministerial committee on the

single currency held on 13 July 2020: Request the ECOWAS Commission to continue to work with Central Banks, Ministries of Finance, WAMI and WAMA for the implementation of the revised roadmap of the ECOWAS Single Currency Programme.

At the Fifth-Seventh Ordinary session of The ECOWAS Authorities of Heads of States and Governments held in the republic of Niger on September 7, 2020 under the Chairmanship of H.E Issoufou Mohamadou, President of the Republic of Niger. The following steps were taken to map out economic recovery plans of member States:

- Deepening the economic and monetary integration process and consolidating political stability, peace and security within the region With a view to consolidating the achievements recorded in the integration process and sustaining and sustaining an inclusive region of peace, security and prosperity
- Providing leadership in the coordinated strategic response and particularly for the logistic support for transportation of medical supply to ECOWAS Member States.
- Joint and coordinated efforts in the reopening of international borders to ensure an effective regional response to the fight against COVID-19 and revive the economies. In this regard, the Heads of State and Government endorsed immediate application of the ECOWAS harmonized Guidelines on Cross-Border Transport, Trade and Health Protocols in the COVID-19 Pandemic, and Post Recovery within the ECOWAS Region recommended by the Ministerial Coordination Committees on Health and

Transport & Trade.

- The Authority urges Member States, the Commission, WAHO to propose urgently a strategy for the availability of anti COVID-19 vaccines in the ECOWAS Region and support for the creation of pharmaceutical industries. In this regard, the Heads of State and Government direct the President of the Commission to constitute a team of experts to conduct a feasibility study on production of vaccine within the region.
- Authority directs the Commission to support the Member States in their quest for debt service suspension in 2021 reduction of cost of funds transfer from the Diaspora to the region while urging Member States to continue to pursue strong economic reforms and mobilize the financial resources necessary for the implementation of their economic recovery plan in order to minimize the social impact of COVID-19, in particular on vulnerable groups. The body also urges Member States and the Commission to prepare a post COVID-19 economic recovery plan to support activities in the region.

While advocating for technical assistance that will contribute to enhancing the integrity and the thrust of the electoral process in the region, the body reaffirms its commitment to promotion of peace, security and stability in the region, which are prerequisites for economic integration and development in the West African Sub-region.

expected to increase to 4.5% in 2020 and decrease slightly to 3.1% in 2021, according to the latest World Economic Outlook of the IMF (April 2020).

So, Seychelles is one of the Countries in Africa that had long term economic plans even prior to the outbreak of the Pandemic.

EGYPT'S POST COVID 19 RECOVERY PLAN

The disruptions caused by the COVID-19 pandemic started in Egypt in March 2020, and has since interrupted a period of macroeconomic stability, characterized by relatively high growth, improved fiscal accounts, and a comfortable level of foreign reserves.

The pandemic hit as longstanding challenges continued to persist, notably the government's elevated debt-to-GDP ratio (despite its significant reduction in recent years), sluggish revenue-mobilization, and a budget structure unfavorable to the nature of the crisis, with limited allocation scheduled for key sectors such as health and education, limited job-creation in the formal sector, and the below-potential performance of non-oil merchandise exports and non-oil FDI.

Economic activity slowed with social distancing measures and the temporary suspension of air traffic. The Purchasing Managers' Index (PMI) declined to 38.3 during the period April to June 2020, its lowest level on record, indicating a large contraction in non-oil private sector activity.

The number of employed individuals declined by 2.7 million during the same period, pushing unemployment to 9.6% from 7.7% the previous quarter, with job losses, especially among informal workers, reported mainly in retail and wholesale trade, manufacturing, tourism, transport and construction.

The government allocated an emergency response package worth LE100 billion (1.7% of GDP) to augment health expenditure, scale-up social protection, and provide financial relief for individuals and businesses.

Key measures included a one-off monetary grant to irregular workers and the expansion of existing cash transfer programs. Forbearance measures were introduced in the form of delayed tax filing and loan repayments, in addition to subsidized credit for targeted sectors.

The Central Bank of Egypt slashed policy rates by a cumulative 350 basis-points since March 2020 to ease liquidity. Inflation has been declining since end-2019 and has remained rather contained, registering an average of 5.7% in the fiscal year 2020 (from an average 19.6% in the previous three), reflecting subdued demand and the general decline of global commodity prices, including oil.

Foreign reserves dropped sharply due to large-scale capital outflows at the outset of the COVID-19 crisis, in addition to the drop in tourism, Suez Canal revenues, and merchandise exports. Egypt had to mobilize external financing, including a US\$2.8 billion stopgap loan, issued under the IMF's Rapid Financing Instrument; a US\$5.2 billion Stand-by Arrangement (of which the first US\$2 billion tranche was disbursed); and a US\$5 billion sovereign Eurobond, a US\$0.75 billion sovereign Green-bond, and US\$2 billion loan from a UAE-led commercial bank consortium.

Reserves remain ample, at US\$38.4 billion by the end of August 2020 (7 months of merchandise imports), albeit below its pre-crisis peak of US\$45.5 billion at end-February 2020.

The exchange rate depreciated marginally from LE15.7/US\$1 in February 2020 to just below LE16/US\$ as of August 2020, with the authorities tolerating a drain on reserves in the intervening months to absorb some of the pressure experienced by many emerging markets.

The Government of Egypt, supported by the World Bank Group, has achieved significant results across all three focus areas under this CPF. Policy reforms—backed by the US\$3.15 billion Development Policy Finance (DPF) program which has supported Egypt's homegrown reforms' program, which is aimed at enhancing the economy, creating jobs, and achieving sustainable growth, especially in the energy sector.

Government revenues have been bolstered through the Income Tax Law while expenditures have been brought under control, especially on wages and salaries (through annual budget instructions and the automation of salary payments) and on energy subsidies (through annual tariff adjustments for gas and electricity). The environment for investors has been strengthened by amending the Investment Law, implementing the Competition law, and reforming the industrial licensing regime, which helped reduce the time taken in providing licenses to low risk industries by 80%.

World Bank Group active interventions include: designing and scaling up social safety net programs, including the Takaful and Karama cash 4,000 firms through interventions. Transfers' program, [The Sustainable Rural Sanitation Services Program](#), (US\$850 million, including Additional Financing), will bring sanitation to about 1.73 million people in highly polluted villages and satellite areas of Sharkia, Dakhaliya, Beheira, Menoufia, Damietta, and

Post Covid-19 Socio-Economics Initiatives Of Some African Countries:

Below are overview of some Africa Countries socio- economic initiatives and supports to mitigate and kick-start the economic recovery of their countries recovery

SEYCHELLES POST COVID- 19 ECONOMIC OUTLOOKS

Seychelles' recent economic performance has been strong, benefiting from the continued growth of the tourism sector. Economic growth slowed down to an estimated 3.9% in 2019, due to rising international oil prices, a moratorium on construction, and uncertainty over the Eurozone, on which the country relies for its thriving tourist sector.

According to the updated IMF forecasts from 14th April 2020, due to the outbreak of the COVID-19, GDP growth is expected to fall to -10.8% in 2020 and pick up to 8% in 2021, subject to the post-pandemic global economic recovery.

Seychelles has the highest per capita GDP in Africa, is classified as an upper-middle income country and currently has the highest literacy rate and the best healthcare system in the East Africa region.

Unemployment rate dropped to 3.5% in 2018 (National Bureau of Statistics), largely due to the reintroduction of the unemployment relief scheme in 2017. IMF estimates the unemployment to be 3% in 2019 and in the coming years, despite the negative economic impact of the COVID-19 pandemic. According to the World Bank data, poverty rate is very low (2.5%).

SEYCHELLES 5 YEARS ECONOMIC INDICATORS

| Main Indicators | 2017 | 2018 | 2019 (e) | 2020 (e) | 2021 (e) |
|---|---------|--------|----------|----------|----------|
| GDP (billions USD) | 1.50e | 1.58e | 1.64 | 1.67 | 1.78 |
| GDP (Constant Prices, Annual % Change) | 4.3 | 3.8e | 3.9 | -10.8 | 8.0 |
| GDP per Capita (USD) | 15,916e | 16,575 | 17,052 | 17,179 | 18,180 |
| General Government Gross Debt (in % of GDP) | 63.2 | 56.9 | 53.8 | 49.7 | 45.4 |
| Inflation Rate (%) | 2.9 | 3.7 | 1.8 | 4.5 | 3.1 |
| Current Account (billions USD) | -0.31 | -0.27 | -0.27 | -0.28 | -0.31 |
| Current Account (in % of GDP) | -20.4 | -17.9e | -16.7 | -27.8 | -23.6 |

Source: IMF – World Economic Outlook Database

The country runs large, structural current account deficits (16.7% of GDP in 2018), financed substantially by foreign direct investment. The fishing and tourism industries, pillars of the economy, are performing well and further gains are expected, especially in tourism given the recently introduced flights from China.

The country's' recent strategy of attracting more tourists from emerging countries to compensate for less European visitors has paid off. According to National Bureau of Statistics, visitor arrivals set a new record at 361,840 visitors, more than 3.5 times the resident population.

Tourism employs 30% of the labour force and generates a quarter of the country's GDP. Moreover, the country supported anti-piracy operations to push back against Somali pirates that threaten its fishing and tourism industries.

The government is diversifying the economy by developing the agricultural and fishing sectors as well as a small-unit manufacturing industry. Since introducing the Seychelles International Business Companies Act in 1994, over 200,000 companies have been registered and more than 600 new offshore companies continue to register each month.

More importantly, Seychelles is at the forefront of the "blue economy" movement which focuses on using oceans for economic growth, improved livelihoods and jobs while maintaining the ocean's ecosystem. Since 2012, more intense structural reforms have been implemented, focusing on fiscal reforms, the restructuring of state companies and financial system regulations.

The austerity policy applied by the government (reduction of public employees and privatizations) allowed the country to reduce its public debts.

The government aims to reduce the ratio to less than 50% by 2020 through fiscal discipline coupled with an improved debt management strategy. Indeed, IMF anticipates the government debt to be 49.7% in 2020 and 45.4% in 2021.

The government had a surplus of 0.9% of GDP in 2019, which is expected to reach 1.6% in 2020 (IMF). Inflation rate decreased to 1.8% in 2019 and is

The plan seeks to:

- Stimulate the economy by preventing business collapse and ensuring liquidity
- Retain or create jobs in key areas like agriculture and housing
- Undertake growth enhancing and job creating infrastructural investments
- Promote manufacturing and local production, and extend protection to the very poor and other vulnerable groups.

Quite a number of key projects were also included in [the plan](#). Some of the biggest are;

- A mass agricultural programme that is expected to bring between 20,000 and 100,000 hectares of new farmland under cultivation in most states
- An extensive public works and road construction programme
- A mass housing programme that is expected to deliver up to 300,000 homes annually
- The installation of solar home systems for up to 5 million households and a strengthening of the social safety net.

Other stimulus plans include:

- Support for micro, small and medium enterprises; an 80% reduction in the registration fees for food, drugs, cosmetics, medical devices, and chemicals by the National Agency for Food and Drug Administration and

Control ([NAFDAC](#)) as well as a waiver of administrative charges for product license renewals

- 75 billion naira youth Investment funds to provide opportunities for the youth and their various Micro Small & Medium Enterprises (MSME) survival fund
- Payment of three months salaries of the staff of 100,000 micro small & medium enterprises
- Payment for the registration of 250,000 businesses at the Corporate Affairs Commission
- Giving of grant of 30,000 to 100,000 artisans
- Guaranteeing market for the products of trader
- And packages such as Farmmoni, Trademoni, Marketmoni, N-Power, N-Tech & N-Agro.

[Ministers](#) whose portfolios these fall under will be responsible for supervising implementation of the plans.

Lofty as these palliate measures were, the executions have drawn the wrath of generality of the people. The tumultuous riots that erupted in the country, the high handedness of the security forces, the discovery of palliative measures (essential food items) stashed in various warehouses to rot away while the people suffer. Eight months after COVID-19 outbreak have created immense trust deficit on the part of many Nigerians **and it is fast making nonsense of the government relive packages.**

CONCLUSION

Covid-19 has exposed the fragility of most African Countries systems therefore; recovery will be needed in all spheres from political, economic, technological and social to deal with the pandemic's aftermath. According to Tara O'Connor, an Executive Director at Africa Risk Consulting, COVID-19 crisis has undone 25 years of consistently positive pan-African growth and seen trade slump by up to 30% and intra-African trade all but cease.

The Executive Secretary of United Nations on Climate Change, Patricia Espinosa outlined the stark choices facing the International community in an attempt to recover economically from COVID-19 quagmire.

According to her, “Far from standing at the edge of the apocalypse, we stand instead at the precipice of a transformational moment in human history - a moment future generations will identify as pivotal: one that moves us from one era to the next”, she said. She advocated for a “build forward policies”- that promotes green growth, protects biodiversity and embraces renewable energy.

The present situation therefore, calls for forward thinking, dynamic, innovative and bold leaders; Leaders who are capable of re-strategizing, rebuilding and repositioning their countries in the light of the new economic realities, delivering opportunities and prosperity to their people by finding home grown solutions to problems that seem intractable.

Gharbia governorates in the Nile Delta: [The Inclusive Housing Finance Program-for-Results](#) (US\$500 million) aims to improve the affordability of formal housing for low-income households in Egypt and strengthen the Social Housing and Mortgage Finance Fund's capacity to design policies and coordinate programs in the social housing sector.

Others are: [Egypt COVID Response Project](#) (US\$50 million) which focuses on immediate operational challenges and critical areas identified as key gaps in Egypt's national response. Project funds will complement the activities of Egypt's COVID-19 response plan by supporting costs associated with:

- Procuring and distributing medical equipment, including ICU and laboratory testing equipment and supplies, infection control products, and PPE
- "Corona incentive pay" for healthcare personnel undertaking COVID-19-related tasks or serving at COVID-19 facilities, or specific costs related to the mobilization of health teams and hazard/indemnity pay
- Innovative M&E for social distancing strategies, including community mobilization
- Devising and adopting proper policy tools to optimize the country's response to COVID-19.

The sum of US\$300 million was approved for expanded access to finance for micro- and small enterprises in underserved regions using innovative financing mechanisms, with a special focus on youth and women.

[The Education Reform Project](#) (US\$500 million) supports a major government

effort to improve teaching and learning conditions in public schools, with a focus on: improving kindergarten education; enhancing the capacity of teachers and educational leaders; the intensive use of digital resources for teaching and learning among others.

KENYA POST COVID-19 ECONOMIC MEASURES

In developing a post-COVID-19 economic recovery strategy, Kenyan Government expands opportunities for local enterprises by issuing a list of compulsory items for local procurement to promote the "Buy Kenya, Build Kenya" initiative.

The government said the stimulus package will focus on keeping the food supply chains functional while promoting the use of locally produced goods and services, thus securing the livelihoods of daily wage earners.

At the core of this package is a plan to create waged employment for young people in urban areas under a project known as the "Kazi Mtaani Programme".

Another measure was the recruitment of 10,000 intern teachers, first to provide an opportunity for a large pool of unemployed teachers and to help meet the new policy of 100 percent transition from primary to secondary schools for each Kenyan child.

Yatani also announced the formation of a credit guarantee scheme that will enable small and medium scale businesses access credit facilities from banks at a subsidized interest rate. The scheme will be financed by the government and willing donors.

This is in addition to tax refunds that are being given to businesses by the government.

Kenya also recruited additional 5,000 nurses as part of improving health care services.

Additional cash pledge was made for investment in providing cheaper farm inputs and investing in additional irrigation systems at the small scale level.

NIGERIA'S POST-COVID-19 RECOVERY PLANS

The COVID-19 pandemic had serious economic consequences for many countries. In Nigeria, the country's lockdowns froze economic activities, causing job losses and supply chain disruptions.

The situation was further aggravated by the Country's over dependence on oil for revenue and foreign exchange which made it particularly vulnerable to the unprecedented oil price crash triggered by a collapse in demand.

According to a recently released survey by National Bureau of Statistics (Nigeria), this has further pushed up the unemployment rate to 33.6% (or 39.4 million people). In addition, the Bureau's report on household survey showed that over 40% of Nigerian households could be classified as poor. It projected that the economy could shrink by anything from 4.40% to 8.91%, although, this would depend on the length of the lockdown period, the potency of economic plans that are put in place, and, in particular, the amount of stimulus spending.

To try and avert a drastic decline in economic growth, the government announced a stimulus package as part of its post [COVID-19 economic sustainability plan](#). It has promised a stimulus spending package(s) of N2.3 trillion (about \$5.9 billion) with the aim of keeping economic contraction to minus 0.59%.

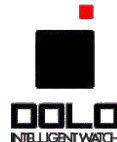
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