



Report of the Event Pitching Africa in London: Business Opportunities in Africa

The event, organised by African Peoples Advocacy, took place on Monday, 27th February 2012, from 6.30pm to 8.30pm at the Indian YMCA, 41 Fitzroy St, London W1T 6AQ. **Mr Henry Bonsu, journalist, broadcaster and director of Colourful Radio**, brilliantly chaired the briefing, which began with the welcome address delivered by **Ms Frances Williams, CEO of Reconnect Africa**.

The welcome address was followed by the broadcasting of the promotional video of African Peoples Advocacy's Pitching Africa Documentary. After that, **Ms Sylvie Aboa-Bradwell, executive Director of**



African Peoples Advocacy, addressed the guests. In her intervention, Ms Aboa-Bradwell (pictured left) stressed that because African Peoples Advocacy (APA) works with members of African communities, friends of Africa, African dignitaries and business people interested in investing in Africa, a documentary following APA could and should also be a

documentary following these people as APA's collaborators. She highlighted the opportunities offered by the Pitching Africa Documentary, including: promotion of African countries, publicity for the companies of business people involved in the documentary, engagement of African communities and the African Diaspora, and even a lasting legacy for the 2012 Olympic Games.

Ms Aboa-Bradwell ended her intervention by thanking and congratulating **Mr Washington Kapapiro, Chairman of the Association for African Owned Enterprises**, for his benevolent work for APA, and **Dr Saad Shire, Minister for Planning and Development of Somaliland**, for Somaliland's democratic achievements and the recent launch of the Somaliland Development Corporation. Both Mr Kapapiro and Dr Shire briefly spoke to stress their eagerness to collaborate with APA and the attendees to promote investment and development amongst African communities.

The next speaker was **His Excellency Mr Abhimanu Kundasamy, Mauritius High Commissioner to the UK**. He began his intervention by congratulating African Peoples Advocacy for the Pitching Africa Documentary initiative. He then told the audience how Mauritius has managed to overcome many challenges. Initially, Mauritius was seen as a small island, doomed to fail economically. But thanks to the vision of its first Prime Minister, **Sir Seewoosagur Ramgoolam**, Mauritius was able to lay the foundations for the African success story it has now become.

H.E. Mr Kundasamy highlighted some of the achievements of Mauritius, including: it was ranked in 2011 by the World Bank as one of the world's 20 freest economies. **Mauritius is currently ranks first on the Mo Ibrahim Index of African Governance**, thanks to its excellent performance in categories such as safety and rule of law, human development, sustainable economic opportunities, and human rights. Furthermore, the Gross National Income Per Capita of Mauritius, which was barely 260 US dollars at the time of its independence, is now nearly 8,000 US dollars.



Amongst the features that make Mauritius a very attractive business destination, His Excellency (pictured left) mentioned its **simplified corporate tax regime**, which has resulted in a substantial increase in foreign direct investment; and its high annual economic growth rate, which is around 6%. He also highlighted the diversification of

Mauritius's economy, with a lot of investment in ICT, property development and other non-traditional sectors. Another attractive feature of Mauritius for business people is its situation as a **gateway between Africa and Asia**. Mauritius has developed strong economic ties with Asian countries such as India and China, but also with African countries such as Mozambique, Botswana, South Africa, and so on.

His Excellency Mr Kundasamy concluded his intervention on an optimistic note by stressing that "**Africa is open for business**". Economically, Sub-Saharan African countries are projected to grow faster than Brazil between 2010 and 2015. This will happen not only because of foreign investors, but also thanks to the increase of inter-trade between African countries through initiatives such as the planned tripartite agreement between the East African Community (EAC), Common Market for Eastern and Southern Africa (COMESA) and the South African Development Cooperation (SADC).

His Excellency Mr Carlos dos Santos, Mozambique High Commissioner to the UK, spoke next. He too congratulated African Peoples Advocacy for its Pitching Africa documentary project, and commented that it was wonderful for Africans to come together to promote Africa's development. H.E. Mr dos Santos stressed that many economic analysts, including the billionaire George Soros, are predicting that the 21st century will be "Africa's century". This is illustrated by the fact that **Africa has the fastest growing middle class in the whole world.**



H.E. Mr dos Santos (pictured left) highlighted the many features that render Mozambique a very attractive business destination for potential investors, including its high level of growth per year (over 8% in 2011), and the fact that, after many years of turmoil, Mozambique people know how important peace is, and value it very dearly. The constant efforts to achieve good

governance and combat corruption also make Mozambique an attractive business destination. The success of these efforts is illustrated by the fact **Mr Joaquim Chissano**, the former President of Mozambique, was the **first winner of the Mo Ibrahim Prize for Achievement in African Leadership**.

H.E. Mr dos Santos hailed Mozambique as a land of opportunities for investors. One of the sectors providing these opportunities is **agriculture**. Mozambique, a country that is three times the size of the United Kingdom, offers countless investment prospects in agriculture. Mining, minerals, water resources and fishery are other sectors that provide many business opportunities. Extractive industries are particularly booming in Mozambique.

His Excellency Mr Carlos dos Santos Mozambique highlighted the **recent diversification of Mozambique's development partners**, which now include emerging countries such as China, Brazil and India. Mozambique is also strengthening trade and investment ties with other African nations. The great interest in the economic and business opportunities offered by Mozambique has enabled the country to improve its infrastructure, which it is actively developing. H.E. Mr dos Santos ended his intervention by encouraging attendees to contact the Mozambique High Commission for more information, and to visit Mozambique, which will enable them to appreciate **Mozambique's best resources: its people**.

The final speaker was **Mr David Smith, Chairman of the British African Business Alliance (BABA)**. He



began by highlighting the importance of collaboration, as illustrated by this meeting. Mr Smith (pictured left) then introduced BABA as an African Diaspora-led organisation created to inspire the Diaspora into driving investment, enterprise development and jobs in Africa. He stressed that in a situation where many people have no facilities such as bank accounts or direct debits, and where business loans are very expensive, initiatives such as BABA are extremely important.

Mr Smith went on to describe BABA as **a communications hub aimed** at improving the communication of business opportunities between Diaspora communities, businesses in the UK and Africa and those organisations involved in supporting commercial and development projects. He also presented the BABA Business Pipeline, through which BABA introduces investors and funders, business partners, consultants and mentors. It is published on the 15th of each month and available on BABA's website.

Mr Smith outlined an important feature of BABA, its **Business Qualification Criteria**, which allow interested individuals to assess potential partners and minimise risks. A similar function is provided by BABA's **Entrepreneur's Packs**, which minimise the risks of duplication. BABA has a wide range of events, including in finance, health, education, agriculture and resources such as water and solar power. Mr Smith concluded by highlighting other features of BABA such as its UK micro-finance, investor forum, and the fact that it is a **membership organisation**.

The event ended with a lively question and answer session, and an uplifting performance by the singer, model, actor and **Pitching Africa Documentary participant Julian Sandi**.

Appendix:

As a result of this meeting, the company Corporate Capital (www.corpcap.co.uk) approached and asked African Peoples Advocacy to partner with them in organising the global business and investment forum **“New Frontiers in Business and Opportunities from Eastern Europe, Middle East and Africa”** in London in November 2012. Potential attendees will include top investment bankers, institutional investors, fund managers, and the Ministers of Trade and Commerce of South Africa, Mozambique, Mauritius and Uganda.

Report compiled by the African Peoples Advocacy's Team.

List of Registered Guests

No	Name	Organisation	Position
1	Abdirashid	Damalsom Trading	NA
2	Abigail Bulley	Little Bee Community	CEO
3	Agnes Gitau	Africa Media Network	Reporter
4	Ahmed Kadleye	C/O Lulu Todd	C/O Lulu Todd
5	Alice Ukoko	Women of Africa	CEO
6	Alicia Greaves	C/O Rosemary Chileshe	
7	Ann Griffin	Urban Inclusion	NA
8	Anna vanderpuye Owunne	Royal African Society	Coordinator Africa-UK
9	Anthonia Ebhogiaye	Delta Elite	Executive Director
10	Arek Deng	C/O Sophie Lorant	C/O Sophie Lorant
11	Azim Siddiqi	Independent IT Consultant	
12	Baba -Jallah Epega	The Winning Formula for Events	CEO
13	Bankole Jones	C/O Julian Sandi	
14	Bode Sharp	Bode Sharp Coaching	NA
15	Bunmi Akpata-Ohohe	Africa Today Magazine - UK	Reporter
16	Calvin King	NA	NA
17	Carole Fuentes-Essola	African Peoples Advocacy	Volunteer
18	Charles Thompson MBE	Screen Nation	CEO & Founder
19	Claire Pollak	NA	NA
20	Colline Muchets	NA	NA
21	David Smith	British African	Chairman
22	Deborah Dees	Lawrence Graham LLP	Senior Associate
23	Deborah Myburg	NA	NA
24	Deji Ogundero	Openwork Ltd	NA
25	Dele Oyawa	HSBC Bank PLC	Commercial Manager
26	Dele Oyawa -guest	NA	NA
27	Don Flynn	Migrants Rights Network	Director
28	Dorothy Elangot	NA	NA
29	Dr Charles Mazhude	Zambezi Medical Ltd	NA
30	Dr John Lukomona	Amakayabwingi.org	Chairman
31	Dr Mohamed-Rashid Hassan/ Dr Saad Shire	Somaliland Foreign Ministry /Somaliland Ministry of Planning and Development	State Minister for Somaliland/ Somaliland Minister of Planning and Development
32	Dr Sobona Mtisi	ODI	Senior Research Officer
33	Dr Ola Sholarin	Westminster University Business School	Senior Lecturer
34	Elsie Owusu OBE	Elsie Owusu Architects	Principal
35	Ethel Gondwe	C/O Rosemary Chileshe	
36	Eugene Nizeyimana	Sub-Saharan Consulting Group	CEO
37	Folasade Bakare	NA	NA
38	Frances Williams	Reconnect Africa	CEO
39	Gabriel Andrade	C/O Sophie Lorant	C/O Sophie Lorant
40	Georgina Awoonor-Gordon	Comic Relief	Grants Officer
41	Gray Rwanga	Black Armour Clothing	NA

42	H.E. Dr Zola Skweyiya	South Africa High Commission	High Commissioner
43	H.E. Mr Abhimanyu Kundasamy	Mauritius High Commission	High Commissioner
44	H.E. Mr Carlos dos Santos	Mozambique High Commission	High Commissioner
45	Hannah Acquah	The Channel Knowledge TV	CEO
46	Hannah Kumi	Editor/ Pitching Africa	Pitching Africa Participant/ African Dream Magazine
47	Hazel Chandler	C/O Julian Sandi	
48	Henry Bonsu	Colourful Radio	Co-Founder/ Presenter
49	Hiuane Abacar	Mozambique High Commission	Economic Counsellor
50	Hiuane Abacar	Mozambique High Commission	Economic Counsellor
51	Hugo Obi	ACS Project	Founder
52	Iman Achara	Artist	Independent Artist
53	Irene Lelieveld	C/O Rosemary Chileshe	
54	James Birch	APPG Agriculture and Food for Development	Co-Ordinator
55	James Dummer	Luxury Cultural Tourism	CEO
56	Jane Kiguru	Rebuild Kenya	CEO
57	Janeevan John	Singhania & Co	Associate
58	Joseph Fradoye	Vox Africa	Sales Manager
59	Joseph Otieno	NA	Independent Political Analyst
60	Joseph Wonder Peri	C/O Julian Sandi	
61	Joy Dariye	NA	NA
62	Julian Sandi	Model/ Artist/ Pitching Africa	Pitching Africa Participant
63	Justina Mutale	C/O Rosemary Chileshe	
64	Karl Oxford	Urban Solutions	CEO
65	Len Thialo	Somaliland Development Corporation	Co-Founder
66	Leslie Maruziva	NA	NA
67	Linda Satimburwa	Nolpert Trading	Director
68	Liz Obileye	NA	NA
69	Lorraine Chinouriri	Black Armour Clothing	NA
70	Lucia Dube	Zimbabwe Diaspora Focus Group (ZDFG).	Chairperson
71	Lucy Mbugua	MICAH Challenge	Ethnic Minority Project CEO
72	Lulu Todd	SIRAG UK	Chairwoman
73	Matthew Rhodes	British Future	Director of Strategy and Relationships
74	Maureen Ogbu	NA	NA
75	Mbeng Pouka	Artist/ Pitching Africa	Pitching Africa Participant
76	Michael Chandler	C/O Julian Sandi	
77	Michelle Fanus	Dynamyk Events	Director/ Owner
78	Michelle Terry	NA	NA
79	Mo McKinlay	The Winning Formula for Events	NA
80	Naa Aku Addo	Sumitomo Mitsui Banking Corporation Europe	Industry research analyst

81	Nancy Sandi	C/O Julian Sandi	
82	Natalie Sandi	C/O Julian Sandi	
83	Nathaniel Sandi	C/O Julian Sandi	
84	Nazan Alhas	Nazan Alhas Jewellery	CEO
85	Nellie Sama	C/O Julian Sandi	
86	Nick Samkange	NA	NA
87	Nonny	NA	NA
88	Orlando Karis Brown	Brownsmart	ICT Developer
89	Parminder Vir OBE	PVL Media Consultants	Director
90	Paschal Ekeigwe	Student/ Pitching Africa	Pitching Africa Participant
91	Robert Jarvis	Head South Media	Managing Director
92	Rodney Borde-Kuofie	Vox Africa PLC	General Manager
93	Roland Lawar	RolandLawar.com	Sculptor
94	Roland Lawar -guest	RolandLawar.com	NA
95	Ronald Olufunwa	Westminster Wealth	Corporate IFA
96	Ronke Udoфia	NA	NA
97	Rosemary Chileshe	Rosellis Property Services	Model/ Managing Director
98	Rupal Mistry	Comic Relief	Programme Manager
99	Ruth Adams	Sub-Saharan Consulting Group	PA
100	Sally Hudson	C/O Sophie Lorant	C/O Sophie Lorant
101	Salma Sheikh	SIRAG UK	NA
102	Shanti Mehta	Uniting for Peace	C/O Vijay Mehta
103	Sheila Heard	Transitions-London	Manager
104	Shingi Jena	NA	NA
105	Sian Mafiamba	SaraLou/ Pitching Africa	CEO/ Pitching Africa Participant
106	Sonia Meggie	Inspirational You	NA
107	Sonny Decker	Talking Africa	Presenter
108	Sophie Lorant	National Olympic Committee	NOC Continental Manager for Africa
109	Sugi Gobiratnam	NA	NA
110	Susan Takpi	Deltaelite	CEO
111	Sylvie Aboa-Bradwell	African Peoples Advocacy	Executive Director
112	Talyn Rahman-Figueroa	Grassroot Diplomat	Director
113	Tarry Boast	NA	NA
114	Temi Koleowo	Business First Steps	Business Consultant
115	Tevin Tobun	Gate Ventures	NA
116	Theodora Okolie	NA	NA
117	Tunde Alabi	Ben TV	Head, News
118	Veichali Mahendra	Clock Tower International	Volunteer
119	Vijay	Migrants & Refugees Communities	Volunteer
120	Vijay Mehta	Fortune Forum/Uniting 4 Peace	Founding Trustee/ Chair
121	Washington Kapapiro	AAOE	Chairman
122	Yetunde Ruban	NA	NA
123	Yetunde Ruban -guest	NA	NA
124	Zama Siphengana	C/O Julian Sandi	