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THE **TITANS** OF INDUSTRY

"CELEBRATING THE SHAPERS OF THE GHANAIAN ECONOMY"



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- **100** MOST INFLUENTIAL YOUNG AFRICANS
- **COMMUNICATION** SKILLS FOR ENTREPRENEURS
- **11** BUSINESS OPPORTUNITIES IN AFRICA 2019

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Table of

Contents

7 Publishers' Story

8 MiMi El Bernard
Nelson Eshun

10 Henry Opoku
Amponsah

14 Mrs. Harriet
Awuah
Agbenowu

16 Karen

20 Joanita Addo

22 Debbie
Queen

27 The Legends

62 100 Most
Influential Young
Africans

70 Entrepreneurship
Hub 2019
Conference

72 Social Enterprise
in Ghana

73 Communication
Skills for
Entrepreneurs

75 8 Things to
know about
Mara Phones

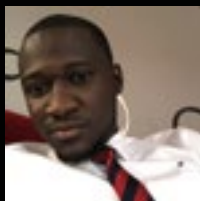
76 11 Business
Opportunities
in Africa 2019

the Team



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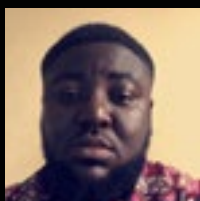
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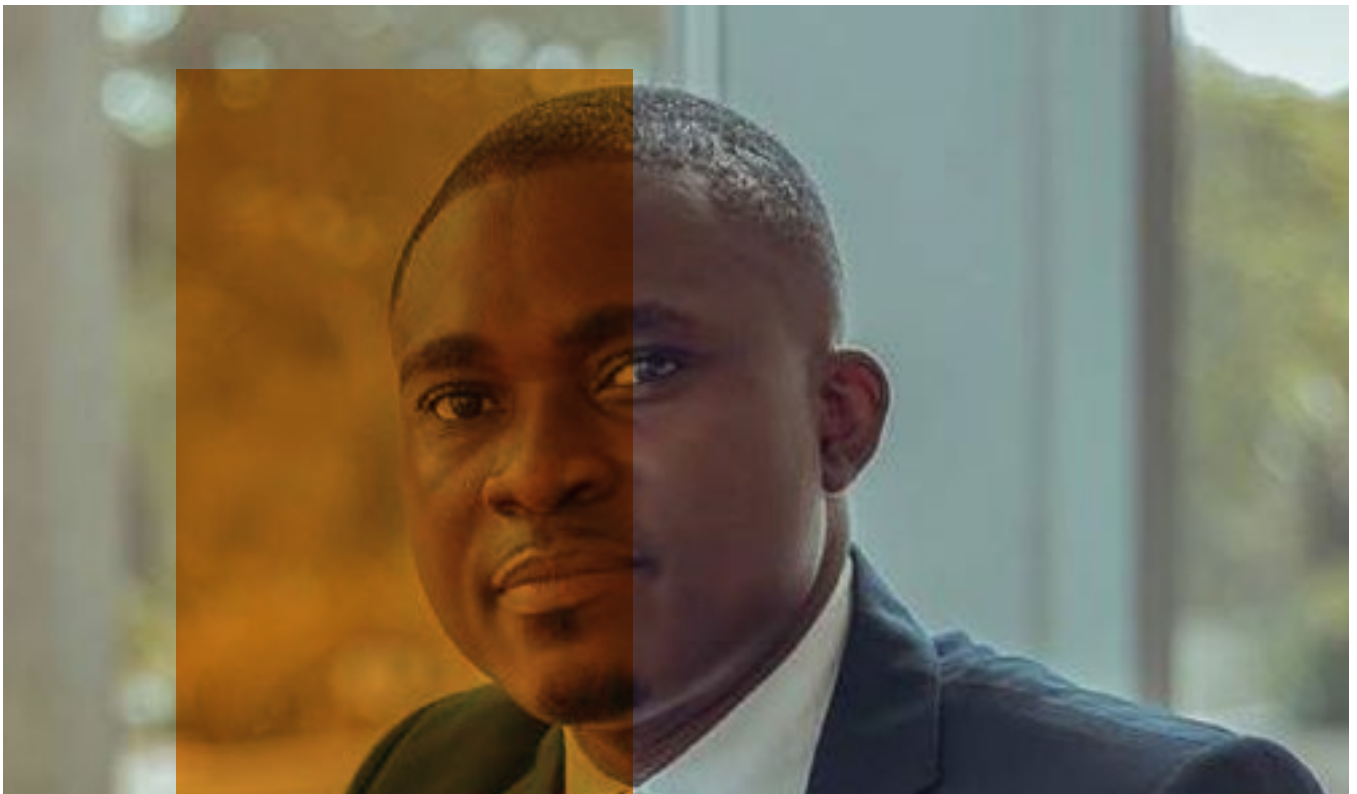


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PUBLISHERS' STORY

NANA AKWASI BONSU | Editor-in-Chief

I welcome you to the one-stop platform for every African entrepreneur.

As the year 2019 marked in Ghana as THE YEAR OF RETURN, we deemed it fit to showcase some of our amazing entrepreneurs who have been a bedrock to the success of Ghana and the continent of Africa as a whole.

“The productivity of a nation is determined by the productivity of its people” - Prophet Bernard ElBernard Nelson Eshun.

The entrepreneurial journey of Ghana and Africa cannot be underestimated. Most development has been from the private sector, where individuals have used their skills and resources to supporting the enabling economy.

Celebrating Giants of industry is a way to say thank you and also commending these individuals on their bravery and competence of making Ghana a home for Africa. Also, it's always better to celebrate people whilst they are alive than dead. This led the MSM team to enlist some individuals who have played major roles in Ghana and Africa, making the continent and the nation Ghana a place of comfort, through their ability of creating employments and other oppor-

tunities for the indigenes and the state as a whole.

Few people worth celebrating are the CEO's of Ernest Chemist (Pharmaceutical company), Mr K Ofori (K Ofori Enterprise) kindly find the rest on page 28 to 61.

We dedicate this particular edition dubbed THE LEGENDS EDITION to these Mavericks.

We also have other amazing stories and articles varied across Africa, from Communication skills for entrepreneurs to 11 business opportunities in Africa and 100 most influential young Africans by Avance Media (a certified Media organization well known for their rankings of personalities in Africa).

To our cherished readers, amazing sponsors and lifetime business partners on behalf of the MSM TEAM, we will like to say a very big thank you. May your journey with us remain Forward!

My Story Magazine; Inspiring and Building Africa One Story At A Time!



MRS.
MIMI EL-
BERNARD
NELSON - ESHUN



Mimi ElBernard is a profound communicator, a brand architect, diversity maverick, an advocate for women and the Founder and Chief executive officer of Concept 360 Events Ltd.

She is happily married to one of the nation's leading clergy men; Prophet Bernard Elbernard Nelson-Eshun.

She holds a degree in Human Resource Management, a diploma in Journalism and Media studies, Certificate in accounting and a certificate in administration and management.

Mrs Elbernard is committed to nurturing and empowering the next generation of female leaders. Known for harnessing the power of women to move businesses forward, Mimi injects enthusiasm and accountability into these young women to create engaged, high-performing, and cohesive structures in their lives and businesses.

She is the host of The Prophet's wife, a candid talk show which shows on Facebook and YouTube and is set to debut on TV later this year.

The show addresses issues faced by Women of God and women married to men of God and seeks to provide pragmatic insights into how these magnanimous women will scale their ever daunting tasks and excel at it.

She runs a Scholarship scheme that facilitates payment of fees for brilliant but needy University students with her husband.

Mimi is a true 21st Century business and religious leader who pushes the boundaries of traditional business approaches in emerging markets to reinvent, re-imagine, and amplify a company's brand and performance.



THE YOUNG PHENOMENAL FASHION GIANT

HENRY OPOKU AMPON

Can you tell us a bit about yourself? family, educational background

Thanks, I am Henry Opoku Ampon-sah, an entrepreneur, philanthropist and a student. From a family of 6 out of 7 amazing siblings, I went to St Johns Primary school for my elementary here in Accra Ghana, continued in Opoku Ware School (THE SCHOOL) for my senior high school in Kumasi, then Kwame Nkrumah University Of Science And Technology and currently British Academy of Fashion Design in united kingdom.

How was your childhood and growing up like. Would you say it influenced your choice of a career path?

Thanks errrm coming from a business home, we never got used to our parents growing up, I mean my siblings and I never experienced family love, care and some support when needed, so I was left with no other option than to see my teachers as family I can talk to for advise especially being in a boarding school at that early stages in elementary school, so yes I would say its influence my choice of career because even though was exceptionally good in graphic design lessons, growing up I always wanted to be a designer, though no one believed or I will say never liked the idea from scratch, my mum was disappointed in me the very beginning,

Can you share your story with us? From where you started in your career and how you finally ven-

ured into this sector?

“if I start to talk lol” basically, I grew up with that mindset of an entrepreneur thankful to my teachers so life in university was figuring out how best I can school and work to make money to support me whilst in school, so in December I took it to social media (Facebook) that will be launching a clothing line very soon and response and congratulatory messages was impressive so I used my outfits made from my Christmas , called four of my friends walked into a studio, created page on facebook and that’s how the journey started, from lecturers , choirs, video shoota, movies ,celebrities, magazines and so on, Henry was listed among the TOP 100 students in entrepreneur 2016 by Students and Youth Entrepreneurs’ Network (SY-ENet) a subsidiary of The African Network of Entrepreneurs (TANOE)

After showcasing “life at 21” at GhUK fashion show in Camden center London , he became a household name in UK.This earned him an opportunity to appear in British Vogue Magazine UK 14 April Edition, Glamour Magazine featured his “Autum Kente collections” for three continuous edition (May, June & July respectively).

His Resonance collection showcase at Myturn event in “ 399 T chances”Tottenham got appearances of Deputy Major and his wife for Har- ingey, He has a shop in south harrow and with anoutlets in Tottenham . In Ghana he has a fashion house in Kumasi and Accra where most students



undertake attachments during their summer holidays which helps them acquire to add up knowledge and skills. 101 clothing is the official costume provider for Golden Bean Hotel in Ghana, and also official costume designer for Renee restaurant, platinum appartments uniforms He got featured in Fablous Magazine issue 3 edition for his resonance ss18 series 2.

SAH



He set up the 101 foundation Global which aim and focus is to donate basic needs, organizing workshops to less privilege across the globe to make the world a better place. His first donation was in Ghana an institution called Missionaries Charity Home in Mbrom .last year was in a country called Sao Tome and Principe where school materials was donated to students of Escola Basica De Sao Joao to empower them study hard and recently made donation at AIR AMBULANCE SERVICE in North London.

101 clothing has worked with personalities such as

- Samira Bawumia 2nd lady Of Republic Of Ghana
- Hollywood Actor and award winner in lead role BEAST



OF NO NATION Abraham Attah

- British/Jamaican born Jazzwad a Grammy Award Music Producer
- Award winning actress and TV Personality Ama K. Abeberese
- George Huff of American idol session
- Nana Churcher of the Nana churcher show
- Nigeria's Media Personality Toke Makinwa
- Award winning Ghanaian actress Jackie Appiah
- Award winning Ugandan Actor Mathew Nabwiso
- Minister for Trade Ghana high commissioner Dr Kofi Addo
- Ace Ghanaian radio personality Lexis Bill
- Gambian Screen Goddess Princes Shyngle
- Miss tourism Uk Queen Harriet Ayele
- Aki Ola publications family
- Dr Pauline Long CEO of Befta

What will you say motivates you?

I would say,my journey from where I started and how far have come.

What are some of your greatest fears and how have you dealt with pitfalls and setbacks?

My greatest fear was lack of family support, when I was starting my career but have grown to understand that behind the fame, behind strangers supporting you as family, behind the higher increase in sales, behind new clients and contracts is GOD causing people to encounter you, reason why God is and has always been my source.

What are some of your greatest regrets? If given the chance, how would you do things differently?

paying attention to the words of my family when starting off my career, I would follow my passion regardless of circumstances and pursue it for its BEST to learn from mistakes than to believe words from family whilst actions says another

What have been some of your greatest accomplishments?

Forbes Africa 30 under 30 class of 2019 Creative category

SOCIOSO EXCELLENCE AWARDS 13

Best Student Entrepreneur

WEST AFRICA FASHION DESIGNERS AWARDS 14

Emerging Designer of the year

IBADAN STYLE & FASHION AWARDS 14

Next Rated Designer

BLACK MUA AWARDS 15

Best Male Fashion Designer

AFRICA YOUTH CHOICE AWARDS 15

Fashion Revelation Of The Year.

BLACK ENTERTAINMENT FILM FASHION TELEVISION AWARDS (Beffta 16)

Best Male Fashion Designer

MR & MISS WORLD FASHION NIGERIA 16

Recognition award for impact of fashion industry

BLACK MUA AWARDS 17

Best Male Fashion Designer

INTERNATIONAL ACHIEVERS AWARDS 17

Best Male Fashion Designer

YOUR BRAND FASHION EXHIBITION 18

Recognition Award for Outstanding contribution to Fashion.

BLACK ENTERTAINMENT FILM FASHION TELEVISION AWARDS (Beffta 18)

Honorary for fashion impact

MAINLAND TV AND FASHION AWARDS 18

Best Creative Designer

Fashion and Lifestyle award 19

Best male fashion designer



What are some of the principles, philosophies and values you ascribe to?

Self Respect, Prayer, Hardwork, determination and passion driven

Can you mention three books you have read and how they changed your life?

- The 100\$ startup by Chris Guillebeau
- Principle of success by DR Michael Addo Agyekum
- Rich Dad Poor Dad by Robert Kiyosaki

What do you do for leisure and socialization?

I love road trips and sight seeing, I mostly interact with people on social media, more of knowing them and aspirations in life.

There has been an increase in entrepreneurship across the continent and the globe from small scale enterprises to large corporations. What are your thoughts on it? Do you think it's the best way to solve some of Africa's challenges and improve the lives of people?

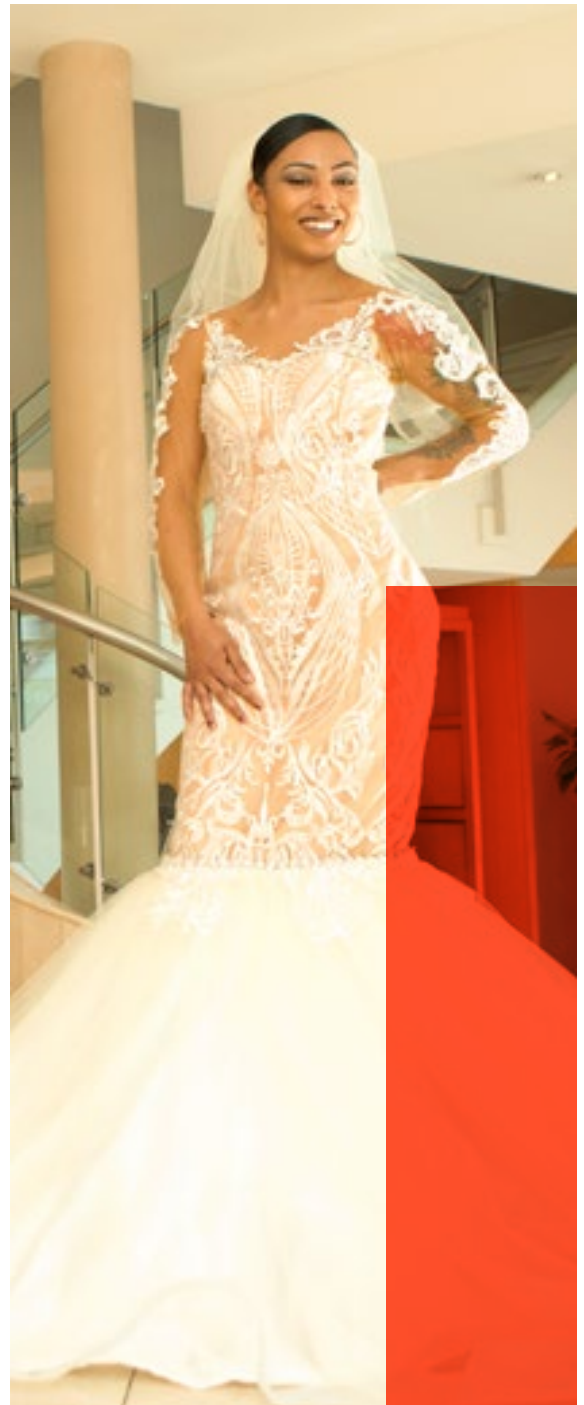
To be honest I think it's the best, an increase in entrepreneurs creates avenue for employment which is one of major problems in Africa. I keep saying this if we always rely on Government to make this happen we will die, the change we wish to see starts with us, I always advice Morden day youth to be more practical in field of interest to add to the theory aspect, reason why my fashion house takes up to 10 to 15 intern students during their vacations.

What will be your advice to others especially the youth about the effects of comfort zones and on the importance of entrepreneurship?

fear GOD is the beginning of wisdom, on the journey of entrepreneur, Success isn't found in comfort zones mate, be passion driven in what you do, make positive use of social media for there are destiny and game changers on there. Most importantly don't let people project their fears into you, you are your own competition

This year is marked the Year Of Return in Ghana, what's your thought about the effect this can bring to the entrepreneurial space in Africa and Ghana?

The year of return will influence the country and Africa positively in the sense that it will showcase the rich culture and history of Ghana to the world hence making investors want to establish businesses to create employment for youths, amazingly its all over CNN and BBC which I think is a step in the right direction.



MRS HARRIET AWUAH AGBENOWU

The unexpected journey of a thousand miles....

It is said that a journey of a thousand miles starts with a step.

Part of this incredible narrative summarised by our guest, Mrs Harriet Awuah Agbenowu sheds light on the experiences of many families touched by autism around the world. Many of these voices are however silent and their stories not always told, and when told, certainly not with such adventure, depth and richness of context.

Harriet is a mother of three children, two with a diagnoses of autism. The diagnoses of her children and the many difficulties experienced led Harriet and her husband, Richard in the founding of Sparklers Foundation UK and Ghana, an organisation supporting individuals with autism and related conditions, and their families. Autism has also shaped her development as an Assistant Headteacher of an Autism Specialist School in the UK who is passionate about learning and developing people for continual improvement. After completing basic education at St Anthony's School, Harriet went on to Okupeman Secondary school, Kwame Nkrumah University of Science and Technology for her undergraduate degree in Biology and pursued further postgraduate studies at Sheffield Hallam University, Kingston University, Manchester Metropolitan University and Middlesex University (Education, Leadership and Psychology) in the United Kingdom. All initial steps of this ambitious young lady were directed from childhood in a close-knit Christian family of five children, mentored by strong and hardworking parents. Harriet would generally describe herself as an omnivert who loves to have a good balance of privacy, family life and socialising. Named after her paternal grandmother, Okro Yeboah, it is important to her for people to always leave her home



or environment with a full belly and an encouraging word.

On this particular autism journey, a ticket had been purchased for Egypt, but the flight landed in Iceland.

Every preparation for the journey no longer counted and seemed completely irrelevant; clothing, language, study of the geography, culture, planned visits to tourist attractions, previous experience in Egypt etc. All irrelevant.

Everyone who has had a personal encounter with autism, special needs, learning difficulties, additional needs or any form of disability will identify with this.

Autism (Autistic Spectrum Condition) is a condition that affects social interaction, communication, interests and behaviour. The symptoms are present before three

years of age, a diagnosis can be made around the age of three and has no clearly identified causes even though genetic and environmental causes are suspected.

It isn't that Iceland is terrible. Just completely different from everything expected; hence requiring completely new learning for survival. This will require a lot of determination, an unexpectedly high level of hardwork, great resilience and a commitment to making it against all odds.

Due to no known history of autism in both families, there was no presupposition for any of the three beautiful children born to our young family to be affected in any way by autism. It was a very bitter pill to swallow indeed when both of our boys were diagnosed.

There are number of challenges which are experienced by families affected by autism

and other related conditions or special needs. These include families having a limited understanding of the condition, struggling to find the right educational provision, societal stigma, abandonment, isolation, loneliness, lack of information, resources, financial difficulties, discrimination, marital stress and breakdown.

In Harriet's own words, 'Think about the general challenges faced by an average family not dealing with disability, then multiply the stresses, needs, tiredness, anxiety and financial challenges ten times over'. This might begin to give you a gist of what it means for a family to be managing special needs and disability. As a family, we do experience some very difficult times. During these times, holding on desperately to our faith sustains us. This makes our everyday life something of a miracle, with people constantly asking, 'how do you do this'? My usual reply is that we take things one day at a time, trust God, hope for the very best and expect the very best. There are days when things get overwhelming, there are days when the discrimination, isolation, stigma and tiredness gets to us. On some of these days, I stop, cry it all off my chest, pray, rise to my feet again and face the world with a smile on my face, a spring in my step and a song of hope in my heart. I have learned that these emotional dips are normal and healthy so long as we move on swiftly. Life can only get better. Naturally, the role of a supportive and dedicated husband and the support network provided by a loving family and friends cannot be overemphasised. I strongly believe that my husband, Richard



has a unique story to share from his own perspective and will do so when he is ready. I however could not have wished for a better man and friend to travel this road with.

With this understanding of the reality on the ground, our family's greatest desire is for Sparklers Foundation to continue to provide excellent support for individuals with autism, related conditions and their families in the different ways below;

- Share helpful information through our social media platforms and events.
- Reduce isolation for families through social networking events.
- Provide inclusive and Specialist education
- Provide inclusive holidays school, clubs, play and camping opportunities for children with additional needs and their siblings.
- Educate families on specific needs and support strategies.
- Signpost families to appropriate services.
- Provide guidance during diagnoses and school application processes.
- Encourage an ethos of self-help and self-care among families.
- Family Training opportunities.
- Professional training and services for Schools and Healthcare services.
- Online Training Courses
- Helping families to create bespoke Home-Schooling packages with face-to-face and practical holiday sessions.
- Assessment and Referral services (Diagno-



ses and healthcare) from August 2020

- An Autism Specialist Centre
- Guidance and signposting to therapeutic Interventions
- Sparklers Accredited courses on Special Educational Needs and Disability.
- Outreach services to help develop other centres and share good practice.
- Joint Special Educational Needs and Disability Research projects with other organisations

As a family and an organisation, we encourage every individual with additional needs and their families to Aspire, Flourish and Sour; hence our motto. We understand that the journey is a difficult one, but there are many ways of looking at every situation. To the many affected and silently suffering families out

there, we say, 'chose not to be imprisoned by your circumstances or by narrow restrictive minds which may try to influence you. Consider yourself as planted instead of buried; and allow yourself to evolve into something strong and beautiful as a result of this unexpected twist in your life. And if you would permit us to walk with you, we will be the voice which reminds you never to limit yourself or settle for less, and that the sky is just the starting point. Stay strong! Keep smiling

UK Website:
www.sparklers.org.uk

Ghana Website:
www.sparklersfoundation.org

Twitter: @sparklershelp

Instagram:
Sparklerscharity

Facebook Ghana: Sparklers Foundation Ghana

Facebook UK: Sparklers Charity

Other Information: Visit our website at <http://www.sparklersfoundation.org/sparkler-centre-of-excellence>

to register for admission, assessments, training, events, volunteering and job opportunities.



KAREN



Karen is a Barrister at Law and human rights activist with several years in the international development sector. Karen's main interest is in natural resource governance and the development of African states. As a result, Karen founded the project Youth development Ghana at the age of 17, a project aiming to emancipate many from the injustice derived from unfair trade.

Karen a recipient of the D Karen is a Barrister at Law and human rights activist with several years in the international development sector. Karen's main interest is in natural resource governance and the development of African states. As a result, Karen founded the project Youth development Ghana at the age of 17, a project aiming to emancipate many from the injustice derived from unfair trade.

Karen a recipient of the Deans fellowship awards and Future of Ghana 30 under 30 2018 has written articles with the Congressional Black Caucus in the USA, the Voice and many Ghanaian outlets on the interplay between law and development on the African continent.

Karen is an advocate for inclusion within the international development sector. Whilst at Save The Children International she created and Co-Chaired the group Mosaic, a group promoting diversity and inclusion of BAME groups within the NGO sector.

Can you tell us a bit about yourself? family, educational background



Well, my name is Karen Safo – Barnieh, I am Ghanaian, born in the UK. I am a Barrister from a single parent background with two younger brothers.

How was your childhood and growing up like. Would you say it influenced your choice of a career path?

Being from a single parent home with a mother who went to University whilst having three children, with the youngest under the age of 2, I learnt about perseverance and resilience first hand.

My mother was also a very strong Ghanaian woman, she ensured that we greeted with our right hand, forced us to speak Twi, by only speaking Twi to my brothers and I and we travelled to Ghana often.

So, with that said, yes, I have been influenced by strong independent women who are passionate about the women empowerment and the development of Africa. One that I do not take for granted.

Can you share your story with us?

From where you started in your career and how you finally ventured into this sector?

I went to Ghana and visited my ancestral village – Kokofu Asaman where there was an abundance of cocoa just laid bare, glistening in the Ghanaian sun. I was perplexed. Why, if there is an abundance of natural resources like cocoa and gold is Ghana a developing country? I did not understand how this could be. After understanding that child slave labour and the unequal bargaining power between the west and the African continent contributes to the unfair trade of the cocoa and gold in Ghana, I wanted to do more to help.

I set up a charity known as Youth Development Ghana to provide education and raise awareness of the children who were unable to attend school as they were needed to run the cocoa farms. It was successful, with the minister of education attending and providing scholarship to the children who worked on the cocoa farms, but I learnt something deeper.

I began to understand that the un-

fair trade was linked to various ineffective policies, international and national laws that permeate the international trade sector. I knew then that I wanted to study law. I wanted to use the law as a tool for change and I knew that the only way to do it was to qualify as a Barrister and specialise in cases relating to international claims and public international law.

I went to The University of Kent, completed an LLB with a 2:1 then secured the Deans fellowship scholarship award to study at UCLA. I went to pursue my post-graduate studies at SOAS in order to gain a deeper understanding of the interplay between the law, climate change and natural resource governance. I knew Africa's development was dependant on our ability to govern our natural resources against competing interests and I became involved in grassroots organisations that championed this.

Being from a single parent background my passions and desires seemed too big for me to commence the Bar Professional Training Course (BPTC) to become a Barrister. My grandfather who was sick at the time agreed that he would pay the £20,000 tuition fees, I was so grateful. I decided to do the BPTC part-time so I could pay my living expenses whilst my grandfather paid the initial 10,000 payment for the first year. I felt completely out of place at law school, so many Oxford and Cambridge graduates who had already secured pupillage surrounded me. I questioned whether I was cut out to be a Barrister.

That year my grandfather passed away and there were very limited funds to pay for the second year of my tuition fees. I decided to take a year out and raise the funds. Many of the scholarships that were available, I was ineligible to apply because I had already commenced the BPTC. I had to then take a second job at Accessorize and a third, housekeeping in Loreal offices in order to secure the money for my second year of the BPTC. It was tough, I was burnt out, I developed severe anxiety and was demotivated. But I still pressed on, I knew that this was my purpose deep deep down in the midst of the financial and personal hardship. This in hind-

sight has developed my resilience, patience and perseverance and I am so glad I was able to build up my character. All necessary for a successful career at the Bar.

What will you say motivates you?

Our Ancestors. When I remember what they had to endure, I know that I can persevere through situations that may seem as insurmountable. We carry the touches to run this race, let us run it as fast as we can so our descendants do not have to.

What are some of your greatest fears and how have you dealt with pitfalls and setbacks?

One fear is floating in the midst of external gratification and forgetting that the source that feeds me daily must be internal. Many who become powerful, celebrities or famous get hooked on the praise accolades and titles that they forget who they are and where they came from. The reason is, real roots deep inside of themselves were

not planted.

This can happen to anyone as their identity have been tied to their titles, accolades and work. Over the past two years I did a lot of self-development which ensured that I developed practices that keep me grounded, that keep me growing healthily and from the inside out so that I can consistently grow and bear GOOD fruit in my journey.

What are some of your greatest regrets? If given the chance, how would you do things differently?

Dimming my light. I have a big personality, and people in the UK are conservative so in many spaces I have been told that I am "loud", "too much" "over confident" (which was quite surprising). Even when I tried to fit in and be what people wanted me to be it was never good enough. So, I learnt to step boldly into who I am.

If I had a chance, I would tell my younger self to be me.





What have been some of your greatest accomplishments?

Setting up Youth Development Ghana at the age of 16. Being a ball girl at the Wimbledon Championships. Receiving the UCLA fellowship award, Future of Ghana 30 under 30, Setting up the BAME group at Save The Children International despite a lot of fear in how I would have been perceived.

What are some of the principles, philosophies and values you ascribe to?

God first above everything else.

All things work together.

Do nothing without intention.

You have a divine purpose

Those parts of yourself that you think are weird, quirky or embarrassing, stop hiding it, bring that to every space you find yourself in.

Can you mention three books you have read and how they changed your life?

The Alchemist because it allowed me to really appreciate the very little that I have can be my greatest weapon for success.

NOTES OF A NATIVE SON, there are so many hidden meanings in Baldwin's writing and I keep finding them whenever I come back to this book. Its taught me to understand differing perspectives even ones that I do not agree with.

The Bible as it has shown me the way of life, and it reads me.

What do you do for leisure and socialization?

I meet up with friends who pour into me spiritually and professionally. Travelling, going to the theatre, dance and reading. I love nature and so a hike, a run and a walk in the park is so refreshing.

There has been an increase in

entrepreneurship across the continent and the globe from small scale enterprises to large corporations. What are your thoughts on it? Do you think it's the best way to solve some of Africa's challenges and improve the lives of people?

This is a brilliant question, I believe that it is a way to solve Africa's challenges and improve the lives of people, however there is another side that becomes problematic. Entrepreneurship tends to be individualist, failing to see things holistically and therefore losing sight of the main challenges that we can overcome collectively. We need to develop more partnerships across Africa to develop more efficiently and sustainably.

What will be your advice to others especially the youth about the effects of comfort zones and on the importance of entrepreneurship?

To be consistent means to take you out of your comfort zone. You need to ensure that you are constantly and consistently learning, networking and building your business. If you stay in your comfort zone you will not achieve your purpose and you will simply, like it says, stay within your zone.

Consistency is the key, it takes time to reach your purpose and you must understand that you will never truly arrive. When practicing consistency that is where you will learn skills like endurance, discipline and patience. eans fellowship awards and Future of Ghana 30 under 30 2018 has written articles with the Congressional Black Caucus in the USA, the Voice and many Ghanaian outlets on the interplay between law and development on the African continent.

Karen is an advocate for inclusion within the international development sector. Whilst at Save The Children International she created and Co-Chaired the group Mosaic, a group promoting diversity and inclusion of BAME groups within the NGO sector.

My namis Joanita Addo , I hold a Bachelor's degree in Economics from Central University and I attended Mfantseman Girl's Secondary school.

My childhood just like a lot of people was nice. I was always alone due to the age difference between my sister and I, also with how strict my mom is, there was nothing like going out to play or anyone coming in to play with you. I love reading and so everyone thought I will end up a lawyer

Following my degree in Economics, the plan was to be a banker but a problem I faced led to the creation of HYMA Academy. I did my national service in a bank and afterwards I was not enrolled. I stayed home for a year and 30th July, 2015 I had the idea to start a vocational school to help curb

unemployment.

Hyma Academy is a vocational school set up in 2015 with emphasis on SDG 8 & SDG 1. The company believes vocational education should be an active and vital part of Ghana's education system. We believe entrepreneurship & vocational training can help solve unemployment in Ghana. We offer training in millinery, wig making, makeup and beading in Accra & Kumasi.

Lots of things gets me excited and motivated, but seeing my past student earning a living with our skill set motivates me more.



My greatest fear has always been how to build a formidable team. As human as I am, I sometimes react to pitfalls but majority of the time I am silent and remind myself that the journey can remain forward.

I have no regret as an entrepreneur, because as a Christian I believe all things work for good hence no regrets

A few of my memorable achievement are ; being a finalist of mandela washington fellowship 2019, being a receipient of Tony Elumelu Entrepreneurs Fellowship in 2019 & training residents of Physically Challenged Action Foundation, Offinso(Kumasi,Ghana)

I love to travel, learn new languages & read during my leisure time.

A few books that got me going as an entrepreneur and even for my personal life are;

Jab, jab, right hook is a book on social media & how to use it to your advantage. Being an entrepreneur really found it insightful.

Smart money woman, a book on finances. It tells you, you are broke in a very nice manner and The bible

“Whatsoever your hand finds to do, do it as unto the Lord.”

This is my all time guiding principle in life, everything is onto Him. Everything we do as christians reflect God hence no substandard stuff.

I am particularly enthused about the emergence of entrepreneurship on the continent. Africa is beset with lots of problems which can be best solved by us with the spirit of excellence. This will also greatly improve the lives of the people

You will go very far, farther than you ever thought possible if you muster the courage to leave your comfort zone. It is in going out of our comfort zones that we can build the conglomerates in Ghana, Africa. Shift your mindset from your comfort zone
There are a lot of projects coming up. Upon my return from Mandela Washington Fellowship at the US, we will start rolling them out. We are very much poised to become the number one vocational school in Africa.





This article reviews research on promoting social entrepreneurship and enterprise in Africa. It also presents brief background on the founder and activities she is engaged in as an entrepreneur.

Dees (1998) defined social entrepreneur as one who identifies an unmet need that existing commercial and governmental institutions cannot satisfy and whose social mission is explicit and central.

It has for this reason become a passion and a burning desire for team DUSAF to bridge the gap between problems and solutions in Africa.

Miss Deborah Oduro is one capable young woman with numerous abilities you can consider. She is a business visionary having such a great amount of effect in the public eye with her virtuoso grins and warmly called DEBBYQUEEN. Her philanthropic ambition has indeed met the light of grace to change the life of people.

Her works has been recognized multiple times by different award organizations and honored 2017 Entrepreneur of the year, Ushering Agency of the year (2018) and Most Influential Showbiz Star Foundation (2018)

DEBBIE QUEEN



She is the founder of Dynamic United Stars Africa Foundation (DUSAF) which is a charity organization that aims at eradicating poverty in Africa and beyond. She is a motivational speaker and a content developer. CEO of Deblicious Cuisine and Events, De-Queens Ushering Agency, Queens Advertising Agency and Debsam Baby Palace as well as the face behind MC_DEBBYQUEEN.

Her favorite quote: ‘Learn to stay focus and humble when sacrificing and Work harder in actualizing your goals.’ Has been her drive to succeed irrespective of the economic challenges in the country.

Dynamic United Stars Africa Foundation known as (DUSAF) is a charity organization that aims at eradicating poverty in Africa and beyond by providing meaningful hope for the needy especially children through the provision of foods, healthcare, physical needs and infrastructure.

The foundation came into being when the founder Miss Deborah Oduro brought individuals and families close to support the vision in 2015. The foundation has indeed made impacts in many lives such as donations of sowing machines to the Autism Care and Awareness Training Center in Accra to help train children and impact in them skills to assist them as they grow, donation to the Goodsheperd Orphanage Home in Awutu Senya District, organized a peace walk during the elections to promote peace in our country. DUSAF float and charity carwash to support the needy, DUSAF charity sales and DUSAF night of worship to thank God as well as raise funds in aid of charity projects. They have done lots of collaborations with sister NGOS to ensure the needy especially children are attended to and got lots of nominations due to their humanitarian work in society.

Currently they are accomplishing something additionally testing in bringing back life to LUOM Township

which is the last community in Greater Accra before venturing into the Eastern Region. Due to lack of potable drinking water, healthcare facility and school building in the community, they have taken it upon themselves to restore smiles in LUOM Community. With the assistance of two other NGO’s, the network got free Health screening in October 2017, sod cutting and donation of cement bags in 2018, the network is to mark the beginning of a social insurance office for the occupants when given the green light from pioneers of the network and heads in charge.

Dusaf establishment is prepared to collaborate with other individuals including associations, private divisions and NGO’s to help build a healthcare facility in LUOM community to help save lives.

**PROPOSED HEALTHCARE FACILITY
FOR LUOM COMMUNITY**

**DYNAMIC UNITED STARS
AFRICA FOUNDATION**



Luom
HealthCare Centre

CASH DONATIONS TO: MTN MOMO
Name: DUSAF | Number: 0557371720
Bank A/C no: 0210067062991 | Bank: Access Bank, Okaishie
Account Name: Dynamic United Stars Africa Foundation
© DUSAF @dusafgh

For sponsorship/partnership call 0267058305 or 0570180085

HealthCare Facility Plan for Luom Community

Estimated Budget: GHC 1,000,000.00



1st Phase FundRaising

200 BAGS of Cement

Unit Price : **GHC 32.00**
Total : **GHC 6,400.00**

Mobile Money Account : **055 737 1720**

Bank Account Details : Dynamic United Stars Africa Foundation
Access Bank, Okaishie Branch
0210 067 062 991

In Aid of HealthCare Facility Building For Luom Community





EVONET DISTRIBUTION

WE GET IT THERE!

WE SUIT YOUR TIME.

AT EDL, PARTNERSHIP MEANS EVERYTHING TO US SO WE GO THE EXTRA MILE TO ENSURE OUR PARTNERS ARE VERY

Satisfied. EVONET DISTRIBUTION + CAVEMAN WATCHES



EVONET DISTRIBUTION

WE JOINED

FORCES

TO SUIT YOUR TIME

FORCES JOINED BY TWO ELEPHANTS

EVONET DISTRIBUTION + CAVEMAN WATCHES

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*Do any of these
apply to you?*



- Need a driver to drive you in the comfort of your own car?
- Has your driver called in sick all of a sudden?
- Do you need to run errands while conducting important phone calls on the way?
- Do you need a driver for a long trip?

Rent a Driver is at your service.

We have professionally trained drivers who have passed extensive background checks at your service.

 **054 830 0864**

 radrivergh@gmail.com

 Rent a Driver  [radrivergh](https://www.instagram.com/radrivergh)

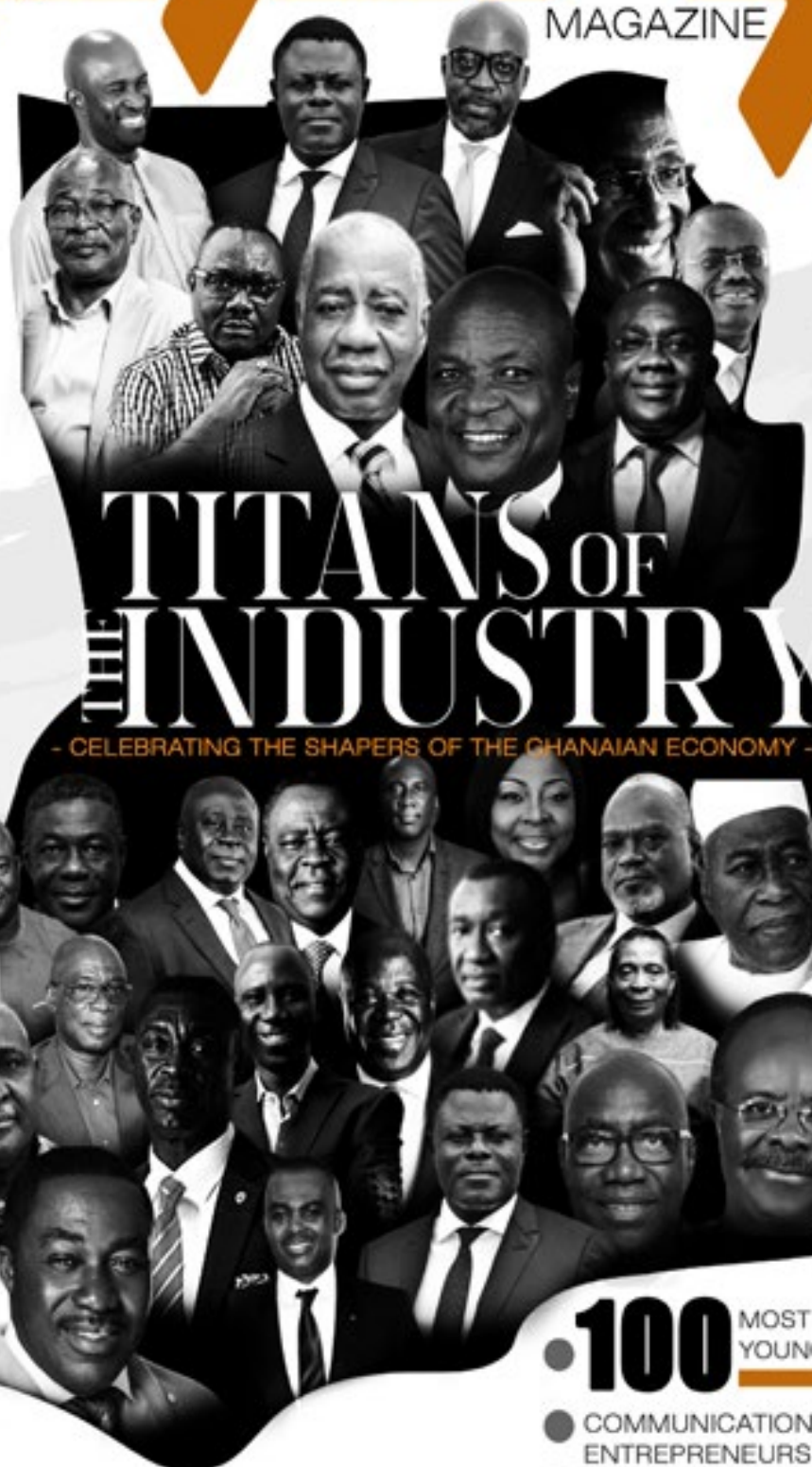


my story

the legend edition

MAGAZINE

Issue
5



TITANS OF THE INDUSTRY

- CELEBRATING THE SHAPERS OF THE GHANAIAN ECONOMY -

● **100** MOST INFLUENTIAL
YOUNG AFRICANS

- COMMUNICATION SKILLS FOR ENTREPRENEURS
- 11 BUSINESS OPPORTUNITIES IN AFRICA 2019

INSPIRING AND BUILDING AFRICA ONE STORY AT A TIME!

ERNEST BEDIAKO



SARPONG

CEO, ERNEST CHEMIST LIMITED

STARTED BUSINESS : 1986, with the support of his wife and 4 employees

- A pharmacist by profession
- active in over 5 African countries
- Set a multimillion dollar pharmaceutical manufacturing plant at Tema with the capacity to produce 400

million tablets, 100 million capsules, 300,000HFS , 3,200,000 bottles of oral liquids

Awards current

2019 GHANA Pharma Awards

- * company of the year
- * retailer of the year

* manufacturing company of the year

* Brand of the year

* CEO of the year

* Excellence in customer service of the year

Amongst other prestigious awards

SAMUEL AMO TOBBIN

EXECUTIVE CHAIRMAN OF THE TOBINCO GROUP OF COMPANIES



Mr. Samuel Amo Tobbin, Executive Chairman of TPL has over 20 years experience in managing business. He is the Executive Chairman of The Tobinco Group Of Companies which includes: Pharmaceuticals, Cosmetics, Banking, Insurance, FM station and many more.

He has previously solely grown Tobinco Company Limited in General merchandises. As a business strategist and an entrepreneur, Samuel Amo Tobbin has been the engine which is growing his company from strength to strength.

He has undergone an extensive training in Finance, Management and Strategic Planning with hands on experience to run his business efficiently. He was recently nominated for an Honorary Doctorate Degree from a University in Denmark for his experience in Business Management and Strategy.

In 2008 Tobinco Pharmacy was honoured by the Ghana Private & Dental Association for the most TRUSTED brand – ALAXIN August 2011. Mr. Samuel Amo Tobbin was adjudged the marketing man of the year, 2010. Popular anti-malaria drug, 'Lonart,' produced by Tobinco Pharmaceuticals, one of the leading pharmaceutical companies in Ghana, was adjudged The Chartered Institute of

Marketing Ghana (CIMG) product of the Year, 2014.

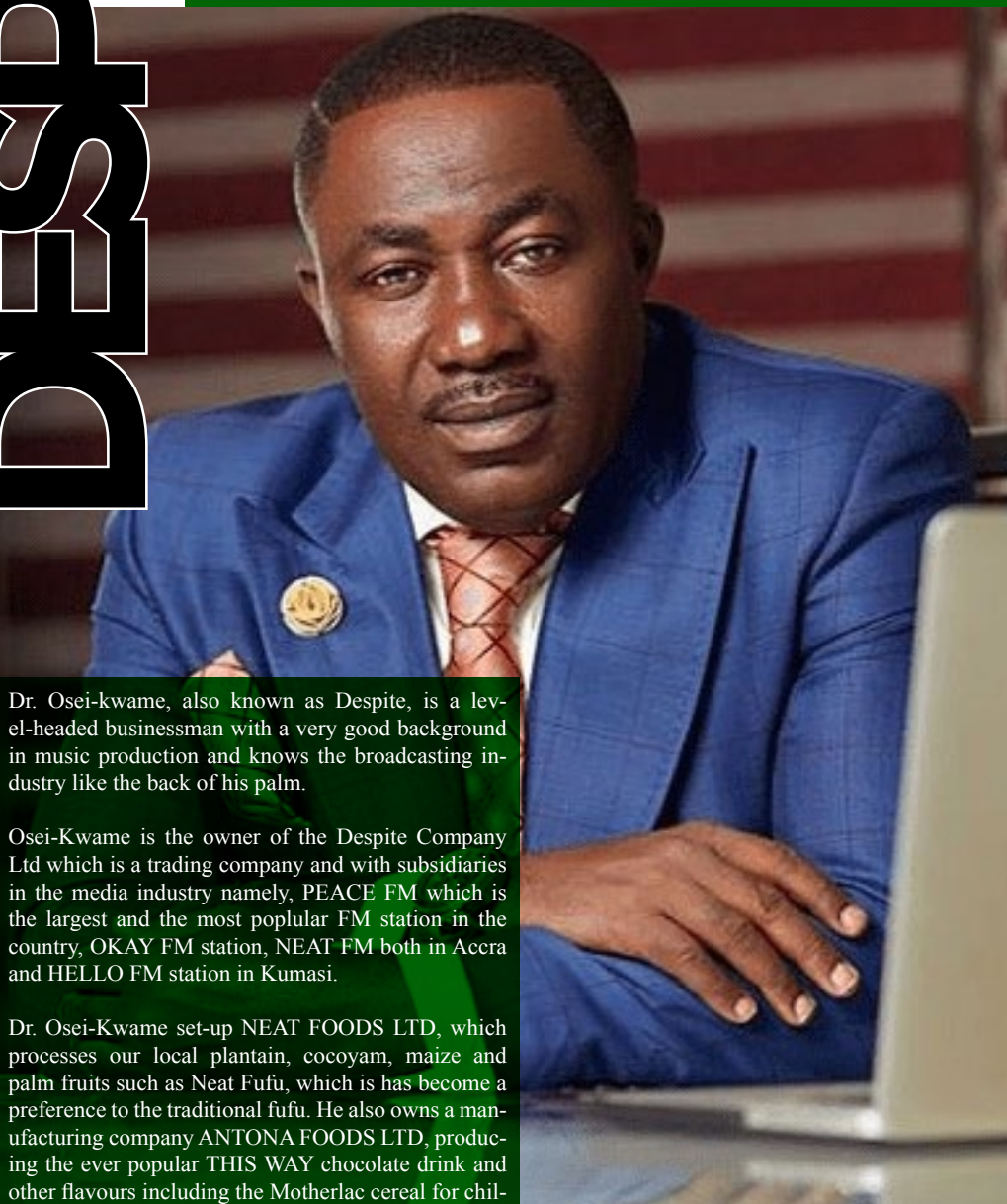
He has a passion for the vulnerable and the needy in society. Some of his Social Responsibility Projects include: Provision of one thousand five hundred (1,500) Health Insurance Cards for women and children in Accra, The building and furnishing of an ultra – modern office complex for The Ghana Police Service at Kotobabi District in the Greater Accra Region and Instituted a scheme that pays monthly stipend to about two hundred (200) widows in the

Church of Pentecost and many others.

He is a family man married to Mrs. Mercy Tobbin with 3 lovely children.

DR. OSEI KWAME DESPITE

OWNER OF DESPITE COMPANY LTD



Dr. Osei-kwame, also known as Despite, is a level-headed businessman with a very good background in music production and knows the broadcasting industry like the back of his palm.

Osei-Kwame is the owner of the Despite Company Ltd which is a trading company and with subsidiaries in the media industry namely, PEACE FM which is the largest and the most popular FM station in the country, OKAY FM station, NEAT FM both in Accra and HELLO FM station in Kumasi.

Dr. Osei-Kwame set-up NEAT FOODS LTD, which processes our local plantain, cocoyam, maize and palm fruits such as Neat Fufu, which is has become a preference to the traditional fufu. He also owns a manufacturing company ANTONA FOODS LTD, producing the ever popular THIS WAY chocolate drink and other flavours including the Motherlac cereal for children. Despite is a co-founder of a Salt mining company, U2 Salt, which is located at Winneba.

Dr. Osei-Kwame with his partner co-founded the United Television (UTV) which is leading TV station in the country.

He is the co-founder and Vice Chairman of Best Point Savings and Loans Ltd, a very renowned financial institution in the country.

Dr. Osei-Kwame, a business connoisseur of no mean repute, his insight into creating job avenues for the

jobless and relentless promotion of the Ghanaian Culture, has received numerous prestigious awards in the past which include a Honorary Doctorate Degree in Human Resource from Canterbury University, Honorary Ambassador of Business Entrepreneur in West Africa (Ambassador) and Honorary man of the moment, Ghana, West Africa.

He has also been awarded with the Best Entrepreneur for Multimedia by Entrepreneurs Foundation of Ghana under the auspices of the Ministry of Trade and Industries in 2013. Despite is a strong and devoted Christian.

He is blessed with a lovely wife and children

JOSEPH SLAW

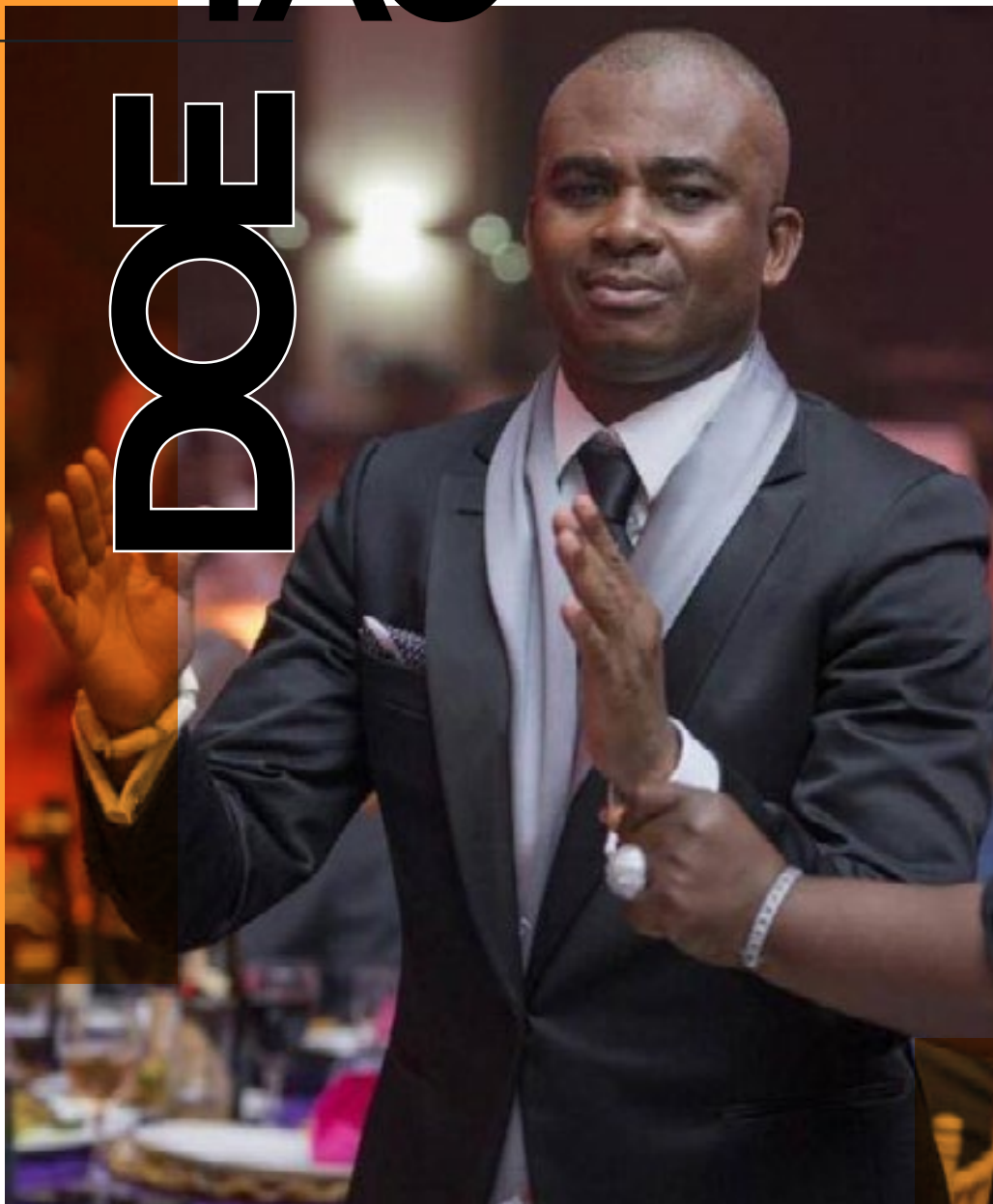


AGYE PONG

- A certified Electrical Engineering Technician
- He started life selling exercise books
- He begun with JOSPONG PRINTING PRESS AT JAMES-TOWN
- He founded Zoomlion GHANA Limited
- and 30 other businesses which includes business in Oil and gas, publishing , ICT, Automobile, Plant and Equipment, Financial Services , Real Estate and Hospitality
- JOSPONG Groupe represents 16 Chinese companies , 8 Indian Companies and 5 European companies
- Some list of companies are ; Appointed Time Screen Printing , JA plant pool , JA Quarry , Creator Digital, Zoomlion Ghana Limited
- He has a Public Private Partnership in Togo, Angola,Zambia, Equitorial Guinea and Liberia
- Established THE AFRICA INSTITUTE OF SANITATION AND WASTE MANAGEMENT in partnership with KNUST
- Exclusive Men of The Year (EMY AFRICA 2017 AWARDS) and several other prestigious awards

OSCAR YAO

DOE

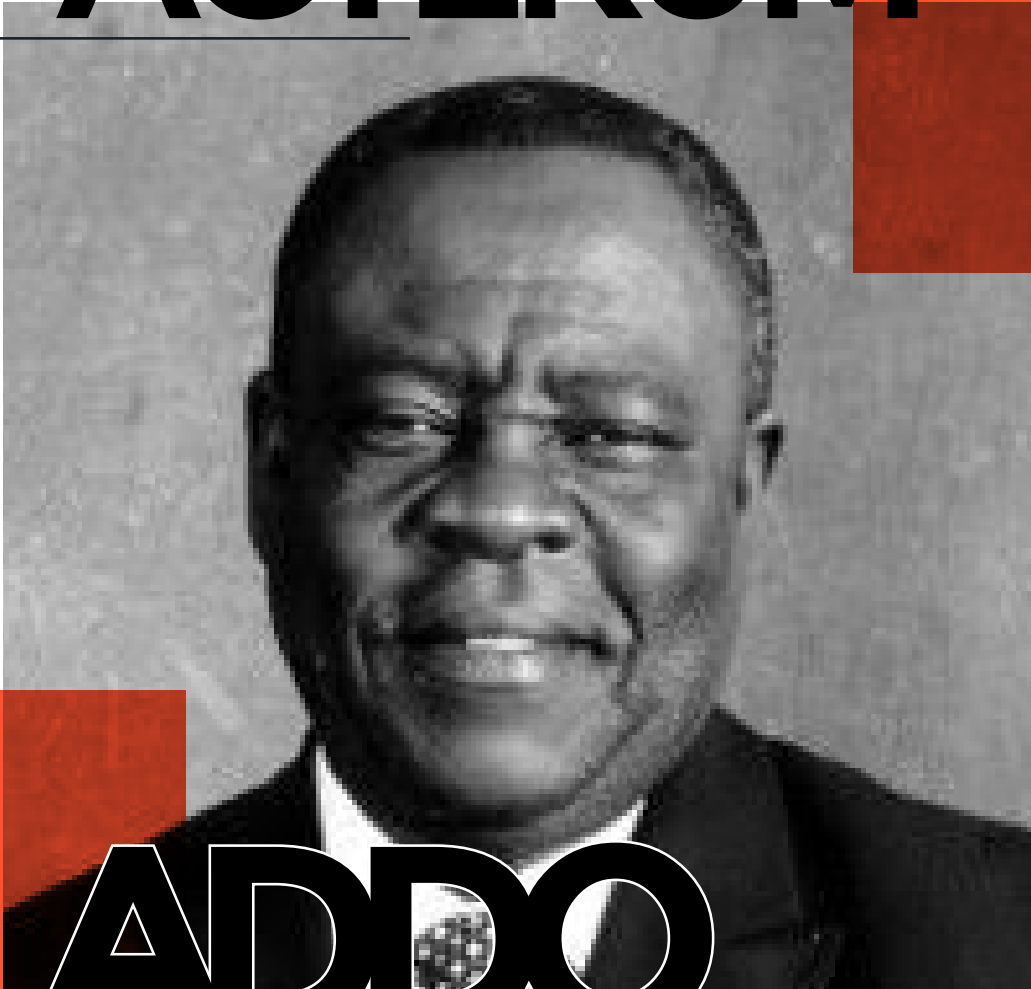


PRESIDENT & EXECUTIVE CHAIRMAN OF DOSCAR GROUP HOLDINGS

Oscar Yao Doe is the President & Executive Chairman of Doscar Group Holdings, Eurotour Gh & Eurotour Logistics Prime Properties Ghana, Eurostar Global Limousine Group, Trans Asia Pacific Africa Network, Black on Black Limousine Nigeria, Doscar Foundation Organization

He is also the head of Ghana Fashion Review Committee which rewards celebrities for their outlook at red carpets at major events in the GHANA

DR. MICHAEL AGYEKUM



ADDO

CEO , KAMA INDUSTRIES

Kama Industries Limited (KIL) is a private company incorporated in 1993 under the Companies Code 1963 of Ghana. KIL commenced operations in 2009 carrying on the business of manufacturing pharmaceutical products for sale on the Ghanaian market.

KIL was an indigenous Ghanaian Pharmaceutical Company which was originally owned by Dr. Michael Agyekum Addo, an accomplished and a distinguished Ghanaian Pharmacist. In May 2015, Aspen Pharmacare Holdings Limited, a pharmaceutical company based in South Africa, acquired majority shareholding.

Aspen Pharmacare Holdings Limited has since the acquisition of KIL in May 2015, took over the management of the company

bringing on board its rich experience as the largest pharmaceutical company listed on the Johannesburg Stock Exchange (JSE) in South Africa.

As a major player in the Ghanaian Pharmaceutical Industries, KIL is a key member of the Pharmaceutical Manufacturers of Ghana (PMAG) and a registered Pharmaceutical Manufacturing Company with the Food and Drugs Authority of Ghana (GFDA).

Currently, the company manufactures its own brands of Pharmaceutical generics at its production facility in Accra, Ghana. All the company's branded products which include Trex Orix Forte Syrup, Kamaclox Mouthwash, Omega Oil, Kamatone Syrup, Major Nasal Drops and Liverplex B Syrup

compete favourably with both imported and other locally manufactured products on the Ghanaian market. The high quality nature of the company's brands which is well known to pharmacists and consumers alike has made them the preferred choice in the hospitals, clinics, health centres, pharmacies, among others.

KIL is committed to ensuring the availability of affordable, safe and efficacious medicines for Ghana and the West African Sub-region.

KWABENA AGYARE



DANQUAH

CEO, METALEX LTD.

Begun business with \$4000

- Founded Metalex in 1984(roofing sheet)
- produces (Aluminium Sheet, Clay and plastic products)
- joint venture with Comet Steel of South Africa who produces Steel Coils
- Metalex exports products to West African countries including Nigeria, Burkina ,Mali and Togo

- owns real estate in South Africa for commercial and private use under the business name ALL DANQUAH BUSINESS CC worth over \$100million
- owns Obuoba Group; a collection of companies which includes Hotel, roofing entity, alcohol distillery and radio station(Obuoba 97.1)

“ To become successful, you need to deny yourself and work hard. You need

to separate your wants from your needs and constantly re-invest instead of living lavishly. You can start living lavishly when you have acquired enough passive income that you do not need to work at all to sustain your lifestyle “

TOCBE AFEDE XIV

BORN AS JAMES AKPO



PRESIDENT OF THE NATIONAL HOUSE OF CHIEFS, GHANA

THE AGBOGBOMEFIA OF THE ASOGLI STATE
PRESIDENT OF ASOGLI TRADITIONAL AREA, Volta Region

Chairman WORLD TRADE CENTRE, ACCRA

FOUNDER AND PROMOTER OF AFRICA WORLD AIRLINES

FOUNDER AND CEO OF STRATEGIC AFRICAN SECURITIES (SAS) Ltd

Director of SUNON ASOGLI POWER GHANA LTD, operators of the Sunon Asogli thermal power station

- Alumnus of University of Ghana, studied Bachelor of Business Administration in Accounting

- MBA, Yale school of management

Awarded 2018 Ultimate Man of the year, EMY AWARDS

KOFI



BUCKMAN

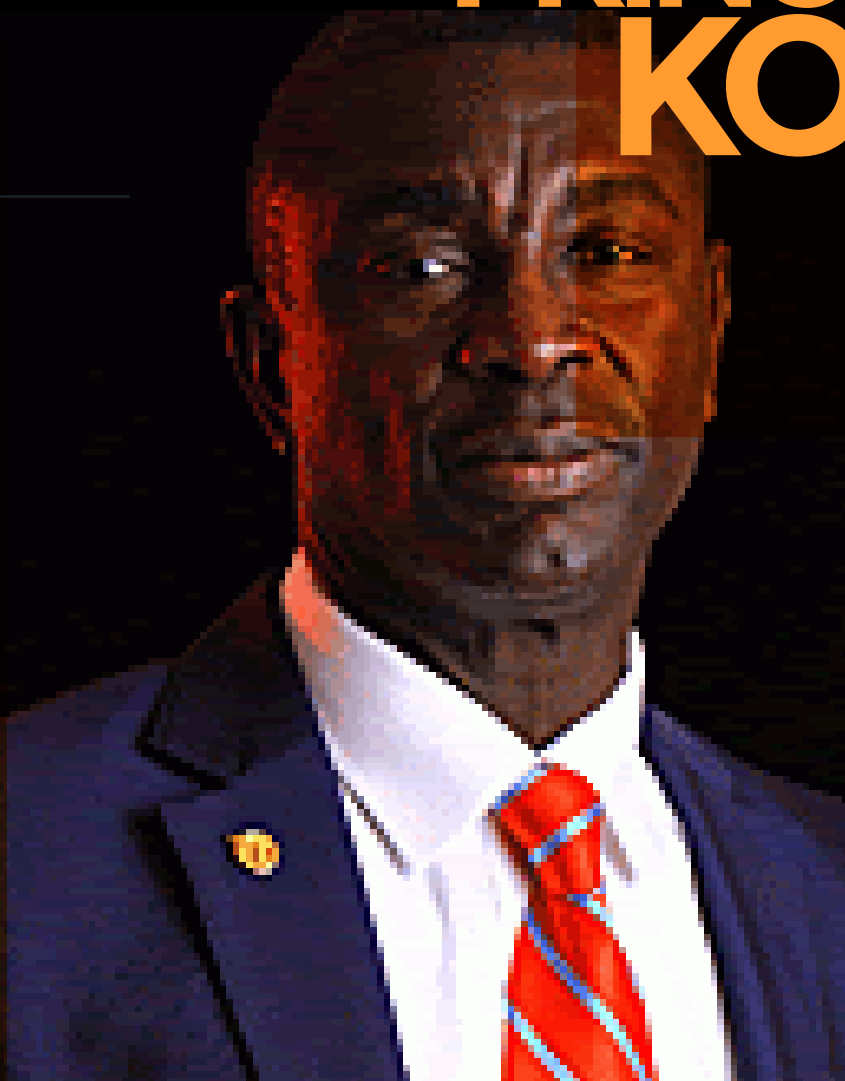
MR KOFI BUCKMAN
ESTABLISHED BUCKPRESS 1987

Produced and deliver ballot papers, bio-metric passports, company financial statements, calendars, annual report brochures, text books and many others.



AMOABENG

PRINCE KOFI



Prince Kofi Amoabeng is the President of UT Group and former Managing Director of UT Bank Ghana Ltd. He is a retired military officer (Captain) and an investment consultant. He graduated from the premier Business School in Ghana; University of Ghana Business School with a B.Sc Admin (Accounting).

He is a fellow of the Chartered Institute Management Accountants (CMA-UK) and a member of Chartered Accountants CA (GH). He was appointed to the Board of UT Holdings in 2006.

From 1992-2003, he lectured at the Ghana Stock Exchange. He has extensive experience in managing businesses through excellent customer relations, strategic and tactical business planning as well as strategic partnerships. His Achievements include Marketing Man of the Year 2006, Two times running Ghana's Most Respected CEO for 2008/2010 and National Honours for an Order of the Star of the Volta- Officer's Division presented by the President of Ghana in 2008. He is one of two Ghanaians profiled in Moky Makura's Africa's

greatest entrepreneurs which profiles 16 of Africa's top entrepreneurs.

Mr Amoabeng is a member of the Board of directors of the Ghana Interbank Payment Settlement System (GHIPSS), member of the Council of Enablis Ghana (Canadian Entrepreneurial NGO) and member of the International Advisory Board of China Europe International Business School (CEIBS), in Ghana.

EDUCATION

Prince Kofi Amoabeng is the CEO of UT Bank and the UT Group. He is a retired military officer (Captain) and an investment consultant. He graduated from the premier Business School in Ghana, University of Ghana Business School, with B.Sc Admin (Accounting). He is a fellow of the Chartered Institute Management Accountants (CMA-UK) and a member of Chartered Accountants CA (GH). From 1992-2003, he lectured at the Ghana Stock Exchange.

AWARDS

Mr. Amoabeng's sterling leadership and entrepreneurial skills has won him and his company a number of laurels. Among his awards are:

- Most Respected CEO (Princewaterhousecoopers and , B&FT newspaper) 2012, 2010, 2008.
- Ghanas Giant for Johnny Walkers Walk with the Giants project (2012)
- Finalist in the Ernst & Young West Africa Entrepreneur of the Year Award (2011)
- Overall Best Entrepreneur in the Maiden Ghana Entrepreneurs Award (2011)
- One of two Ghanaians profiled in Moky Makuras book on Africas Greatest Entrepreneurs which profiles 16 of Africas top entrepreneurs.
- Two times running Ghanas Most Respected CEO for 2008/2010.
- National Honours for an Order of the Star of the Volta-Officers Division presented by the President of Ghana in 2008.
- Marketing Man of the Year 2006

IVAN QUASHIGAH

CHIEF EXECUTIVE OFFICER - FARMHOUSE PRODUCTIONS LIMITED

Ivan Quashigah is a veteran Ghanaian film maker. Born on the 28th of December, 1966.

He is the Chief Executive Officer – Farmhouse Productions Limited.

Ivan studied film directing and scriptwriting at the National Film and Television Institute (NAFTI). He also has an Executive Masters Degree in Governance and Leadership from the GIMPA Graduate School in Ghana.

Chief Executive Officer – Farmhouse Productions Limited

He is multi-talented filmmaker with over 24 years of work experience in Advertising and Marketing, having worked for 13 years in the creative and production departments of Mullen Lowe Lintas Ghana and rose to the level of the Executive Director of Ad Vantage Productions a subsidiary of the Ad Vantage Group before setting up Farmhouse Productions Limited in 2006.

Ivan's work in film has won him over 20 local and international awards including the prestigious Pan African Film Festival (FESPACO – OUA-GADOUGOU 1993) award for Best Short Feature and several awards for Mullen Lowe Lintas Ghana at the Gong Gong Awards organized by the Advertising Association of Ghana and TV Programme and TV Advert of the Year Awards at the Chartered Institute of Marketing Ghana – CIMG Awards.

Ivan directed the award winning TV serial drama 'Things we do for Love' which focused on adolescent reproductive health and a host of other top TV programmes and video documentaries for clients including, UNDP, UNICEF, Johns Hopkins University Center for Communication Programmes,

(JHU/CCP) GSMF International, Unilever Ghana Limited, Guinness Ghana Breweries Limited, GIZ, DFID, West Africa Gas Pipeline Company Limited (WAPCo), Tullow Oil, MTN Ghana and Liberia, Vodafone, Promasidor Ghana Limited and The Gambia Social Marketing Management Programme. His current TV Serial, YOLO – 'You Only Live Once' which won seven out of eight awards at the Ghana Movie Awards 2016 is produced for the National Population Council and its partners under the Ghana Adolescent Reproductive Health Programme – GHARP funded by the UKAID and USAID and facilitated by the FHI360

and the Palladium Group.

Ivan's company Farmhouse Productions Limited also produces MTN Apps Challenge; an App development competition and MTN's Heroes of Change, an annual television program which awards people involved in social intervention programs in their communities in the areas of Health, Economic Empowerment and Education.

Ivan also had training in branding, advertising copywriting and production in Nigeria, Senegal, Zimbabwe, South Africa, Lebanon and the United Kingdom.

FRANK B.



ADU JNR

CEO, CALBANK

Over 27 years experience in the banking industry

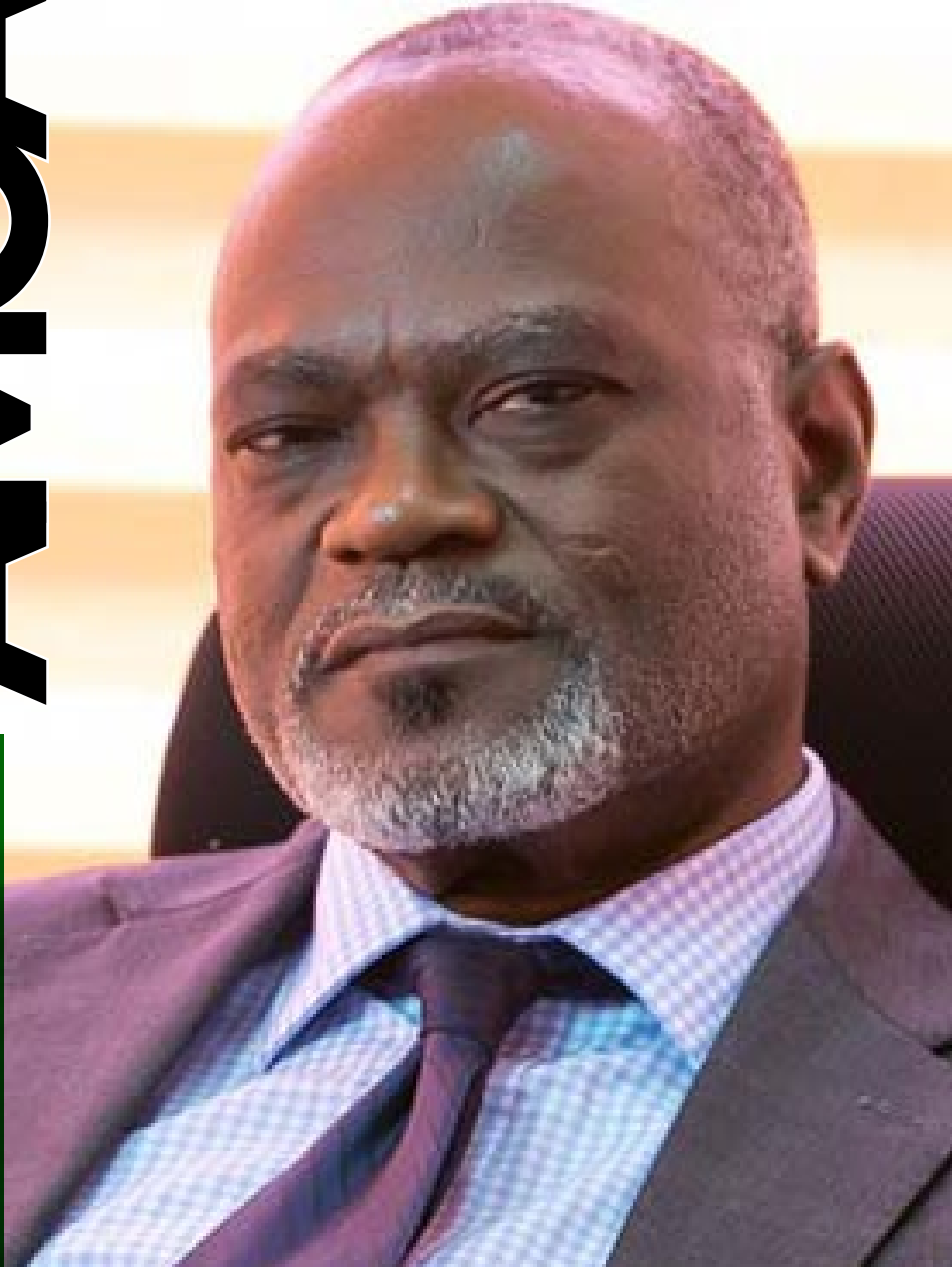
- BA(Hon's) in Geography and MBA in Finance
- Honorary fellow of the Chartered Institute of Bankers and an Alumni of Oxford Strategic Leadership Programme, SAID BUSINESS SCHOOL, University of Oxford

- cofounded City Investments Company Ltd
- chairman/ cofounder of the Board of the Roman Ridge School
- Advisory Board of College of Humanities of University of Ghana and several other reputable boards
- Chairman for Golden Beach Hotels Ltd
- Captained the Achimota Golf Club and

the ACCRA Polo Club

- through Cal bank, they've built \$51 million Off Dock Container Terminal at the Tarkoradi harbor
- 2016 life time award at the GHANA Banking Awards
- African banker of the year 2018 and was inducted into Africa's CEO's Hall of Fame

DR. KOFI AMOAH



Founder and president of J.S. Investments Inc., Los Angeles, PPVI Ghana Ltd, and Progeny Aluminum and Design Ghana Ltd.

He's the lead partner of Western UNION MONEY TRANSFER in Africa which is established in over 49 countries in Africa.

AND OWNS CITIZEN KOFI , an entertainment hub.

DR JAMES



CEO, JL PROPERTIES

The City's favorite developer

- Executive Chairman , JL HOLDINGS
(petroleum products, construction, security system and equipment and real estate)
- Built over 400 housing estates at Achimota, Spintex and Weija
- Member GHANA - FRANCE Chamber of Commerce
- A CAF COACHING CERTIFICATE "A" holder
- A ferocious reader
- Alumnus of St Peters Sec
- Graduated at KNUST , BA BIOCHEMISTRY

ADDO

JOHN SAKA

Economist and Stateman

Cofounder and CHAIRMAN of Prudential Bank Ltd (1996)

Governor of Bank of Ghana (1983-1987)

His firm , J.S Addo consultancy did the studies for the establishment of Ecobank GHANA and the first Ghanaian chairman of Ecobank

Former MD (National Investment Bank)

A member of the council of state

Graduate of University of Ghana in Economics

STEPHEN SEKYERE ABANKWA



Cofounder of Prudential Bank Ltd (1996)

MD , Prudential Bank

Cofounder of JS ADDO CONSULTANT LTD (1989). And worked as a financial and investment consultant in the same firm

Former Director , Commercial Banking Division (NATIONAL INVESTMENT BANK , 1973-1992)

Offered a degree in BSC ADMINISTRATION AND MBA FINANCE At University of Ghana

NANA KWADWO



GYASI

MR KOFI BUCKMAN
ESTABLISHED BUCKPRESS 1987

Produced and deliver ballot papers, bio-metric passports, company financial statements, calendars, annual report brochures, text books and many others.



NANA K. GYASI
Quality Building Materials

ERNEST OFORI SARPONG



Ernest is an astute businessman of many years' experience.

Born some 53 years ago and a proud product of Presbyterian Boys Secondary School (Presec), has an amazing business career in the small and medium scale industry and an up and coming industrialist.

In the 1990s he formed the SARPONG VENTURES LTD, an import and trading business, worked very hard and in no time became very renowned in the Central District of Accra.

He set up the SPECIAL INVESTMENTS LTD which is a real estate and construction business and can boast of a significant number of estate houses and apartments in very strategic areas of the city and numerous office complexes and shops.

Ernest, in conjunction with a very close friend of his, Dr Osei-Kwame (a.k.a. Despite) formed the United 2 Co. Ltd which is a holding company for the U2 SALT LTD – a 600 acre salt mining company and a refinery at Winneba in the Central Region and co-partnered in setting up a television station by name UNITED TELEVISION (UTV Ltd) which is currently one of the leading TV stations in the country.

Ernest Ofori-Sarpong, who has had the dream of becoming a big time industrialist, solely proceeded to form a mineral water company, SPECIAL ICE LTD which can currently boast of two factories in Accra and Kumasi.

Special Ice has introduced carbonated soft drinks on the market which is fast becoming a reckoned product.

In the very short life of Special Ice Ltd, the product won

an unprecedented award as the best mineral water for 2013 and 2014, and is not resting in achieving greater laurels.

Once again, in collaboration with his good partner, Ernest and his co-partner have recently set up a savings and loans company called BEST POINT SAVINGS AND LOANS CO. LTD for which he is the Board Chairman, with this savings and loans company which has already become a highly recognized financial institution.

The Peristofi World Honorary International Award Conference bestowed an Honorary Ambassador of Business Entrepreneur in West Africa.

He has been conferred with a Doctorate Degree of Philosophy in Law from Barkley University in the United States of America for his contribution to the socio-economic development of Ghana.

Ernest has also been awarded the Best Manufacturing Entrepreneur for 2013 by Entrepreneurs Foundation under the auspices of the Ministry of Trade and Industries.

Dr. Ofori-Sarpong is a God-fearing man and a good Christian brought up in the Presbyterian way. He is blessed with a pretty wife and three lovely children.





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POWERED BY:



COMING SOON...
FEBRUARY 2020

SIR SAMUEL ESSON JONAH



EXECUTIVE CHAIRMAN OF JONAH CAPITAL

Sir Samuel Esson Jonah, is a Ghanaian businessman, the Executive Chairman of Jonah Capital, an equity fund based in Johannesburg, South Africa. Sir Jonah was previously President of AngloGold Ashanti.

He joined Ashanti Goldfields Corporation in 1979, working in various capacities, including underground operations. At the age of 36 he became the Chief Executive Officer, and supervised the transformation of Ashanti Goldfields into a mining multinational, increased gold production from 240,000 ounces per annum to over 1.6 million ounces in over ten years, and oversaw the company's listing as the first operating African company on the New York Stock Exchange.

In 2009, he became a non-executive director of Vodafone.

Currently, the Chancellor of the University of Cape Coast, Ghana, Jonah chairs the boards of Equator Exploration Ltd, Scharrig Mining, Equinox Minerals, Uramin, Moto Goldmines Ltd and Range Resources Ltd. He also serves or has served on various boards,[8] including Transnet, Mittal Steel SA, Ashesi University, Standard Bank of South Africa, Lonmin, the Commonwealth African Investment Fund (Comafin), the Advisory Council of the UN Secretary General's Global Compact, President Olusegun Obasanjo's International Investment Advisory Council on Nigeria, President Thabo Mbeki's International Investment Advisory Council of South

Africa, and President John Kufuor's Ghana Investors' Advisory Council. As well as his directorships, Jonah is a member of the Advisory Board of the London Business School.

In June 2003, Jonah became the first Ghanaian to be knighted in the 21st century when he was presented with an honorary knighthood by the Prince of Wales, in recognition of his achievements as an African businessman, a leading business executive from the Commonwealth, and an international public figure.

DAN KOFI OKUDZETO



C.E.O. ALLIED OIL LIMITED

Dan Kofi Okudzeto is the Founder and Executive Chairman of Allied Limited. He has over 30 years of Executive Level Management and Entrepreneurial experience in the Oil industry. Under his astute leadership, Allied has achieved its enviable success as one of the best managed Oil Marketing Companies in Ghana.

In 1993, he founded Danicom Limited as a Fuel Haulage Company. This Company transports fuel for Oil Marketing Companies and Bulk Oil Storage and Transport Company Limited (BOST). He is also the Founder of OilChannel Limited. OilChannel Limited was licensed by the National Petroleum Authority in 2008 as a Bulk Distribution Company (BDC). This license permits the company to import petroleum products for bulk distribution to Oil Marketing Companies in Ghana and for export to neighbouring countries. Dan Kofi Okudzeto is also an Estate Developer

and has interest in other businesses.

His unique ability to identify and exploit business opportunities in niche markets in the downstream oil sector, has won him a great deal of admiration among his contemporaries, industry regulators and captains of industry.

DR. KWABENA



KASAPREKO was established in 1989 by Dr. Kwabena Adjei, a businessman, with the determination to respond to the growing demand for quality alcoholic drinks. He started the business in a garage in Nungua, a suburb of Accra with just five employees who put their drive and passion to work.

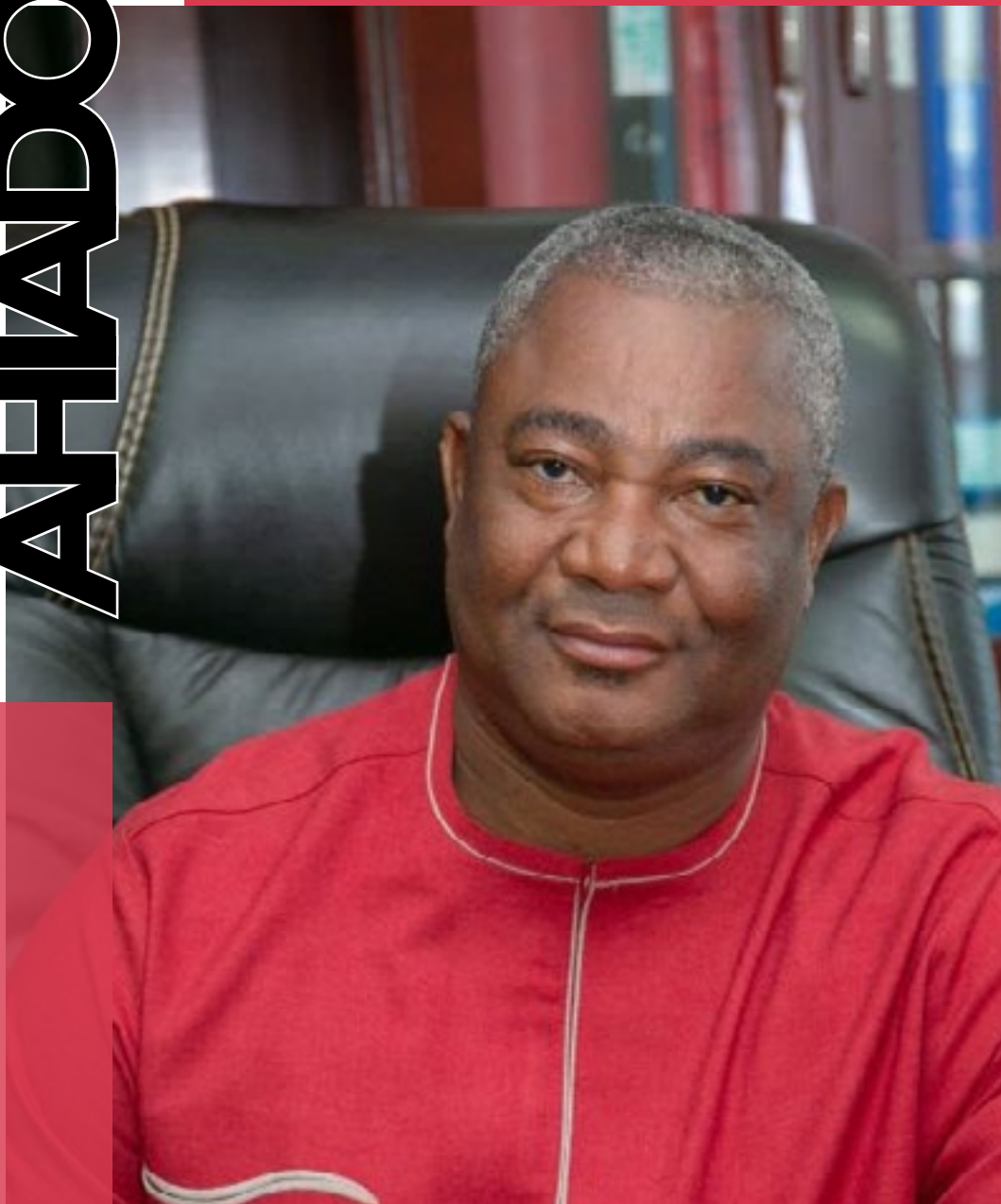
Breaking into the market was quite the task but one that was achieved by adopting a truly authentic approach; producing herbal-based products derived from rich herbs, locally sourced from Ghana's wealth of organic ingredients.

With variety of products, and over 500 workers, Kasapreko over the years has won several awards to their credit.



MR. JAMES KWOKU AHIADOME

J K AHIADOME TRANSPORTS



Chief Executive Officer, Mr. James Kwoku Ahiadome, has personally been involved in the petroleum business for over 30 years as a transporter.

Currently, the company operates a fleet of one hundred and fifteen (115) Bulk Road Vehicles (BRVs) transporting Mines Fuels and Lubricants, Gas Oil, Gasoline, Specialised Fuels, Aviation Turbine Kerosene and Residual Fuel Oil across Ghana and neighbouring West African countries.

The company has won numerous awards over the years, including; Puma Energy Transporter Safety Award 2018, Haulage Company of the Year at Ghana Oil and Gas Awards 2018, Best Road Safety-Oriented Haulage Transport Operator (Non-Solid Category) – Ghana Driver and Road Safety Awards 2018 - National Road Safety Commission, Ghana.

MR. COLLINS OTOO OKLEY



CHIEF EXECUTIVE OFFICER OF NUNGUA GROUP OF COMPANIES

A leading authority in the field of ethanol and industrial chemical business in Ghana. Mr. Collins Otoo Okley is widely seen as a driver of change and innovation and a key figure in the progression of this segment which is quickly evolving into a global phenomenon. With an extensive entrepreneurship career spanning over three decades with both reputed conventional companies in the sub region, he currently serves as the Group Chief Executive Officer of Nungua Group of Companies; Nungua Warehouse Ghana Limited, Nungua Plastic Molding, Nungua Warehouse Condominiums.

CHRIS

CHINEBUAH



Chris Chinebua is the Chief Executive Officer of Fueltrade Limited and is responsible for executing the overall operational and commercial strategy of the company. He has since 1982 been working in the petroleum industry mainly as a local representative of a number of foreign companies.

These companies include; West African representative of TOTAL DALI (Local representative of Tsakos Shipping & Trading; for crude oil transportation from Nigeria to Tema), Phibro Energy (Local representative of, a subsidiary of Solomon Brothers Inc.), Petrobras S.A. (West African representative), Goegas S.A. (West African representative), Polembros Shipping (Local representative for Crude Oil transportation from Nigeria to Aboadze Thermal Plant).

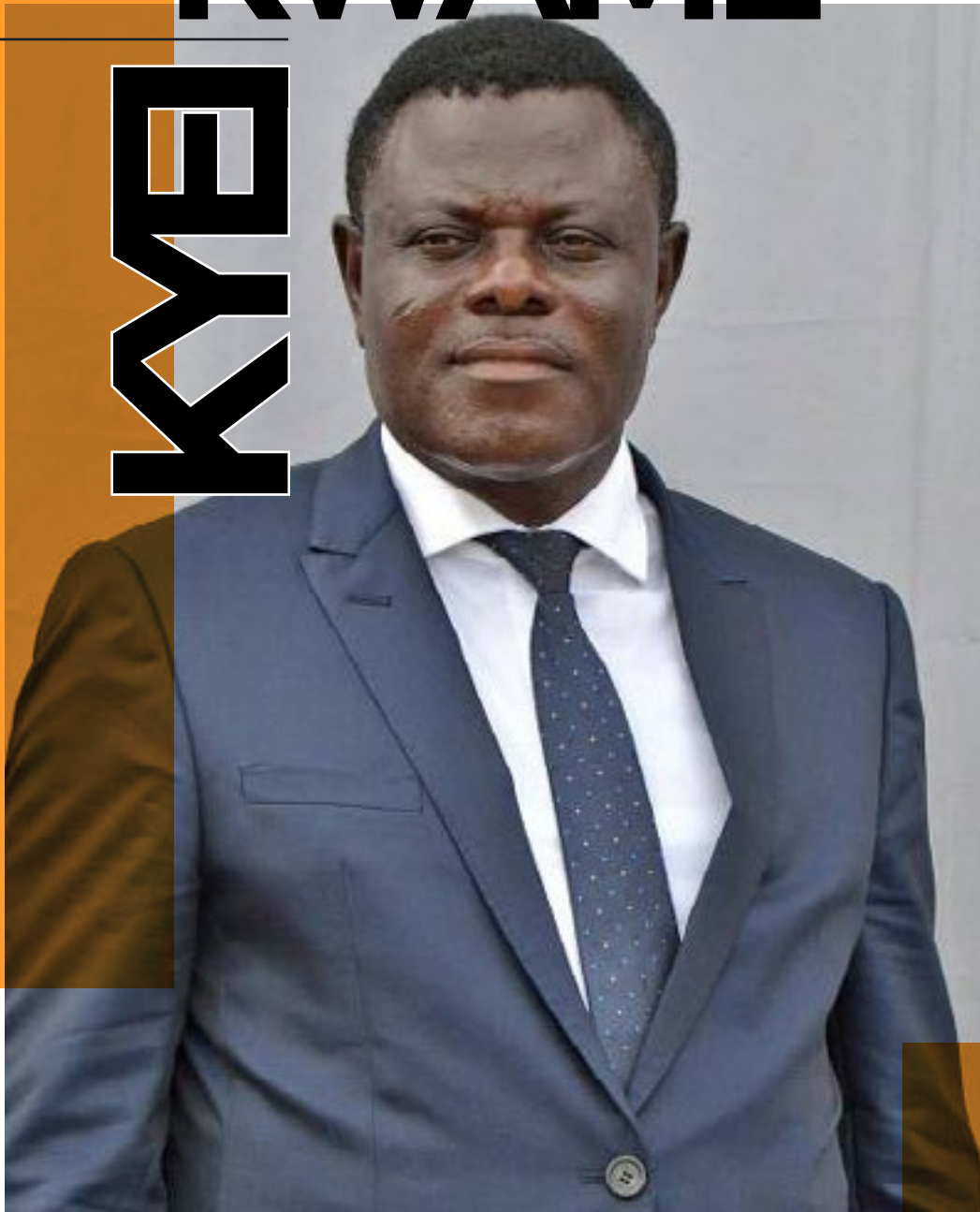
NET WORTH SUMMARY

Fueltrade is the largest distributor of petroleum products in Ghana and controls 14.05% of the bulk oil distribution market share in Ghana and had distributed 39,483 metric tonnes of refined petroleum products as at the end of January 2015.

Fueltrade is constructing a multi-million dollar Liquefied Petroleum Gas (LPG) storage facility to increase Ghana's storage capacity at the Kpone Industrial Area in Tema, Ghana. The facility which is being constructed at \$60 million can store up to 4000 metric tonnes of LPG.

DR. KWAME

KYEI



UNITY OIL & VISION 1 FM.

Dr. Kyei is the CEO of a number of businesses aside Unity Oil company. Among the other businesses he own are Light Fm & TV, Vision 1 fm, sports Hotel and the Sport Recreational center and many other subsidiaries. He has branches of the Unity Oil all over Accra and Kumasi.

In 2013 he was awarded the Best Petroleum and Gas Entrepreneur. He received an Honorary Doctor of services and Development degree from International Ministerial Council of Europe- an affiliate of the University of Copenhagen, Den-

mark and Ghana.

Dr. Kwame Kyei was named as a new executive chairman of Asante Kotoko in 2016 by His Royal Majesty Otumfuo Osei II.

APOSTLE DR. KWADWO SAFO



KANTANKA

Apostle Dr. Kwadwo Safo Kantanka is a mysterious but great man to have surfaced on the earth. He is a preacher, inventor, innovator, Physicist, Chemist, Biologist, agriculturalist, philanthropist and the Star of Africa. He is the world's greatest multi-dimensional scientist and technologist of all times and has carried out the greatest philanthropic activity in Ghana. He funds all these exercises with revenue from his numerous investments.

He is also the founder of the Kristo Asafo church, Great KOSA network of companies and many other institutions. His mission is to

redeem Africa from bondage.

Brief veracity:

- First African to manufacture engines, vehicles, aircrafts and heavy-duty machines (he did so manually).
- First man in the world who manufactured Bass guitars with seven strings
- The manufacturer of gadgets and machines with extra-ordinary features.
- Only man on earth capable of producing metals from sea shells and palm husk making metals renewable.

- Only individual on earth who practically cuts across the length and breadth of invention and innovative science.
- Most mysterious man on earth. It is practically impossible to comprehend his level of wisdom.

He has won several awards from reputable institutions.

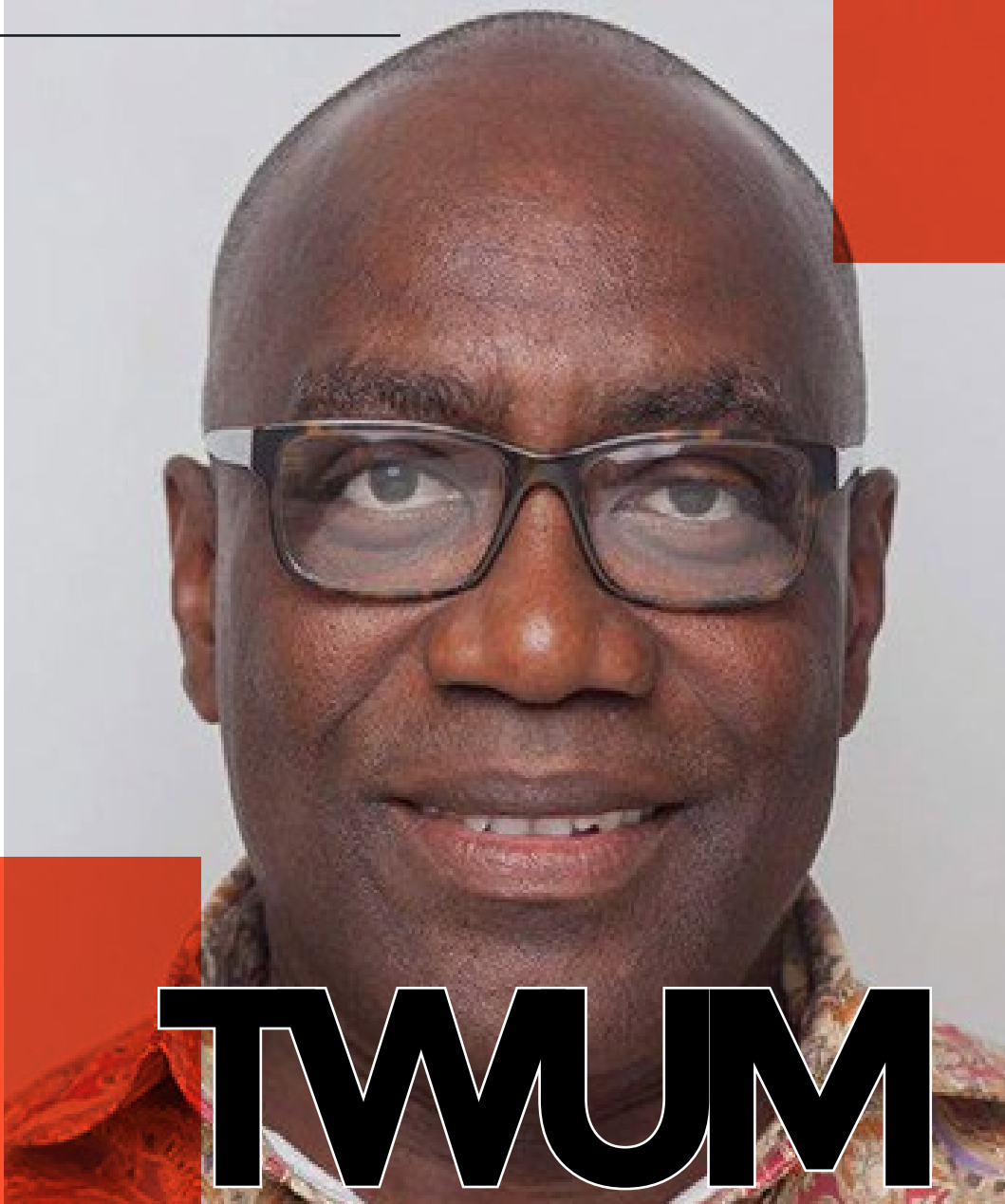
MR. SAMUEL DARKO



is the Chairman. He was the Chief Executive Officer of Darko Farms & Co. Ltd until 2011 when he handed over the reins to Mr. Samuel Darko, the current Managing Director. He holds a Diploma in Poultry from Ruppin Institute in Israel. He has over 50 years' experience in poultry business. He is the immediate past Chairman of the National Poultry Development Committee, a body that advises the government on policies affecting the industry. He has also served as the President of Ghana Animal Science Association. He is the Chairman of the Board of Directors of

Sinapi Aba Trust (a micro-finance trust). He was once the Vice-Chairman of the African Business Round Table and was the Chairman of Opportunity International Network, a prominent international micro-credit institution, lending to small business operators. He also served on the Board of the Bank of Ghana and Otumfuo Osei Tutu II's Golden Development Holding Company. He is also the founder and General Overseer of Oasis of Love International Church.

GEORGE KWASI



FOUNDER AND CHIEF EXECUTIVE OFFICER OF MULTIMEDIA.

is the visionary, founder and Chief Executive Officer of Multimedia.

Multimedia Group Limited (MGL) was founded in 1995 by Kwasi Twum with one radio station - Joy 99.7Fm as the first private radio station licensed in Ghana. Over the years group has expanded into more radio & TV Channels, News Web- sites and a satellite network.

Notable media companies under the brand are, Adom FM, Asempa FM, Hitz FM, Luv FM, Adom TV, Joy News & myjoyonline.com.

Mr Kwasi Twum is a Fellow of the Africa Leadership Ini-

tia- tive, an Aspen Institute Henry Crown Fellowship Initiative and holds a Bachelor of Arts Degree in Economics from the University of Ghana, Legon and is an alumnus of Harvard Business School.

DR. ALAJI ASOMA ABU BANDA



CEO, ANTRAK GROUP OF COMPANIES

Renowned entrepreneur, business magnate, philanthropist, role model and patriot. He is ultimately the first African to own a ship and the first Ghanaian to own an aircraft.

By dint of his high entrepreneurial spirit, Alhaji Banda ventured into private business in 1975 and established with partners, a shipping company in London, OT Africa line, and Antrak Group of Companies (London and Ghana). Due to his able leadership and business acumen, more than 146 branches of his

companies have been opened in countries across the world, creating jobs for over 500,000 people globally.

He's Brennan on several boards and won many awards to his credit

MR. K. OFORI



CEO, K OFORI COMPANY LIMITED

K.Ofori Ltd was established in the early year of 2000 under the statutory laws of Ghana to trade in building materials and iron rods.

K. Ofori Limited, dealers in building materials, is a power house and leading brand in the provision of building, and construction materials to and across Ghana over the years.

Founded on strong principles of prompt delivery, of quality, affordable and customer preferred product to clients' doorstep, K. Ofori has widely become a house hold name in the distribution of building and construction materials in the country and has serve the nation greatly and still in the business of providing our numerous and cherished clients prompt and free delivery of products per conditions of volume of the products to customer designated destination.

MRS. AKUA SARPONG AYISA

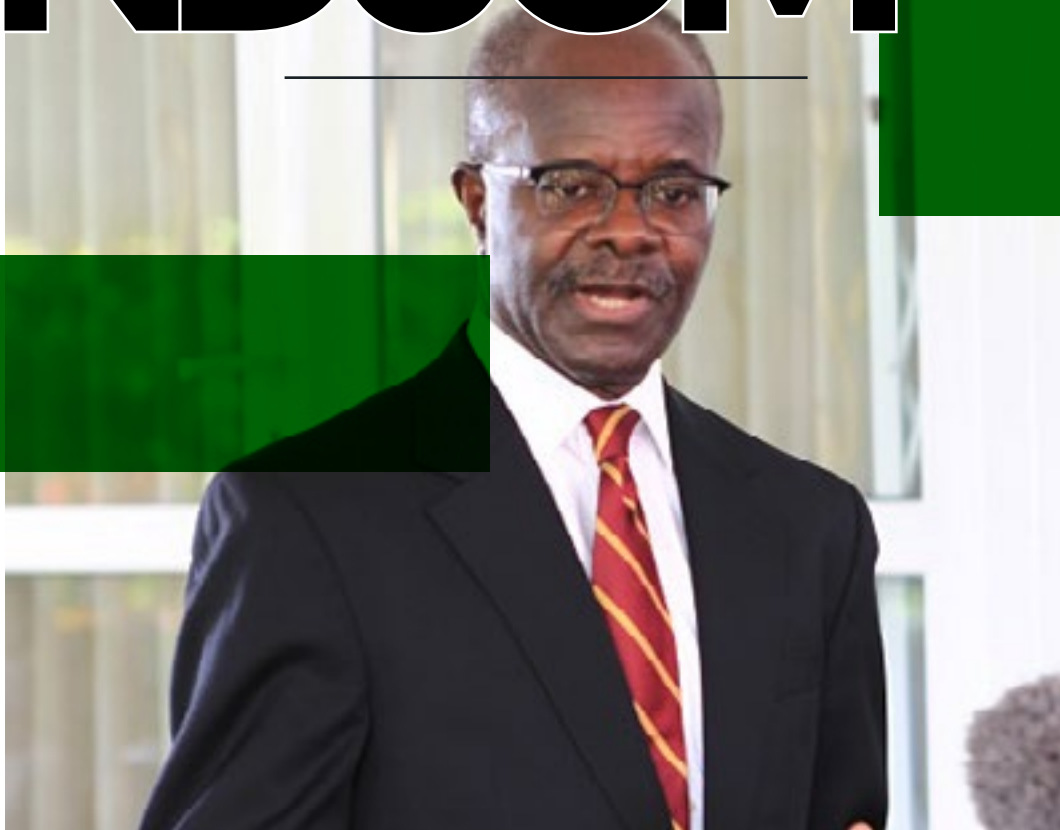


Unique Floral is proud to be the largest retailer of fresh and artificial flowers in West Africa. Our fresh flowers are imported weekly from the exotic gardens of Holland, South Africa, Kenya and Ethiopia as well as our very own 20-acre floral farm right here in Aburi, Ghana. We provide our clients with the finest in the home furnishing business. For over 25 years, we have specialized in providing an extensive range of beautiful flowers and gifts, as well as high-standard event planning and decoration in Ghana and surrounding countries.

arrangements will always touch the hearts of those you care about most. Whether you are cheering up a friend, saying sorry, or showing someone you care, our flowers are the perfect way to make someone feel very special. The staff has increased and there are currently 4 branches all over Accra, Ghana. We have two event centres located at Tema and Trade Fair in Accra, we provide unique services no matter the location you choose.

With over the 20 years of outstanding service, many things have changed for the once small flower shop. Our floral

DR. PAPA KWESI NDUOM



Dr. Papa Kwesi Nduom is the Chairperson of Groupe Nduom, a privately held business group with member companies in

banking, financial services, hospitality, real estate, IT, media and entertainment. With over 3,500 direct employees, many of whom live and work in Dr. Nduom's coastal hometown of Elmina, Ghana, Groupe Nduom has become one of the largest local business groups in the country.

Dr. Papa Kwesi Nduom started full-time work after the obtaining his bachelor's degree as a Life Insurance Underwriter with the Northwestern Mutual Life Insurance Company. He changed jobs and worked for Blue Cross Blue

Shield of Wisconsin and the Milwaukee Metropolitan Sewerage District before he joined Deloitte & Touche (then Touche Ross) in 1981 as an Associate Consultant. Dr. Nduom moved rapidly through the ranks at Deloitte & Touche and became a Partner of the firm in the Milwaukee office in 1986. Out of over 1000 partners, Dr. Nduom was one of five blacks who were partners in 1986. In 1988, he transferred to the Washington, DC office of Deloitte & Touche. In 1992, he established Deloitte & Touche, West Africa Consulting after spending two years commuting between Ghana and Washington, DC on various consulting assignments. Dr. Nduom

was elected as the Chairman of the Board of Directors of Deloitte & Touche Africa Region in 2000.

Within five years of its establishment, the firm had over 80 professionals based in Ghana, Cameroun, Nigeria, Liberia, Cote d'Ivoire and worked in Africa, Middle East and the USA. The major clients of the firm included Ashanti Goldfields Company, African Development Bank, Texaco, Elf Oil, African Reinsurance, Zimbabwe National Social Security Authority, Ghana Telecom, Nestle, Unilever and Malawi Oil Company and others. Dr. Nduom has also served as the Coordinator of Management Consulting for the African Region. Dr. Nduom holds a certificate in Management from Marquette University, a Certificate in Insurance from the Life Office Management Institute in the USA, and is a

Certified Management Consultant (CMC) of the Institute of Management Consultants, Washington, DC.

From February 2001 until July 2007, Dr. Nduom served as a Minister in the Economic Planning and Regional Cooperation, Energy and Public Sector Reform portfolios. He also represented the Komenda-Edina-Eguafo-Abrem (KEEA) constituency as a Member of Parliament from 2005 to 2009.

Dr. Nduom is married with four children and five grandchildren. His wife of 34 years, Yvonne, is the Executive Director of Coconut Grove Hotels and founder of Sterlin Management Services, both member companies of Groupe Nduom.

UNCLE EBO



WHYTE

Uncle Ebo Whyte is the CEO and brain behind Roverman Productions. He is known nationwide as an accomplished and award winning playwright and highly sought after motivational speaker.

he is a trained statistician, self-taught chartered accountant and marketing professional, whose career in management cut across the Publishing, Financial, Pharmaceutical and Automobile industries, to the fully fledged, renowned full time playwright that he is today.

He has successfully written and directed over 20 plays (including

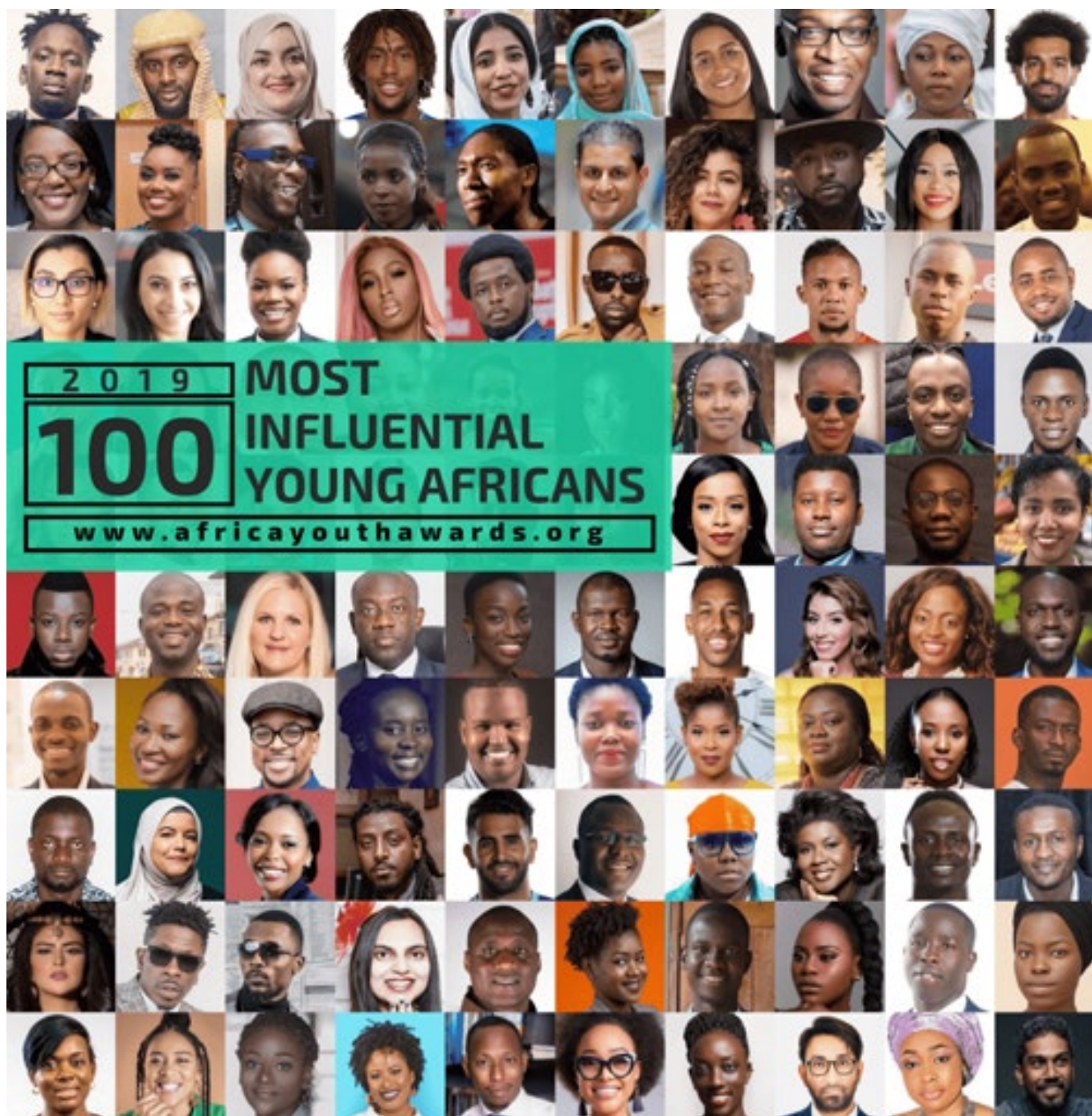
Unhappy Wives; Confused Husbands, Women on Fire, Forbidden and Bananas & Groundnuts) which have become reference points in many lives.



DR. KWAME KYEI PEPRAH

(FOUNDER & CEO OF KKPEPRAHCO. LTD)

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ENTREPRENEUR

HUB AFRICA 2019 CONFERENCE IGNITED THE AFRICAN ENTREPRENEURIAL COMMUNITY.

The Third Edition of the Entrepreneurship Hub Africa was organised on the 21st of September, 2019 at the Accra Digital Center in Accra under the theme; “Mbali Mbali : Carving An African Vision”.

The conference featured industry disrupters, seasoned entrepreneurs, and the best and the brightest business talent. It featured world-class content, from back-of-the-napkin ideas to champagne-popping exits, across a day of keynotes, interactive how-to sessions, thought provoking moments. E.H.A ignited an African entrepreneurial community of doers and thinkers with the keynote speaker; Dr. Ubong King who is the group chairman of the Ubong King Foundation from Nigeria, Dr. Obed Obeng-Addae; Group Chair Of Cosmopolitan Group Of Companies, Daniel Sarpong; Head Of Digital Strategy At Tonaton, Dave Obada from Nigeria; Founder Of Sleek Initiative Africa and Emmaline Datey; Group HR of the EIB Network.

The Event kicked off with a premium dinner with the keynote speaker at the Bourbon House Cafe a night before the event. Delegates had the opportunity to spend intimate time with Dr. King as he shared on various aspects of doing business in Africa as well as his experiences in the world of business. It was a very insightful moment as delegates dined with greatness. A lot of golden nuggets were shared during the moment.

On Saturday the 21st of September at 9am, registered delegates started trooping in at the digital center to unlearn, learn and relearn the art and way of doing business in Africa. Dr. Ubong King shared extensively on the theme. Followed by Dr. Obed Obeng-Addae who did an extensive work on Understanding Frontline Ownership. Daniel Sarpong took delegates through a detailed session on the Art Of Divergent Selling. Understanding the art of networking and it's relevance to an Entrepreneurship venture was dealt with by Dave Obada and Emmaline Datey crowned it with Bridging the gap between team building and business leadership.





ERSHIP

There was then a panel session which tackled the topic Navigating the pitfalls and capitalizing on opportunities: the do's and don'ts and of doing business in Africa. The panel was moderated By Ace radio presenter; Erskine Amo Whyte and had the likes of Derrick S. Vormawor; Founder and CEO of Platinum Africa Solutions, Kwadwo Sheldon; Content Creator and Brands Influencer and Nicholas Bortey; Founder and CEO of Liranz Limited.

Event participants were overwhelmed and inspired by the level of commitment business leaders and entrepreneurs were willing to put into the advancement of our continent Africa to make it great again. It was all celebratory at Accra Digital Center while learning powerful keys and principles for making it in business.

There were exciting performances spanning comedy, music and spoken word.

What crowned the day was when the Curator of the Event Moses B. Arthur was knighted as a fellow of the Ubong King Foundation by Ubong King which afford he and his team mates a wide range of opportunities. This was a very humbling moment and an inspiration to the many that were present that if they believed and went all out for their visions then their dreams would be a reality.

The Entrepreneurship Hub Africa is an entrepreneurial enclave with the vision to reach millions of entrepreneurs across the con-



continent and diaspora to meet together at one setting to network, share ideas and solve issues plaguing our continent. This year was no exception of the events vision. Next year promises to be exciting.

Follow the event handles on all platforms @entrepreneurshiphubafrica for more updates on subsequent events OR contact our help line on +233 24104486



Ghanaian social enterprise has seen a spike in startups in the last three years, and leaders, as well as ventures, are predominantly young (British Council, 2015). Social enterprises are businesses that are changing the world for the better. Like traditional businesses, they aim to make a profit but it's what they do with their profits that sets them apart – reinvesting or donating them to create positive social change. Social enterprises are in our communities and on our high streets – from coffee shops and cinemas to pubs and leisure centers, banks and bus companies. Social enterprise is one of the models that can be used to curb unemployment in Ghana

A social enterprise is simply an enterprise that has in it a social benefit to people. Examples of social enterprises in Ghana include MoringaConnect, SeKAF, and Zaacool amongst others. These enterprises aim at pursuing profit as well as providing social benefits.

By selling goods and services in the open market, social enterprises create employment and reinvest their profits back into their business or the local community. This allows them to tackle social problems, improve people's life chances, provide training and employment opportunities for those furthest from the market, support communities and help the environment.

Social enterprises exist in nearly every sector from consumer goods to healthcare, community energy to creative agencies, restaurants to facilities management. Well, known examples include The Big Issue, Divine Chocolate and the Eden Project but there are over 100,000 social enterprises throughout the country contributing £60 billion to the economy and employing two million people.

They're creating jobs and opportunities for those most marginalized from the workforce, transforming the communities they work in and making the Sustainable Development Goals a reality. It's business for good and when they profit, society profits. A lot of NGO's are diversifying humanitarian work with business models.

Social enterprise as a term is not well known in Ghana. CSR is a much more familiar concept, as are public-private partnerships and NGO engagement with corporates, and with small-scale entrepreneurs and support to supply or value chain development. However, assumptions about the term social enterprise tend to associate it with charity, and with NGOs – not business models. This limited knowledge in the SE concept despite its importance has led to the formation of an association by social entrepreneurs in Ghana called "Social Enterprise Ghana" (herein referred to as SE GHANA). SE Ghana seeks to coordinate the activities of social entrepreneurs. It is currently spearheading the drafting of a Social Enterprise policy document with the Ministry of Trade and Industry and other stakeholders such as the British Council to regulate the sector. Despite this emerging interest in the concept, however, one is not sure if the concept is properly understood by the social entrepreneurs

The British Council operates social enterprise work across Europe and South and East Asia, providing training, business consulting and mentoring, access to funding and investment opportunities and event and networking opportunities to social entrepreneurs. As the UK social enterprise sector is among the most developed globally, the British Council can enable learning and lesson sharing and 'has found that the subject provides a rich arena for cultural exchange, facilitating strong societies

Social Thursdays are dedicated days at the British Council to promote social enterprise in Ghana. Visit <https://www.britishcouncil.org.gh/events/social-thursday> for more information.

BY: DEBORAH DZIFA

COMMUNICATION SKILLS FOR ENTREPRENEURS

In today's world of instant communications, we cannot be bothered with learning effective communication techniques. I have met so-called entrepreneurs who substitute correct English Grammar with emoticons, abbreviations and short texts instead of developing the skills to express what they really mean to say. In fact, I think I am justified if I say that many present day entrepreneurs do not even know what communication skills is all about.

It is noteworthy however, that, many highly effective and well-to-do people understand the importance of communication skills, which is why some people enjoy success, while others continually encounter difficulties expressing themselves and understanding others.

Fortunately, there is still the chance to learn how to improve communication skills in our personal relationships, social interactions, and business activities. That is what I am about in this article.

Let me start by explaining communication skills simply as the ability to share ideas and feelings effectively without generating conflict, misunderstandings and mistrust.

Offhand, I can come up with about 10 communication skills. However, I will cover 5 of them for the purpose of this article; writing, speaking, negotiating, networking and body language.

1. Writing

Working as an HR officer for about 5 years, I saw some loaded resumes and good proposals being ignored because of poor writing skills and bad grammar.

If you send out a poorly written email, it might make you look bad and may deprive you of an opportunity to present your product to a prospective client. However, well-written emails, letters, articles, and the like are much more likely to get opened, read, shared, replied to, and remembered.

You do not need to be perfect, but you do need to check your work for errors (in spelling, grammar, and data). Utilize spell-check tools or even proofreaders (I am available at a little fee), particularly on your most important documents.

You might think that I am being too fussy about this, but in business it is a good idea to learn how to communicate using the written word in a way that is both concise and direct. This helps to ensure that there are fewer chances for readers to misinterpret your words.

2. Speaking

If you are shy or get uncomfortable speaking to a large group, on stage, or into a microphone, it can damage your business and even your brand image. The more you speak, the better you become at it so you have to practice over and over again and you need to use

every opportunity to improve.

Again, when speaking, say exactly what you mean and do not beat about the bush.

3. Negotiating

As an entrepreneur, you have to negotiate for almost everything in business, so the better you are at it, the better for you.

Be concerned about finding a solution or an arrangement that is satisfactory to both parties. Look for what are called "win-win" situations, where both parties are happy with the results of the negotiation.

4. Networking

"It's not what you know, it's all about who you know." Heard that before? This common phrase in business holds true even today.

Social media might be a great platform to connect with people, but do not ignore the power of live events.

There is something about meeting people in person, shaking hands, and exchanging business cards. Just getting out of the office and catching up with someone over lunch can be very relaxing, while it's also good for networking and building relationships.

Make an effort to develop strong long-term relationships with important connections.

Building relationship with potential clients and compatriots is very important. Attend seminars and other gatherings in connection with your line of business and when you do, be nice to people!

5. Body language

Most people make judgments about a person before they even speak a word. Having a strong presence whether on stage or in everyday life could be the difference between getting that big contract or losing it.

Remember, most people are rarely listening. So body language is probably more important than words.

Conclusion

Communication is a very important skill for business people. Besides all the other skills like marketing, sales, accounting etc., it's also important to focus on this vital skill. Investing in good training programs or seminars can be very rewarding in the long term.

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EIGHT THINGS TO KNOW ABOUT MARA PHONES

Mara Phones yesterday launched its manufacturing plant in the Special Economic Zone in Kigali becoming the continent's first manufacturer of Smartphones.

The development is also a milestone in the country's journey to becoming the hub for production of high tech products. Below are 8 things to know about the firm.

This is a manufacturing plant

The factory is a manufacturing plant, not an assembly station. The distinction is that Mara Phones produces its own chips and parts from over 1,000 tiny components to have a complete phone. Assembly plants, on the other hand, put together complete parts.

The manufacturing model reduces the cost of the final product and ensures that it's tailored to the needs of local users.

Cost of the investment

The facility was established at a cost of over \$50 million, according to officials at the firm.

Bank of Kigali was among the financiers.

Over 650 direct jobs to be created

Currently, the facility employs 200 workers, with 90 per cent being Rwandan. However, the current staff size only supports one shift.

Eddie Sebera, the country manager of Mara Phones, told The New Times that once they achieve all envisaged three shifts a day, the firm will create up to 650 jobs.

The Minister for ICT and Innovation, Paula Ingabire, said that the firm was able to access a labour pool that could easily be re-skilled to prepare them to work at the facility.

This, she noted, is proof of the growing relevance of IPRCs and TVET centres in the country.

Over a million phones

At the moment, the facility's staff size only supports one shift and they are currently able to produce 1,000 phones a day.

However, at three shifts a day, they will produce over a million phones a year.

As of now, the firm will be producing two models; Mara X and Mara Z.

Phone prices

The two models are moderately priced with Mara X going for \$130 (or Rwf120,250) while Mara Z costs \$190 (or Rwf175,750).

The phones are available at the firm's retail store at the Kigali Business Centre. In coming days, they will establish two other retail and experience centres with a target of eight centres across the country.

Installment purchase model

To ease ownership and acquisition of the phones, Ingabire said that they have worked with the firm to design packages such as payment in installments for a period of up to two years.

This, the minister said, will enable Rwandans to afford the phones with ease.

So far, two banks are on board about the model, with others expected to follow suit in coming days.

Integration of local services

To ensure that the phone is relevant among local users, Ingabire said that they worked together so that it comes with services such as Irembo, pre-installed.

This ensures that it's relevant among local users.

Plans to access regional market

The firm is seeking to sell its products beyond the local market. Ashish Thakkar, the CEO, said that their aim is to maintain the highest standards, and are targeting regional and continental market.

Already, the firm is in talks with partners in countries such as Angola, Kenya, and DR Congo to export their products there.

BUSINESS FACTS; 11 BUSINESS OPPORTUNITIES IN AFRICA 2019 BY JOHN PAUL MUOHA

It feels odd to talk about business opportunities in Africa in 2019.

Over the last couple of years, Africa has been at the center of the global migration debate, particularly in Europe and North America.

Thousands of Africans have been fleeing the continent. Some leave through legal emigration programs, while many others via illegal and deadly migration routes across the Sahara and the Mediterranean.

And why are all these people running away?

The main reason: Africa has too

many problems. There are no jobs. And very few opportunities.

At the same time, there are two exciting new trends that are unraveling before our eyes.

The first trend is the growing number of people from the USA, Europe, China, India and the Middle East who are flocking to Africa in search of a precious resource.

No, they're not looking for crude oil, mineral resources, or commodities. They're looking for something else that Africa has in abundance: unique problems.

The second trend is the rising number of people on the continent who are creating new and innovative products and services that are starting to catch the world's attention, and attracting millions of dollars from both local and international investors.

Their secret: they focus on solving Africa's unique problems.

Can you see the irony yet?

While Africa's abundant supply of tough problems is causing thousands to flee its shores, these same problems are inspiring a gold rush by entrepreneurs and investors who are excited by the opportunities these problems present, and the rewards that

will flow from cracking them.

This article tells the exciting side of Africa's story that most of the world doesn't yet know.

In this article, you'll get a glimpse of 11 of the most promising business opportunities in Africa that are creating wealth and jobs on the continent, and will very likely make more millionaires this year.

And you will notice they all have one thing in common: they focus exclusively on solving tough problems. Let's meet them...

1) African food brands for export

Every year, Africa loses thousands of jobs and billions of dollars in potential income by exporting unprocessed, non-value-added commodities like raw cocoa and coffee beans.

And then when these commodities have been transformed into premium chocolate and gourmet coffee by factories in North America and Europe, we spend even more money to import the value-added products back to Africa.

As a result, while chocolate and processed coffee represent a lucrative global market that is worth over \$100 billion annually, thousands of African cocoa and coffee farmers remain trapped in extreme poverty.

This absolutely makes no sense.

Thankfully, this anomaly has opened gaps in the market for startups like FairAfrica and Garden of Coffee to develop uniquely African product brands that have the potential to become big hits on the international market.

By focusing on 'Made in Africa' organic chocolate bars made from cocoa beans which are harvested and processed in Ghana, FairAfrica is targeting ethically-conscious consumers in Europe with its impressive range of organic chocolate brands.

In 2018 alone, the business made and exported over 250,000 chocolate bars, and raised about €50,000 from investors on Kickstarter.

The same change is coming to African coffee too.

Ethiopia is widely acknowledged as the birthplace of coffee, and is one of the world's largest coffee bean producers. It also has some of the oldest coffee crafting techniques passed down over centuries.

Still, when you mention coffee, most people are likely to think of 'Starbucks' and not Ethiopia.

That's why Garden of Coffee, an emerging coffee brand from Ethiopia, could be a game-changer for the continent. Founded in 2016 by Bethlehem Alemu, the business roasts 5 types of Ethiopia's legendary coffee and ships them to over 20 countries, including Russia, Sweden, Germany, and the USA.

In August 2018, Garden of Coffee launched in China, a tea-loving market that is increasingly turning towards coffee. And by 2022, the company's big plan is to open over 100 café roasteries across China.

For a continent that produces over 70% of cocoa beans used in chocolate and roughly 11% of coffee beans, Africa has a unique opportunity to create strong product brands that can attract premium prices from foreign consumers.

On top of that, thousands of jobs and small businesses will be created and supported by adding value to raw commodities like cocoa and coffee beans.

But cocoa and coffee are only the beginning of a much bigger wave of emerging business opportunities in Africa for value-added food exports.

With entrepreneurs like Momarr Mass Taal in the Gambia building lucrative businesses from the export of locally-processed dried mangoes and groundnuts, this year will likely see more entrepreneurs join the fray to develop unique African product brands for export.



2) Off-grid solar

Photo credit: practicalaction.org

While policymakers in Europe and North America debate about the most fitting energy transition strategy for their countries, Africa presents a clean and open slate for renewable energy, especially solar.

The race to spread solar power across Africa is now a multi-billion-dollar industry that continues to attract entrepreneurs and investors from within and outside the continent.

What makes solar one of the most attractive business opportunities in Africa right now is the significant potential for off-grid solar solutions.

And the demand is massive.

Over 600 million Africans are tired of waiting for energy from centrally-managed power grids that are slow to deploy, inefficient, and inflexible to the continent's growing power needs.

And on a continent that enjoys over 300 days of sunlight in many parts, it's hard to beat the value proposition of a product that bypasses the central power grid and meets your energy needs by tapping directly from the sun, a free energy source.

That's why the solar market in Africa has exploded and the number of players in this space continues to grow.

Last year, BBOXX, a solar systems developer, signed a landmark deal with the government of DR Congo to deploy off-grid solar kits and mini-grids to 2.5 million citizens. In the DRC, it is estimated that

over 60 million people are still not connected to the grid.

In Togo, the company has also entered a \$4 million partnership deal with the government to supply 300,000 homes with off-grid solar kits.

So far, BBOXX has raised more than \$66 million from investors to increase its footprint across Africa.

But this is just one company. There are several others.

Solar players like M-Kopa, Offgrid Electric, Azuri, Mobisol, Lumos, GLP and others are strategically penetrating Africa's off-grid solar energy market in countries like Kenya, Ethiopia, Nigeria, Ghana and Tanzania, and have received roughly \$1 billion from investors so far.

And this is only the beginning of a big party that is far from getting started.

As the continent that emits the lowest levels of CO2 but has the most to lose from climate change, Africa's solar entrepreneurs will benefit immensely from funds like the World Bank's \$200 billion Climate Action Fund, and funds from the private sector like Shell's \$1 billion annual budget for clean energy.

As more funds and players try to serve Africa's massive demand for off-grid solar solutions, this will surely be an exciting industry to watch.



3) Virtual education

Photo credit: African Virtual University, Nairobi, Kenya

There is a trend of 'academic inflation' currently happening across Africa.

To compete for limited job opportunities, Africans in the labour market are investing in higher or specialised academic degrees, diplomas, and certifications in order to make their CVs (résumés) more impressive, and boost their chances of employment, promotion, and

career progression.

Learning institutions outside Africa are also benefitting from the explosion in demand for higher and specialist education. The top destinations are universities in North America, Europe and Australia. Academic degrees from the US and UK now cost Africans an average of up to \$50,000.

Worse still, the overwhelming demand for higher education in Africa has now led to a string of fake universities in Europe and America that are involved in an elaborate multi-million-dollar scam of offering admission for non-accredited courses, degrees, and programs.

While the demand side for quality higher education in Africa has dramatically evolved, the supply side largely remains as it's been for more than 40 years.

The truth is the traditional business model of sprawling, location-based, and come-to-us-if-you-want-to-learn university campuses can no longer match the current growth and sophistication of demand for higher education on the continent. People want flexible learning options that allow them work, learn, and earn, all at the same time.

Africa's higher education systems are ripe for disruption and there are already a few interesting entrepreneurs, investors and players leading the charge.

UNICAF is a virtual education startup that partners with accredited universities around the world to offer online degrees to underserved markets, with a focus on Africa. Its online platform provides access to affordable higher education to Africans who want flexible learning options, have work obligations, or cannot afford conventional tuition fees.

With more than 16,000 students currently enrolled in its programs, UNICAF recently raised €25 million from investors, comprising investment banking giant Goldman Sachs, Edex, the UK's CDC



The chain stretches further to the armies of workers in garment factories scattered across Asia and South America who convert textiles into a wide range of apparel stocked by mass merchandise chains around the world, and high street retail stores in New York, London, Paris and Milan.

Thankfully, some creative entrepreneurs are starting to squeeze out some space for Africa in this vast and lucrative global chain.

This year, two significant opportunities in the global fashion value chain will further open up to entrepreneurs and investors in Africa who are keen for a bigger share of this massive industry.

The first opportunity is in apparel production.

With rising labour costs in China and parts of South East Asia forcing more factories to seek alternative locations in Africa – where labour is cheaper — several apparel producers are already setting up shop on the continent.

Among companies like H&M and Primark that are now sourcing from Africa, Huajian, one of China's largest shoe manufacturers, is expanding in Ethiopia and in East Africa.

Also, specialist apparel producers like C&H Garment Factory in Rwanda are producing uniforms, safety vests, and military kits that are exported to Europe and the USA.

While the influx of Asian apparel producers to Africa is likely to have an impact on the continent's indigenous textile industry, the potential of these massive factories to create large-scale jobs, earn export income, and encourage the growth of supporting industries will likely create big opportunities for local entrepreneurs.

Group, and University Ventures. The funds will be used to grow student enrolment to 100,000 over the next 5 years.

The African Virtual University is also another trailblazer disrupting the conventional model of higher education on the continent. In partnership with universities within and outside Africa, the intergovernmental organisation has already trained 43,000 students using its virtual online platforms.

By the year 2040, PwC estimates that Africa will have the world's largest labour force, ahead of both India and China.

To address the current and future skills shortages in this market, smart entrepreneurs and investors are cornering a potentially lucrative market by focusing on flexible and scalable business models that are cost-effective, yet profitable.

The growth in the virtual education space will be one of the most interesting business opportunities in Africa to watch this year.

4) Fashion and Apparel

Photo credit: Vonecia Carswell

Fashion is a \$2.4 trillion global industry. But Africa currently only owns a very thin slice of it.

The global fashion industry has a vast and complex value chain that stretches from the farmers who grow cotton, silk, and other natural fibres, to the massive production factories in Asia that spin the fibres into a wide range of textiles.

The second opportunity that stares in Africa's face is fashion design and retail.

A growing number of brilliant and creative fashion designers is emerging from the continent, and the world is starting to take notice.

African fashion labels, like Senegal's Tongoro by Sarah Diouf, are attracting international celebrities and customer bases outside the continent, in places like Europe and North America.

And recently, Nike, the global sportswear giant, collaborated with a local Nigerian designer for a special edition jersey that was inspired by Adire, a traditional print from Nigeria. The design sold out within 14 hours after it was released on Nike's website.

With a growing global curiosity and appetite for exotic and refreshing fashion designs from Africa, the continent's fashion designers and entrepreneur have a massive market and untapped global audience to serve.

There are vast opportunities in potential partnerships with big and established fashion brands, distribution arrangements, e-Commerce possibilities, and artisanal and exotic fashion pieces.

On top of these international opportunities, there is a growing domestic market of over 600 million young and fashionable Africans who now take pride in wearing locally-inspired fashion.

The African Development Bank estimates that Africa's local fashion industry has the potential to be worth \$15.5 billion over the next five years. This clearly makes it one of the most promising business opportunities in Africa to watch.



5) Outsourcing

Business Process Outsourcing (BPO) is now a huge multi-billion-dollar transnational industry that is expected to reach \$52 billion in market size by 2023, growing at an average rate of 11% per year.

The rising dominance of e-Commerce and the digital economy is leading companies to demand for more data, real-time services, and a presence across multiple platforms. As a result, more companies are outsourcing their accounting, data processing, customer service, human talent, and supply chain needs.

While India and the Philippines have benefitted from the explosion of IT outsourcing demand in the USA and UK, Africa has become the big player in BPO for the global Francophone market.

The number of BPO companies in Morocco, Tunisia, Senegal, Mauritius and Madagascar continues to skyrocket. In Morocco, the BPO market leader in Africa, the industry employs over 70,000 people. And in Madagascar, the number of BPOs have grown from just a handful in 2005 to 233 firms in 2018.

More BPOs are setting up shop on African soil for a variety of reasons.

The lower cost advantage of running BPO centres in Africa means that companies can be more competitive and profitable. Also, internet speeds in places like Madagascar are faster than in several developed countries, thereby significantly improving the quality of service.

In Kenya, BPO firms like Samasource use local tech-savvy Africans to support some of the big names in Silicon Valley, such as Google, Microsoft and Yahoo, in their artificial intelligence efforts.

6) Film production and distribution

business opportunities in Africa -- film production and distribution

Photo credit: Netflix

Africa's film industry is the second largest in the world (by volume) after India's Bollywood, and produces more films than America's Hollywood.

But the industry's history of low-budget and low-quality productions, and a distribution system dogged by piracy, have held back its potential. Despite these shortcomings, African movies have proven to be very popular on the continent, and among the African diaspora.

However, this year could mark the point that Africa's film industry truly goes global.

The global video-on-demand (VOD) revolution led by Netflix could very likely change the game for film production and distribution in Africa.

Even though Netflix has been involved in exclusive distribution arrangements for African films like *The Wedding Party*, *October 1*, and *Beasts of No Nation*, the company's recent purchase of the worldwide rights for *Lionheart*, its first original film from Nigeria, and its plans to order an African original series in 2019, signals the opening of Africa's film industry to a global audience.

Netflix's massive \$13 billion annual budget for original productions will be competing for content against big African players like MultiChoice and IrokoTV, and other emerging distributors on the continent.

Also, in January 2019, Andela – a company which trains African software developers and engineers and outsources them to companies in the USA and Europe – raised \$100 million in funding.

The investment in Andela, which was led by an investment firm co-founded by former US vice-president Al Gore, comes after an earlier \$24 million investment by Mark Zuckerberg of Facebook. These investments represent a significant validation of the potential of the outsourcing business in Africa.

As the global digital economy expands, Africa's large pool of young, tech-savvy English and French speakers presents a major attraction and promising opportunity for global BPO firms looking to serve the growing outsourcing demand from clients in North America and Europe.

The outsourcing space will surely be one of the top business opportunities in Africa to watch this year.



With better funding and strong competition for their content, African film producers will be telling more compelling stories, and will be empowered to create blockbuster films that can reach audiences around the world, from New York to Tokyo.

Africa's local cinemas are also getting a boost. With more than \$60 million invested in developing new cinemas over the last decade, the growth in cinema visits has led to a rise in box office pickings, thereby cutting out the pirates and ensuring more money ends up in the pockets of film producers.

In countries like Nigeria, the film industry contributes up to \$3 billion to the economy. Beyond its ability to create a large number of jobs, a booming film industry in more African countries would have significant spill-over effects on local economies by supporting a wide range of small businesses.

The market effects of the entry of international players like Netflix into Africa's film industry will make it one of the best emerging business opportunities in Africa to watch this year.

7) Apartment hotels

Photo credit: Business Traveller

The combined impacts of rapid urbanisation, high population growth, and a strong economic potential means that Africa's real estate sector will remain an interesting space for entrepreneurs and investors far into this century.

But while there are different exciting segments in Africa's real estate sector – from affordable housing and office spaces, to retail, and industrial property opportunities – the apartment hotel space is still relatively unknown, with only a few major players.

Apartment hotels, also known as 'serviced' apartments or 'long-stay' hotels, are an emerging real estate niche that brings together the best of both a hotel and an apartment.

The appeal of this offering is that residents get the privacy of a furnished and fitted apartment with the convenience of hotel services. On top of that, apartment hotels can cost up to 20-30% less than an equivalent extended stay at a conventional hotel.

But where is the demand coming from?

The rise in global business travel, a massive market that spends more than \$1.2 trillion annually, is the big trend responsible for the growing demand for apartment hotels in Africa.



have enough doctors, nurses and health professionals.

This crisis situation presents a range of complex and high-stakes problems. And that's exactly what makes Africa the most exciting place to be for creative problem-solvers who are passionate about healthcare.

Take health insurance for example.

Private health insurance is expensive for most people, and many countries in Africa do not have a functional and accessible government-managed health insurance scheme. As a result, many poor people, especially in rural areas, are locked out of the formal healthcare system because they cannot afford the bills.

In Tanzania, one healthcare start-up has found an innovative way around the problem. By using mobile money, Jamii successfully introduced a micro-health insurance product that allows low-income earners to pay a monthly premium of \$1.

So far, Jamii has raised up to \$1 million from investors and enables thousands of low-income families to access 400 hospitals on its insurance network.

Another interesting area is locally-inspired preventative medicine.

Diseases like malaria kill thousands of Africans every year. And the pharmaceutical industry makes a fortune from millions of dollars spent on malaria drugs. Still, many poor people can't afford med-

As corporate mobility and the number of international job assignments rise, and more multinationals continue to push into emerging markets, the demand for accommodation by business travellers and expatriate workers in Africa is becoming more sophisticated.

In 2015, there were only 8,802 serviced apartments in 102 locations in Africa. By 2017, the numbers had increased to 9,477 serviced apartments in 166 locations, a rise of 7.6% and 62.7% respectively. This shows the rising level of interest in the sector, according to the Global Serviced Apartments Industry Report.

So far, it is cities such as Nairobi, Lagos, Accra, Addis Ababa, Abidjan, Dakar, Dar es Salaam, Abuja, Johannesburg and Cape Town that are experiencing marked growth in the emerging apartment hotel sector.

In recent years, new apartment hotel projects that have entered the market include the Executive Residency by Best Western in Nairobi, Marriot's Residence Inn in Accra and Lagos, the Novotel Suites in Marrakech, and Radisson Blu's Hotel and Residences in Cape Town and Maputo, among several other apartment hotels on the African market.

As business and investment opportunities in Africa attract more global players to the continent, the size, scale and sophistication of apartment hotels on offer will very likely evolve as this interesting niche of the real estate sector goes mainstream.

8) Healthcare

Africa's healthcare scene is brimming with interesting problems.

No other industry in Africa presents as much opportunity to transform lives, and the potential to create lasting impact in local communities. It's no surprise that the entrepreneurs and investors who work in this space are deeply passionate people.

Africa has just about 15% of the world's population but bears roughly 25% of the global disease burden. The continent also does not icines and the disease still kills close to 500,000 people annually.

But rather than try to find the best cure for diseases like malaria, or produce drugs that most people can't afford, why not prevent mosquito bites in the first place?

While global efforts like insecticide-treated mosquito nets have not been quite effective, local entrepreneurs like Burundi's Ginette Kariakinyana and Uganda's Joan Nalubega are taking a more preventative approach by integrating natural and organic mosquito repellents into products, such as soaps and body lotions, that people are more likely to use on a daily basis.

A growing number of entrepreneurs on the continent are proving that locally-inspired solutions to Africa's healthcare problems can be effective. And as they continue to apply technology, creativity, and local materials to the continent's healthcare challenges, we will surely be more new, interesting discoveries and breakthroughs during the year.



9) Digital financial services

What is the hottest emerging industry in Africa right now?

It's a tough question. But if I had to make an informed choice, it would be digital financial services, popularly known as 'fintech'.

No other emerging industry in Africa is attracting as much international capital and backing like fintech right now. In 2018 alone, fintech startups in Africa raised \$284.6 million from investors, almost half of all the funding raised by African tech startups in the whole year.

It's hardly surprising why there is a gold rush in Africa's fintech industry.

Over 60% of Africa's adult population is unbanked. Up to 350 million of them own and use phones, but fewer own a bank account or have access to formal financial services. That's a huge market indeed.

By using mobile phones and the internet, fintech entrepreneurs across the continent are deepening financial inclusion and unlocking incredible market opportunities in financial services. And the opportunities range from processing payments and money transfers, to savings, and access to credit.

Current estimates project that over the next 3 years, Africa's fintech



Buoyed by the global reach of social media, Afrobeats is turning out to be Africa's major cultural export, with songs and artists from the genre featuring on Billboard charts, music festivals, and radio stations in the USA, Europe and the Caribbean.

Between 2017 and 2021, PwC projects that Nigeria will be the world's fastest-growing market for entertainment and media, with music sales expected to reach \$88 million in 2019. The growth trajectory of the music industry feeds into a larger market for art, movies and fashion that could be worth \$8 billion in 2019.

As a result of the huge potential of this market, Africa's burgeoning music scene is attracting heavyweights in the global music industry.

Music distribution giants like Apple Music, Spotify, and Tidal have touched down on the continent. Last year, Tidal entered a partnership deal with telecoms giant MTN to launch its streaming service in Uganda and Nigeria. Spotify has also opened shop in South Africa.

Even the leading seller of smartphones in Africa, Transsion Holdings, has joined the fray. The Chinese-owned maker of phone brands like Itel, Infinix and Techno has launched its own music streaming service known as Boomplay, with over 30 million subscribers now on the platform.

The big music record labels are also taking positions in the African music market. In July last year, Universal Music Group — the world's largest music company — opened offices in Abidjan (Cote D'Ivoire) and Lagos (Nigeria). Sony, another music giant, set up its

industry will grow by at least \$40 billion and contribute up to \$150 billion to Africa's GDP by 2020. It's this huge market potential that's making investors fall over themselves to invest in African fintech companies.

In the last 12 months, two fintech startups from Kenya (Branch and Tala) raised \$135 million. In Nigeria, four companies — Cellulant, Paga, Paystack and Lidyia — attracted a total of \$72.4 million. And from South Africa, Jumo and Yoco received \$68 million.

These are only the headliners. Several other fintech startups like Tunisia's Expensya and Nigeria's Piggybank, among others, raised lower amounts that were still impressive.

While the amount of capital that's flowing into African fintech startups may be impressive, it's who these funds are coming from that's even much more impressive.

For example, Stripe and Visa, two global payments giants, were part of the investment deal in Paystack, a promising 3-year old Nigerian digital payments startup. Other interesting investors in this emerging industry include Goldman Sachs, Y Combinator, Partech, Omidyar Network, and China's Tencent.

As the fever for fintech in Africa continues to grip local and international investors, the industry will very likely remain one of the most lucrative business and investment opportunities in Africa to watch this year.

10) Music

Across Africa, the buzz on the music scene is palpable. What used to be the domain of hobbyists and passionate creatives is now morphing into a multi-million-dollar industry.

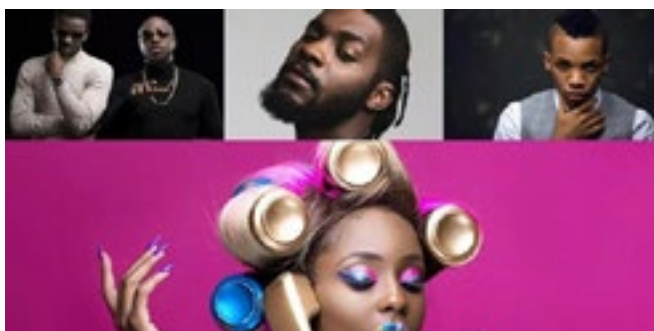
Like hip hop — the music genre exclusively developed by inner-city African Americans in the 1970s that later became a billion-dollar global phenomenon — the emergence of Afrobeats from Africa feels almost the same.

Africa offices in 2016.

And for the first time in a very long time, big investments are going after local African music labels.

In March 2018, Universal Music Group bought a minority stake in Kenya's AI Records, one of East Africa's biggest music labels. And recently, private equity investors participated in a multi-million-dollar investment deal in Mavin Records, one of West Africa's biggest labels.

The rising global interest and inflows of investment into Africa's music industry could, like America's hip hop music genre, blossom into a billion-dollar global sensation that exports the continent's colourful and energetic culture, while creating wealth and thousands of jobs in the process.



11) Startup funding

business opportunities in Africa -- startup funding

Credit: Quartz Africa

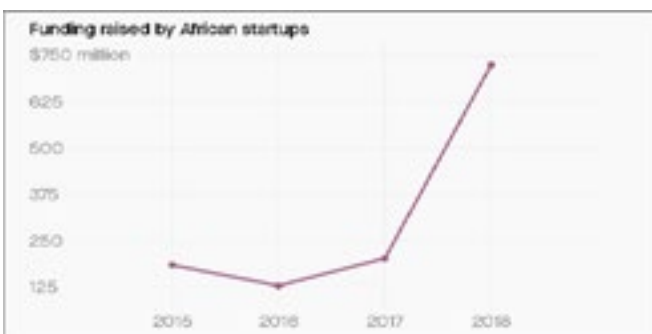
Looking at the chart above gives you a feel for what happens when a dam bursts.

In the last 12 months alone, the investments flowing to African businesses grew by almost 300%. This is amazing given that many economies on the continent did not even grow by up to 3% during the period.

While funding from local investors is growing, most of the funds came in from investors outside Africa; from the US, Europe, and Asia (particularly China).

And who are these global investors that have developed a taste for Africa, and are now pouring more money into young businesses on the continent?

They range from global investment banking giants like Goldman Sachs, to Silicon Valley players Y Combinator and Partech Ventures, to international development funds like the Global Innovation Fund, and big private companies like Stripe, Visa, and China's Tencent.



Interestingly, it's not just the total size of investments in African startups that grew in the last 12 months. The size of the individual deals grew as well.

More startups on the continent received funding above \$5 million than at any time in history. Last year, 30 startups raised individual rounds higher than \$5 million in 32 deals valued at \$626.9 million.

Investors are sending bigger cheques to African startups due to rising confidence. They can clearly see how previous investments have helped these companies grow and mature to levels that require larger amounts of funding.

So far, six key industries have been favoured by the investor deal flows, and the balance is skewed toward tech-based startups. They are fintech, agritech, clean energy, eCommerce, education technology, and healthcare.

The recent upward spurt in investor interest and confidence in African startups sends a clear signal to the world. Africa's emerging market only favours the bold and the brave who can look beyond the continent's stereotypes and see the dazzling potential of its startup scene.

This year, the volume of investments in Africa's startups could very likely break the \$1 billion ceiling. And where we go from there is anybody's guess.

So, which business opportunities in Africa do you see?

When you look at Africa, which of its faces do you see?

Do you see a continent overwhelmed with so many problems that have to be escaped from?

Or do you see these problems as opportunities in disguise that could unlock significant rewards in terms of market value, wealth, and jobs?

In the end, it's still the same continent. But the perspective you take on Africa can make a world of difference.

Africa is a market that overwhelmingly rewards problem-solvers.

And in 2019, only those smart, ambitious and creative people who can find innovative solutions to Africa's tough problems will have the chance to make a big impact in the world, and make a lot of money in the process.

If you found this article insightful, please forward it via social media or email to the smart people you know.

Africa is on the move and needs as many forward-thinkers who can see the continent's challenges for the amazing opportunities they really are.

Let's go, Africa

Source; www.smallstarter.com





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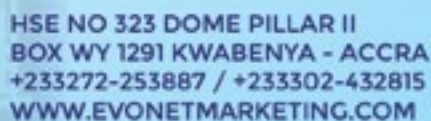
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