



Business solution Forum for a sustainable development: “Enhancing Youth Productivity”

As a follow up forum in the framework of ADYFE 2015:
Unlocking the youth potential: Employability and Entrepreneurial Skill development

25th -26th November 2015 in Vienna Austria



Report forum follow-up ADYFE 2015:

Introduction:

In an increasingly globalized world, the youth of Africa living within the continent and the African youth diaspora living in Europe are not only bound together by history, culture and heritage. They are striving towards a more equitable relationship that recognizes our common futures in the spirit of mutual understanding for a sustainable concerted development.

In this regard, as a side-event of the Ministerial Conference on the Least Developed Countries of UNIDO, our forum will bring together two major activities at the UN headquarters in Vienna:

- On November 24, a seminar under the theme 'Volunteering Diaspora and Europe and Africa Post 2015 - Contributing to Development Here and There', which aim to explore what mechanisms and structures are needed to increase the impact of the Diaspora volunteering in Africa.
- On November 25, a conference bringing together over a hundred young entrepreneurs and leaders from across Europe and Africa under the theme "Business Solution for a sustainable development: Enhancing Productivity Youth" that insure the follow up to the one held under the theme "Unlocking the potential youth: Employability and Entrepreneurial Skill development" in the previous edition of ADYFE

These activities are co-organized by ADYNE, ADEPT, a network of organizations of the African Diaspora on development, and UNIDO, with the support of Erasmus + program of the European Commission.

This forum will bring together a wide range of stakeholders, from government decision makers to youth leaders to discuss and work on ways to create solutions and opportunities for the young generation to be effective contributors to development.

Brief description:

In June 2015, the platform organized a forum and a training that focused on employability and entrepreneurial skills development for young people under the topics: Lobbying and Advocacy, Fostering Entrepreneurship and Partnership, Ice Breaker on Youth Entrepreneurship. The main aim of this forum was to unlock the potential of young people to become better entrepreneurs. It appeared from this forum that the business solutions, the direct investment of the Diaspora, the transferring of knowledge and networking would be key factors of to the development of Africa as well as to foster the entrepreneurial skill of youth. A business solution meeting for youth would contribute in a considerable way to the individual development and empower the diaspora entrepreneurs.

The Forum provided the opportunity for young people to discuss practical ways of active contribution to the political, social and economic integration of Africa. ADYFE resolutions will aid policy makers and other stakeholders in formulating effective policies

According to our evaluation, 80% of the participants expressed their positive views about the forum that created a great platform for them of networking and knowledge sharing. They have also expressed their interest in participating in future projects of the organization.

Several videos were released on our website, about the forum in which the participants and the guest speakers shared their thoughts, ideas and their contribution.

Thus, the need of organizing a follow-up Business forum in order to link young people, ministers, stakeholders and investors as one of the important recommendations given.

Objectives:

ADYFE wants to achieve those objectives by implementing 2 panels discussions among different stakeholders(Entrepreneurs, startups, young motivated by entrepreneurship, investors, Institutions, the policy makers, decisions makers and the Ministers attending the LDCs 2015) and a half day event : High Level Business Solution & Investor Meeting and project mentoring between the same group.

Those objectives would allow the diaspora youth to:

- Contribute positively to the LDCs meeting by providing space for business development solutions and networking for youth throughout B2G meeting (startups and youth in Diaspora meeting the Government and representatives), B2B B2G meetings, good practices sharing and a mentorship program as well.
- Mobilizing Diaspora Entrepreneurs for Development of Africa through: Mapping of Diaspora entrepreneurs and diaspora Startups in order to facilitate the creation of business (linkages and cluster) and to be able to create a new Database of Diaspora Entrepreneurs.
- Providing youth Diaspora with business opportunities and enhancing their chances to participate actively in the economic development of their host and home countries.
- Facilitate youth in diaspora to liaise and collaborate with the African countries by providing space for individual business development and investment.

Attendees:

- 34 young entrepreneurs from Africa and Europe attended the follow-up forum.
- Expert and businessmen and businesswomen.
- Government officials and ministers.

Discussions:

Mr. Karim suggested representing each other before starting the event (working background, motivation to take part of this event).

Everyone represented him/herself. The other participants joined the session.

Notes of the sessions:

Moderation: Mr. Karim Saafi- General Secretary of ADYNE

Welcome & Opening:

Mr. Youssouf Simbo Diakité - Director ADYFE:

“Good morning everyone, Thank you so much for all who came today, thank you to the entrepreneurs who came and took part of our event, our objectives is to link you to potential partners and sponsors to foster economic progress and partnership, and also thank you to our devoted working team of ADYFE, VAS and ADYNE. Deep thanks to our supporter UNIDO to make this event happens.”

Mr. Richmond Ojobor – VAS:

Brief introduction of ADYFE: “ADYFE started in 2014, to empower and give business competencies and solutions for entrepreneurs, AYFE mission is to provide opportunities for business entrepreneurs to discuss and share and exchange the success and challenges. One of ADYFE objectives is achieving one of the SDG which is empowering youth entrepreneurs, improving the understanding of the migration challenges, in this level ADYFE has organized different activities and events: 1st Edition forum 2014, discussing the challenges and success of the Diaspora, we provided trainings to youth workers, and we established partnerships with different organizations and stakeholders.

We also developed a platform which African Youth Advocate Platform, to develop the lobbying and advocacy skills of the African youth.

Thank you everyone.”

Keynotes session:

Mr. Med Yassine Ennaem - President of ADYNE

“Good morning, I was asked to stand up and it's better thank you. I hope you slept well yesterday; it seems that everyone is still sleeping,

First of all, welcome to ADYFE, I would like to thank my team, UNIDO, ADYFE, Head of general affairs Karim and Youssouf the president for the devoted work and energy to make this event happen.

ADYFE has brought a common understanding of youth entrepreneurship, ADYFE has different activities of panel discussions, trainings, workshops, opportunities to build partnerships, which is what Africans need, even though it's not enough, we still need to work more on business solution which will contribute to the African economy on what's happening in Africa right now, we believe that as African Diaspora we can contribute to the development of both continents, to contribute through job creation, develop new practices, like one of our speakers today who shows that expertise that will benefit the whole Africa, like Cedric "Ali Baba" of Africa.

One of our recommendations is: sustainable continuous support and partnership opportunities and this can only happen by providing access to funds and engagement diaspora policies.

Promoting inclusive economy growth, provide expertise and technical support for young entrepreneurs to start their own businesses and projects.

For me speaking on this topic, what we do is for our benefit and the continent and people we love, Africa doesn't need donation, but partnership, doesn't need help but investments, doesn't need leaders that create followers, but leaders who create more leaders."

Mr. Karim: Represented Ms Selma.

Ms. Selma Prodanovic - One million startups

"Hi everyone, you can find me on social media: 1 million startups.

It's true what you said about we don't need help, but investments, I came from Bosnia so I witnessed wars and I know the feeling, and especially that the economy became weak, so I notice more helpers than investors and entrepreneurs.

I worked in Tunisia and my heart is for North Africa and also I was in Cape town: where I met different entrepreneurs.

I Create my project 10 years ago from stretches, I started my business because I couldn't find a job, I had degrees, speaking different languages, but I couldn't find a job the way I wanted, they said I was so ideal candidate; which pushed me to create my own company, I work with entrepreneurs, I help creating businesses and help other creating their own companies and businesses.

There are people at 50-60 years old entrepreneurs interesting to get involved in start-ups but not operating. You are the entrepreneurs, you can help someone for the next generation; by guiding other entrepreneurs for example don't do this or do this because you have been through that. It's not about cash, but smart money is the issue, how can people see the entrepreneurs as solution making, the idea is that in this our world we have money and problems, but entrepreneurs see opportunities, who can fix one of these problems that we face in our world "Solution Creator", especially today based on what is happening in our world. I spent 20 years old creating businesses and what I do is travel around as business speaker, and networking sharing our business development methods. And I would love to share with each of you.

Imagine how can you help the next generation and others? It's about one million, because individuals are the ones who create solutions.

It is about one million people, what is the problem that you can fix, through opportunities and connecting people through social media.

Another question: How can they get involved?

I think it's about sharing different activities going on. Information flowing.

Is it possible to speak about the sacrifices?

Mistakes, depressions, but what I learned that it doesn't have to be at the same time (she is married and didn't work for a while, but she doesn't regret that now), make sure you have positive surrounding and get rid of those who say you can't do it.

Being an entrepreneur is a personal choice, mistake and success come with it.

We are not able to benefit from our own resources as diaspora and also in the continent, how do you think we can confront this? How can we go with this?

I Lived in different places: Tunisia, Vienna, Cap town, London, the interesting part is that education, and these problems that are facing the African diaspora are common to the same challenges that happening everywhere. What you know and share with other, that's a good start. Having this huge Diaspora is cool, it's very beneficial, I can travel everywhere and I can a friend Diaspora there.

To conclude I still have the fear, because if I don't have the fear and insecurity means that I'm no longer at the edge."

Mr. **Martin Wesian** - Helioz-Wadi

He presented his project Heliz social enterprise in Africa, South America and Asia, which highlights Innovative solutions and social entrepreneurship to confront the drinking water issue: 1.8 billion (including majority of children don't have access to clean water) which causes different diseases, which pushed to create a product (WADI) that provides a clean water, his company is selling the product for government, individuals, companies...

They worked in Kenya, Uganda, Namibia, Ethiopia, and Indonesia.

Mr. Martin added: "Innovative approaches will be accepted by people if they believe you care about them."

Mr. **Ahmad Al Hendawi**: - *United Nations Secretary-General's Envoy on Youth*

Closing key notes:

Mr. Ahmad Al Hedawi emphasized on the importance of establishing these kind of activities, by fostering the involvement of youth and he add "We need to make a shift from talking about creating jobs for youth to talking about inventing jobs by youth.

Economic growth and job creation are perceived as critical development objectives , and it could only happen through strengthening competitiveness, increase trade, promote investment, foster innovation and promote entrepreneurship through sustain partnership with policymakers and the private sector, in Africa and worldwide."

He thanked the team organizing the event for the invitation, and he emphasized that his office is welcoming such initiatives and he's willing to support with what is needed.

Youth in Business, a means to Boost the Economic Growth of Africa

Moderator: Mr. **Ludgero Gomes Teixeira** - ADYNE

Mr. Ludgero: “Thank you for coming to join us and thanks to students from the Webster University for taking part of our forum. We are delighted by the speakers who joined us here today, when we talk about Africa; don’t forget that the Diaspora is the 6th region of Africa.

They asked me to moderate because they know that I don’t talk, so I will prove them wrong. Believe in yourself and your abilities that you can bring the best of you.”

He represented Ms. Lydia and asked: “Can you share with us your project and your challenges?”

Ms. **Lydia Obute** - CEO of startup:

“When I was 15 I started modeling, at 17 I didn’t tell anyone, I applied to top Austria next top model, I went there and I won, it was crazy, after that I decided to study, my parents are very traditional, very Nigerian, I studied marketing, and then I decided that I needed to create my own path, which is perfumery, I had so much questions to ask and tried to find solutions, there are so many talented in Africa, and I feel that we are privileged to be born in Austria where it’s easier to develop a project comparing if you are in Africa, where it takes time to make it happen.

I was inspired by Nigerian guy who had to establish his project from scratch and that’s why I decided that I need to help people. And also to help women to get empowered and help children who are in need.

The perfumes that I will be selling are oriental and French at the same time. I started by my own resources not only through modeling, but I worked in different jobs and lectures to build my project.

In Africa today, it is very hard to be linked to people, even though we have all this new technology, but it is hard to get connected with right people, the missing point of communication tools.

Mr. Ludgero: represented the following speakers. What was your challenge and how you became a successful entrepreneur?

Ms. **Bientou Sylla** - Music Label Syllart Record:

Ms. Bientou took in charge the Label of her father, which works with African musicians to enhance their work. She spoke in French:

« Notre label permet aux Africains pour préparer leur propre albums, avoir une structure et une plateforme pour les artistes africains.

J’étais à la tête de label qui a pour objective de conserver le patrimoine africain, j’ai rencontré plusieurs défis car le domaine de la musique connaît des défis depuis 10 années, dans l’enjeu pour moi c’était de consolider le catalogue du patrimoine africain, nous nous sommes en Afrique dans un cas où le domaine de la musique est mort. C’est pour cela mon père a instauré sa plateforme

en Europe, pour d'un point de professionnaliser la musique africaine et de faire connaître la musique africaine en Europe.

Plusieurs artistes africains sont développés en par mon père, on a un pied en Europe et un pied en Afrique.

Aujourd'hui on parle de World Music et c'est une bonne opportunité pour se faire connaître à l'échelle internationale la musique africaine ce qui est le cas fait par les artistes africains qui ont pu s'imposer sur le monde internationale de la musique.

Pour mon cas, je peux rectifier un problème économique qui s'impose aux artistes africains, car on les aide à produire et distribuer leurs musiques.

La culture est extraordinaire, une force importante pour se faire connaître.

Ms. **Laura Eboe Songue** - (Entrepreneur–Fashizblack):

“We try to talk about African stories for TV and magazines, we need structures and this is our focal point, I work with a foundation in Paris where we can sure we put Africa's stories in front line.

I work with different entrepreneurs in the continent; we try to give them tools.

We are trying to challenge the entrepreneurs to get skills and funding to develop their projects, the fashion is also a sector that has issues of unfair competition and struggles to grow the projects in Africa.”

Ms. **Lauretta Sanvee** - Director at LSA PROD:

« Il faut savoir le terrain pour réussir son projet, les besoins, les us et les coutumes.

Les valeurs de l'entrepreneur : la foi/la détermination/ l'esprit de curiosité/ la recherche permanente de perfection/ la patience/ l'humilité/ la prise de risque/ le mental de gagnant.

Les éléments de succès :

- L'attitude face aux challenges.
- Les imprévus
- Changement d'équipe de tournage
- Changement de planning de contenu
- Date de paiement non respectée.

Il faut définir son but, son projet, ses opportunités et il faut créer une valeur ajoutée.

C'est n'est toujours pas assurer qu'on va gagner de l'argent de notre projet, mais il faut créer la valeur ajoutée.

J'étais surtout inspirée par mon environnement où les femmes travaillent et ont une place très importante dans la société.

Je travaille avec plusieurs artistes et africains de plusieurs domaines et l'objectif est de créer de l'emploi pour les autres africains. »

Public policy and the role of Governments in Mobilizing

Diaspora Entrepreneurs: “Business and Investment solutions to the African Development”

Moderator: Mr. **Karim Saafi** - Secretary General, ADYNE

Dr. **Paul Kananura** - CEO African Economic and Consular Days in Bordeaux:

« On pose cette question comment élargir les opportunités de nos entrepreneurs africains pour développer leur projets, on n'a pas besoin en Afrique des dettes mais plutôt de partenariat et notre projet s'inscrit dans cette logique.

On doit être très développés et pour cela il faut changer la manière de pensée, il faut partager les expériences.

Dans le cadre de l'entrepreneuriat on voit qu'il y a beaucoup de présentation anglophone plus que francophone, parce qu'ils investissent beaucoup dans le domaine ce qui n'est pas le cas dans les pays francophones.

Dans le cadre de notre projet, on crée une connexion entre les entrepreneurs pour échanger les expériences et développer ses connaissances sur les aspects techniques du marché.

Comme l'accès est libre et gratuit, Chaque année nous organisons 5 conférences chaque année effectivement sur « le terrorisme et la sécurité », et nous utilisons nos conférences pour ouvrir des débats et échanger des idées sur des solutions, sachant que nous sommes les victimes de ces situations de terrorisme par exemple ».

Ms. Binetou Camara - Founder of beauty brand BIOLISSIME:

“Bonjour à tous, je remercie les organisateurs pour cet événement, c'est une grande opportunité de rencontrer plusieurs personnes venant parmi vous de plusieurs endroits, avant de commencer je vais vous raconter une histoire, qu'on j'étais petite j'ai vécu dans une famille où mon père avait une image sur le rôle de femme traditionnel, qu'elle doit rester à la maison, prendre soin des enfants, en grandissant je disais que je veux créer mon entreprise, cette idée s'est grandie à Londres pour 6 mois, où j'ai remarqué l'importance de l'ethnie des gens en Angleterre, alors que en France c'était différent, on avait une idée sur la beauté représentée par des gens qui ne nous reflètent pas, alors que c'est pas l'image de notre communauté.

Je suis revenue en France, travaille dans plusieurs tâches dans une marque où je me suis occupée de la communication de la marque, et c'était par là où j'ai développé mes compétences dans le domaine de plantes, et de peau, j'ai quitté ce travail là et puis j'ai créé ma propre gamme, et c'est grâce à cette expérience j'ai développé mon entreprise concernant les problèmes de peau, de beauté.

L'objectif est de créer un produit créatif et intonatif, c'est pour cela j'ai créé ce produit avec Biolissime.

Quand décide de faire un travail, on doit faire un business plan, c'est très bien de suivre des gens plus compétents pour nous guider à réaliser notre propre entreprise et projet.

Et moi j'ai focalisé sur la beauté noire !

On est là pour conseiller, et aider les femmes à créer leur propre entreprise. »

Mr. Badiri Diakite - Investor, promoter of Label WATI B:

Mr. Badiri DIAKITÉ (Dawala), Promoter and Founder Label Wati-B, shared his business story, coming to the Diaspora with no money in his pocket but succeeded to build an international business, he said “I created my business without wanting to create a business”. He highlighted the importance of Diaspora on national development in Africa and invited the participants to invest in their countries.

Ms. **Bistra Kumbaroska** - Regional Program Coordinator: Investment Ready Program, Impact Hub

“It’s such a pleasure and also a challenge to be here among you. This is the first day to be in such formal environment, because I’m used to be in more informal environment.

I always hear about stories of people who became millionaires; 500 hundred euros and made millions of euros, I was a girl that wanted to travel abroad; I came from Macedonia, and I’ve been told that I can’t be able to travel the world, and today I create an NGO that enable all Macedonian to have this opportunity to travel abroad.

The most important and interesting entrepreneurs I worked with are from Africa, and this is why I move to Uganda, Africa changed my life. And that’s why I wanted to do a social work that is not only for the benefit for us but also for other people, by earning money and benefiting others.”

She quoted if we go alone we go far, but if we go together we can go further.

Mr. **Cedric Atangana** - CEO and Founder “Infinity Space”:

“Thank you all. I’m CEO founder of Infinity space, the project was established in Cameroon, then Kenya and then now we are based in Marseille France.

We need to challenge to issues around us that we want to see developed in Africa.

I traveled to different places in Africa, but the beauty of Africa stays only in Africa, while you can buy any kind of product in different places in the world, in US, France, UK.

That’s why we need to conquer market place.

I’m 24, and I lost my father when I was very young, and then I ran to the hospital to see my father, it was so difficult it is like the world stopped, but I had to be strong to continue my journey.

We used the technology with a team of colleagues and then Infinity space was created, one day Google organized the biggest event in Cameroun, and then I decided to go, and discover it, then I went to USA and attend different institutions, and we went to biggest companies in whole world, like NASA who even asked us to work with them but I said no, because we were fascinated by Google.

I got a big funding, and then many organizations wanted to hire me but I said no, because I have a dream and I want to build it myself.”

Panel Discussion and Q & A: “The challenges faced by the Diaspora entrepreneurs and the way forward”:

Moderator: Mr. **Ibrahima Djiguine** - ADYFE/VAS

Mr. Prof. **Ahmad Majid** – Adjunct Prof. at a Private University and CEO of Private Investment Fund

Mr. **Gerardo Pataconni** – UNIDO

Ms. **Diane Audrey Ngako** - Journalist/Entrepreneur « Visiter l’Afrique »

Mr. **Boye Tidiane** – UNIDO

Mr. Prof. **Ahmad Majid** – Adjunct Prof. at a Private University and CEO of Private Investment Fund:

“Thank you for the invitation; it is a pleasure to be among you today. Technology is very expensive, if you are doing a business and not a hobby, you should be able to live of what you

do. When you go through this stage, you will be a great entrepreneur. There will always be challenges at beginning of establishing any kind of project, finding solutions to these challenges it is what makes you a creative entrepreneur.”

Ms. **Diane Audrey Ngako** - Journalist/Entrepreneur « Visiter l’Afrique »

« Bonjour tout le monde, ça me fait un grand plaisir d’être parmi vous, « Visiter l’Afrique » est une plateforme des gens qui partagent leurs expériences qu’ils ont vécu en Afrique, pour avoir les info nécessaires, qu’est-ce que je vais apporter à mon pays qui est le Cameroun, ce qui m’a poussé de voyager à plusieurs pays africains: Sénégal, cote d’ivoire... et là c’était le début de la plateforme, et puis une agence française m’a contacté pour travailler sur ce projet, qu’on j’ai lancé ce projet, je n’ai pas pensé à le tourner en business, heureusement on avait une grande audience, qui nous a poussé à développer notre stratégie et le champs de notre travail, et j’ai commencé un crowd-funding, et j’avais besoin de 15000 euro, parce que nous voulons toucher une audience francophone aussi des anglophones : toucher la couche internationale. On fait un évènement, la campagne a terminé par 17000 euro dans 2 semaines. »

Mr. **Boye Tidiane** – UNIDO :

“Good evening everyone, it is a great pleasure being here with you all. On the industrialization level, we developed investment program, good assessment, how we could asset, we help agencies to find more investments, what we decided to do is to work closely with agencies; African partners, we designed the program together and the companies are working on the ground. What they did want for countries to be corrected, and to be changed? Data that we have collected which will help to come up with analysis, this is a platform that will give a set of necessary and important information. it is important for us to include the diaspora and invest in this level and catch which sectors they are interested to invest in. “

Event programme:

DAY 2

Wednesday, 25th of November 08.45 to 18.00 Business solution Forum for a sustainable development: “Enhancing Youth Productivity”

Vienna International Center – VIC, C-Building, 7th floor room C2, Wagramerstrasse 5 1400
08.45 – 09.00

Welcome & Opening

Mr. **Youssouf Simbo Diakité** - Director ADYFE

Mr. **Richmond Ojobor** – VAS

09.00 – 10.15

Keynotes

Mr. **Med Yassine Ennaem** - President of ADYNE

Ms. **Selma Prodanovic** - One million startups

Mr. **Martin Wesian** - Helioz-Wadi

H.E. Ms. **Sani Mariama Moussa** – Minister of industrial Development of Niger

10.15 – 10.30 COFFEE BREAK

10.30 – 12.30

Youth in Business, a means to Boost the Economic Growth of Africa

Moderator: **Ludgero Gomes Teixeira** - ADYNE

Ms. **Lydia Obute** - CEO of startup

Mr. **Cissoko Amara** - B-Log/consignation; entreposage; manutention ;transit; transport

Ms. **Binetou Sylla** - Music Label Syllart Record

Ms. **Lauretta Sanvee** - Director at LSA PROD

Ms. **Laura Eboe Songue** - (ENTREPRENEUR A-LISTERS –Fashizblack)

12.30 – 13.30 LUNCH BREAK

13.30 – 15.30

Public policy and the role of Governments in Mobilizing Diaspora Entrepreneurs “Business and Investment solutions to the African Development”:

Moderator: Mr. **Karim Saafi** - Secretary General, ADYNE

Dr. **Paul Kananura** - CEO African Economic and Consular Days in Bordeaux

Ms. **Binetou Camara** - Founder of beauty brand BIOLISSIME

Mr. **Badiri Diakite** - Investor, promoter of Label WATI B
Ms. **Bistra Kumbaroska** - Regional Program Coordinator
Investment Ready Program, Impact Hub
Mr. **Cedric Atangana** - CEO and Founder “Infinity Space”
H.E. **Alpha Souley Bah** - Member of Parliament, ECOWAS

15.30 – 15.45 COFFEE BREAK

15.45 – 17.45

Panel Discussion and Q & A “The challenges faced by the Diaspora entrepreneurs and the way forward.”

Moderator: **Ibrahima Djiguine** - ADYFE/VAS

Mr. Prof. **Ahmad Majid** – Adjunct Prof. at a Private University and
CEO of Private Investment Fund

Mr. **Gerardo Pataconni** – UNIDO

Ms. **Diane Audrey Ngako** - Journalist/Entrepreneur « Visiter
l’Afrique »

Mr. **Boye Tidiane** – UNIDO

17.00 – 18.00

Closing Ceremony: ADYFE – ADEPT

Report Day 1: Mr. **Ludgero Gomes Teixeira**

Report Day 2: Ms. **Sanaa Afouaiz**

Speakers:

Cedric ATANGANA:



24, is a social-technopreneur from Cameroon. He is CEO & Co-Founder of INFINITY SPACE, a tech startup born in Cameroon building an e-business ecosystem for Africa that includes an e-commerce Marketplace www.weshopup.com and www.wecashup.com, a mobile-Payment

platform to enable Africans without credit cards or bank accounts to buy online using their mobiles.

Trained as an industrial engineer and computer technologist specializing in robotics and Lean Production, he is passionate about innovation in all fields. He feels ready to tear down walls, build bridges, cross mountains and start fires to reach his goals.

He said, he is not afraid to start from scratch and feels that positive thinkers see the invisible, feel the intangible and achieve the impossible. His live-by words are : design, creativity and disruptive innovation.

Lauretta Sanvee:



Lauretta Sanvee holds an A' Level, option History of Art, a Master Degree in Information, Communication and an MBA in Marketing and Event Planning Management; she started her first job at the age of 16 years as an intern and freelancer journalist for the Pan-African women's magazine Amina, with the ambition to become a great journalist or even a reporter. Thereafter, she focused on communication as communication officer with "Rendez-Vous RP" agency specialised in environment and ethical development and the association "Ni Putes Ni Soumises (Neither Whores Nor submissive)". Returning to her first love, the written press, as head of project TogoMag magazine; Lauretta Sanvee also created the event "La Nuit du Pagne (The Night of the Loincloth)" in 2008 in Togo, and participated in the story-documentary- " Le tissu pagne au Togo (The loincloth fabric in Togo)" by Kokou Agbémadon selected at the 2009 FESPACO (African Documentaries Panorama). This experience gave her the desire to work in events planning and so she did a specialisation at ISTECS-Paris (Higher Institute of Sciences,

Technology and Business Economics). Subsequently she worked as freelance writer at FashizBlack as well as Olivia Goldman communications agency, to finally work in Togo as Head of Media at Moov-Togo; in the world of telecommunications for nearly 5 years. Having also done radio by hosting and producing a morning show on Nostalgie Togo, Lauretta Sanvee has brought her expertise on various events (International Fashion Festival in Africa in Niamey in 2011 and 2013, La Mode c'est vous (Fashion is You), 10th anniversary of City Muzik in Togo), and projects, but often she does it on a volunteer basis.

In 2015, Lauretta Sanvee has established herself and creates LSA PROD, a production and communication agency that provides advice and strategy, audiovisual production, digital, Event Planning and the Music Label...

PROD LSA's wish is to create added value within the agency in order to be autonomous. It is in this sense that Lauretta Sanvee is developing it by investing in the production of 3 artists (Kanaa, rapper; Myra, singer and rapper; Lord Carlos soul and world music singer), by developing added-value services via telephone and producing TV programmes including the programme "Afrikan Beauty Le Mag" broadcasted for 4 months on A +, the African channel of Canal + Group.

Binetou Sylla:



Binetou Sylla, the dynamic lady behind the legendary Syllart Records and daughter of the late Senegalese producer Ibrahima Sory Sylla, founder of the label. If there was ever an imprint to capture the soul of modern African music, Syllart is it. In many ways, Syllart is the continent's equivalent to Motown, Stax or Fania Records. Quality, authenticity, innovation and heritage: the record label owns the largest African music catalog in the world, spanning the last sixty years of sonic creation.

This we owe to one man, the late Ibrahima Sylla, genial music producer and founder of Syllart Productions. In many ways, Ibrahima is one of the unsung heroes of our times; a man who probably did more than anyone for African pop music and its global influence. A humble

virtuoso who belongs in the company of giants like Quincy Jones. Yet few in the public actually know his name.

Ibrahima was indeed a discreet man. He shied away from the media. “Most people did not know what he looked like, unless they’d worked with him directly,” mentions his daughter Binetou. “He preferred to let his work, his music speak for him. He was an ambassador for African music.” Ibrahima created space where creativity could blossom, and provided musicians with a platform dedicated to sharing this unique heritage with the world. “My father excelled at scouting new talent and used Syllart as a launching pad for many who would rise to global stardom.” The list is impressive: Salif Keita, Oumou Sangare, Pepe Kalle, Ismael Lo, Alpha Blondy and Africando to name just a few.

Ibrahima was a product of his time, growing up in the post-independence days — a thrilling era of political and cultural freedom. The son of a well-known marabout who advised many leaders in the new African ruling class, Sylla traveled across the continent developing a strong pan-African outlook, thinking beyond borders to unite fellow Africans with music, both at home and in the diaspora. His work totally reflects this. The Syllart sound stands for innovative music from all corners of the continent, from Dakar to Kinshasa, Bamako to Abidjan, a borderless African sound which caters to music lovers the world over.

Mr. Ennaem Mohamed Yassine:



Mr. Ennaem Mohamed Yassine serves as president of the ADYNE / African diaspora Youth network in Europe since April 2014.

He holds a Master degree in Business Administration from the European University in 2014, a Diplomat in International business and a diplomat in international relation from the American College.

He professionally serves as Business Analyst since 2012. He also served as Interpreter at the Asylum Service from 2007 until 2012.

Mr. Yassine was one of the founders of ADYNE in 2009, he is single and he has 2 brothers 25 & 20 years Old.

Dawala:



Dawala was born in 1974 in Paris. His real name Dadia Diakité Dawala grew up in Mali, in the town of Nioro in the Kayes region. At the age of 11 he returned to France (Paris) in the neighborhood called the Goutte d'Or. He was very agitated and is often found in the middle of fights. His friends who started to call him Dawala which is a contraction between his name and the word Dadia soninké "Awala" which means "stop."

Dawala went through many jobs and trainings. He has been working in stores; he was truck driver and truck footballer plumber educator and sportsman. Dawala has always been a music enthusiast. He always listened to the music of the French rappers Passi, Mafia k'1 Fry, Kery James, 113 and others ... He then created a real network of contacts.

In 2000 he decided to create his own label, Wati B, without investment, with his own savings. He identified talented young artists that he will help. It would have been difficult to know each artist separately, and then decided to create a group that have more impact on the music rap in France, the group is Sexion d'Assaut.

Ms. Bistra Kumbaroska :



Bistra Kumbaroska, a global tracker, community innovator and a poet, Bistra spends her time inspiring, witnessing and supporting courageous steps made by humans. In 2008, Bistra became part of a youth movement that resulted with creating today's most popular web portal in CEE Region: Mladi Info (www.mladiinfo.com), enabling hundreds of young people to get access to free education, mobility and grants in a fully transparent way.

Her passion for working with youth took her on a journey in Slovenia, Africa, Asia, and finally Austria, where she is now a regional program coordinator for two acceleration programs enabling social entrepreneurs in CEE region to scale their social start-ups. She has organized, participated and shared her experience at numerous international conferences and summits including TEDxDonauinsel, European Youth Awards, Social Impact Award Macedonia, Global Social Business Summit Vienna, Austria; Social Innovation Expo Slovenia, International Conference of Social Innovation - Lahore, Pakistan; ChallengeFUTURE Summit 2012/2013.

D.C. Ugochukwu:



Born in South Eastern region of Nigeria, Dozie Celeste Ugochukwu studied Philosophy and Sociology at Ibadan, Nigeria. Thereafter he proceeded for further studies in Europe in 1991.

After bagging a diploma in French language in Toulouse, France, he went further to Fribourg in Switzerland where he obtained another certificate in German language and a law license from the University of Fribourg. He is a legal consultant on migration, business and investment law as well as in integration, Diaspora and African development matters.

Mr Ugochukwu is a member of the Swiss Federal Commission Against Racism, was also candidate at the elections of Swiss National Parliament in 2011. The Pan-African jurist is the current President of African Diaspora Council of Switzerland; a Federation of African organizations in Switzerland. He is also the Founder of African Diaspora Foundation for Migration and Development. Mr Ugochukwu is a Board member of the Forum for the Integration of Migrants in Switzerland (FIMM), an umbrella organization for Migrants Organizations in Switzerland. He is also a former President of Nigerians in Diaspora Organization, Nido Swiss, an umbrella organization of all Nigerians living in Switzerland and in Lichtenstein. During his studies in Fribourg, he was the director of African students of the University of Fribourg and a member of the board of European Law Students Association (ELSA).

Mr Ugochukwu writes and speaks fluent English, French, German, Spanish, Igbo and other Nigerian languages.

Selma Prodanović:



Selma Prodanović is an Austrian entrepreneur and philanthropist of Bosnian origin, known as the discoverer and connector of business potential or the Business-Angelina. She founded Brainswork, an influential business development agency in South East Europe, initiated IncredibleEurope – the first bottom up value-changer in and for Europe, and established the „Brainswork – Make a difference“ Award. Prodanović has pioneered various concepts: Chief Networking Officer (CNO), the business development strategy brainsworking, and most recently the Business-Angelina investment approach.

Born in Sarajevo, Bosnia and Herzegovina, Prodanović was educated in Tunisia and Madrid, and has been based in Vienna since 1991. In 2005 she founded Brainswork, the boutique business developer with an independent office in the USA and 132 partners worldwide. Prodanović has authored texts and lectured on networking, creativity, innovation and entrepreneurship at numerous universities and conferences around Europe. She initiated, edited and published the „Brainsbook on Networking“ written by 40 authors from fifteen countries in 2009. Prodanović has initiated, coordinated and consulted national projects for the creative industries in Austria, Bosnia-Herzegovina and Croatia.

For her innovative approach to business and commitment to entrepreneurship and social change, Prodanović was awarded the “WOMAN Award” in 2006, the “MiA 2010” in the category Business, the “Recognition Award of the jury for Entrepreneurial Migrants 2010” and nominated “Networker of the Year” by the Austrian Leading Ladies in 2007 and 2010. Her success story was featured in a chapter of the book “Going Your Own Way” (‘Den eigenen Weg gehen’) alongside 18 selected Austrian businesswomen. Prodanović is the founder of the Brainswork Institute, the first development network for highly talented teenagers in disadvantaged communities, and a board member in various organizations and companies.

Lydia Nnenna Obute:



Lydia is an Austrian model, best known for being the winner of the Cycle three of Austria's Next Topmodel.

Being chosen among 4.500 hopefuls to be among the top 32 Obute qualified for the show among the top 4 from the Vienna auditions for the round of the final 14. She was involved in a controversy when fellow contestant Magalie Berghahn referred to her as "Neger Oide" (negative afflicted Austrian slang for Black Woman) in Episode 3 while having a phone conversation with her boyfriend that was taped and aired on television. Obute was confronted with that scene which was followed by a disqualification of Berghahn from the show. After being a favourite for the title Obute won several castings during the show most namely a testimonial for Evian. On February 28, 2011 she won the competition over Katharina Theuermann, the youngest contestant on the competition. She won the cover of Woman as well as a testimonial for a Hervis Sports campaign and two runway jobs in Milan and Paris

Ahmad Majid:



Ahmad is Adjunct Professor of Entrepreneurship at Webster University, where he is responsible for behind the scene initiatives like launch of Certificate program; his vision is to take it beyond academia.

He is also managing a fund called IoA, which invests in minority business. Has been involved in several initiatives representing minority business, as he is well aware of local eco system being self a serial entrepreneur.

Diane Audrey Ngako :



D'origine camerounaise, Diane arrive en France à l'âge de 12 ans. Actuellement journaliste pour le Monde Afrique, elle lance le 30 juin dernier le site Visiter l'Afrique et entend bien changer le regard que la plupart des gens ont sur ce continent. Elle voudrait en effet en finir avec ce discours misérabiliste qui ne prend pas en compte l'énorme potentiel économique et culturel du continent africain. Retour sur son parcours panafricaniste.

Lorsque Diane Audrey Ngako arrive en France, dans le Loiret, elle subit de nombreuses critiques de la part de ses camarades. Qu'il s'agisse de sa couleur de peau ou de son accent. Elle décide alors de faire ce qu'elle appelle un « blackout de son identité africaine » afin de passer inaperçue. Elle coupe le lien avec ses racines. Après l'obtention de son baccalauréat en 2009, elle part aux Etats-Unis, faire des études de sciences politiques. Inspirée par Barack Obama, élu un an plus tôt, elle a pour projet de se lancer en politique. Elle rencontre aux Etats-Unis des jeunes originaires d'Afrique, qui contrairement à elle, revendiquent leur africanité et se montrent très fiers de leur origine. Marquée par cette expérience, elle se lance petit à petit en quête de son africanité reniée.

Retour aux sources

Réalisant que la politique n'est pas faite pour elle, elle rentre en France et entame des études de communication. Elle se rend en 2013 au Cameroun, qu'elle avait quitté 10 ans plus tôt. Elle retrouve un pays métamorphosé, bien loin de ses souvenirs. « Des routes avaient été construites, le paysage n'était plus le même. Le Cameroun que j'avais sous les yeux n'avait plus rien à voir avec celui de 2003, lors de mon départ ».

En 2014, elle se rend au Kenya, afin de découvrir un autre visage de l'Afrique et de pouvoir opérer une comparaison avec son pays d'origine. La différence de développement entre les deux pays est frappante. « Nairobi, avec ses buildings et son centre-ville, donne l'illusion des Etats-

Unis. On se croirait à Atlanta » dit-elle. Elle prend alors pleinement conscience du potentiel tant économique que culturel dont dispose l'Afrique. De quoi être fière de ses racines.

Repenser l'image de l'Afrique en allant au-delà des clichés

« En Afrique il n'y a pas que des guerres, il y a aussi des personnes avec des projets. L'Afrique, c'est 54 pays, avec chacun leur histoire et identité culturelle. On ne peut pas considérer l'Afrique comme un tout » explique Diane. Il lui apparaît comme primordial de changer l'image que les gens ont sur le continent, image notamment véhiculée par les médias, qui se concentrent sur les pandémies tragiques qui déchirent l'Afrique, à savoir le terrorisme, les guerres et les maladies.

« Lorsque Le Monde Afrique m'a contactée, je n'ai pas hésité une seconde. Je venais de quitter mon poste de rédactrice en chef de Roots Magazine, un magazine en ligne dédié à la culture afro-caribéenne ». L'édition du Monde dédiée au continent africain, lancée récemment participe à cette évolution de la pensée sur l'Afrique et les africains. Il permet de montrer l'envol de ce continent encore mal connu et qui suscite de nombreuses peurs et interrogations.

« La plupart des gens s'imaginent que l'Afrique est un continent dangereux, qui n'est pas à même de leur offrir la relaxation qu'ils recherchent quand ils veulent partir en vacances. On trouve cependant de nombreuses destinations de rêve en Afrique. D'autant plus que les locaux sont prêts à accueillir les touristes » continue Diane. Avec Visiter l'Afrique, son site collaboratif qui permet aux anciens touristes de partager leur expériences et aux locaux de promouvoir leur région, elle veut changer le regard sur l'Afrique tout en attirant des gens sur place.

Il est également important pour elle de mettre les gens en relation. « Il faut que les gens puissent échanger, puissent se poser des questions et y répondre, qu'ils puissent prendre conscience des ressources africaines, qui sont immenses ». Il s'agit d'une véritable démarche panafricaniste, promouvant l'attractivité du continent mais également la solidarité entre ses habitants et ses visiteurs. « Il faut que les locaux soient impliqués » confie-t-elle.

Un projet coopératif pour faire découvrir l'Afrique sous un jour nouveau « Si je veux promouvoir le tourisme en Afrique, je souhaite aussi que des voyages d'affaires soient organisés là-bas. Il faut également attirer des investisseurs. En Afrique il y a beaucoup à faire et nous n'avons pas que du pétrole ». La population africaine est en effet jeune, et de plus en plus diplômée. Une main d'œuvre incroyable est ainsi disponible et ne demande qu'à trouver du travail. En termes de tourisme, il est clair que les États doivent établir des politiques afin d'encadrer l'activité touristique afin de créer des emplois. « Le tourisme est un véritable enjeu et l'hôtellerie représente une énorme perspective de création d'emploi », confirme Diane.

En plus de la plateforme Visiter l'Afrique, Diane et son équipe ont de nombreux projets. Premièrement, elle souhaite mettre en place un réseau d'ambassadeurs. L'implication des locaux dans ce projet est une condition sine qua none de sa réussite. « La diaspora aujourd'hui est très étendue et chacun de ses membres est un contributeur potentiel à notre projet . Nous avons créé un compte Instagram afin de partager des photos d'Afrique prises par des touristes et ceux qui y vivent car d'après nous l'image ne ment pas. Nous souhaitons ainsi que des personnes soient chargées de se rendre à certains endroits, de les photographier, de faire remonter des informations à ce sujet » explique Diane. Il est en effet intéressant de découvrir un endroit par le biais d'un œil nouveau et surtout local.

Cette opération contribue au bouche-à-oreille qui permet au projet de se développer. Le contact entre les visiteurs, les populations locales, y compris entre elles, est un composant important de

Visiter l'Afrique. « Nous avons même pour projet de lancer un AIRBNB à l'africaine d'ici quelques années ». Diane aimerait aussi que la communication entre les amoureux de l'Afrique, ou du moins ceux qui sont curieux de la découvrir, puisse se faire autour d'une passion commune. « Par exemple, si vous aimez la musique, il peut être intéressant de découvrir un pays autour de ce centre d'intérêt. Le site vous permettra d'être mis en contact avec d'autres passionnés ».

Le site lancera prochainement sa Web TV. Le but est d'alimenter le site de reportages. « On ira dans un pays, nous commençons par le Cameroun, et on suivra quelqu'un et on parlera avec lui de son activité ». Le projet va ainsi voyager de pays en pays, permettant de découvrir de nouveaux horizons ainsi que de rencontrer plusieurs personnes aux professions variées. Enfin, l'équipe va lancer un magazine en ligne, à hauteur de quatre numéros par an. Le magazine, pris en charge par des journalistes sur place et des blogueurs reprendra des portraits ainsi que des reportages réalisés pour la Web TV, tout en ajoutant de nouveaux contenus. L'offre du magazine sera assez large, associant actualité et culture.

Songue Laura Eboe:



Founder - A-Listers.org + FASHIZBLACK Media & Consultant

Je m'appelle Laura Eboa Songue, j'ai 27 ans et je suis originaire du Cameroun. J'ai passé mes 17 premières années, tout mon cycle primaire et secondaire, à Douala, avant de m'installer à Paris, où je réside depuis 10 ans maintenant. Mon cursus a été classe prépa + école de commerce, durant lequel j'ai lancé avec deux associés ma première entreprise dans le domaine des médias, le magazine Afropolitain premium FASHIZBLACK il y a 6 ans.

A-Listers est un réseau social BtoB exclusif où les influenceurs célèbres & les marques Africaines peuvent interagir pour créer de nouveaux partenariats. Le site a aussi un pendant agence. D'une part, il est un facilitateur pour que les marques puissent accéder plus facilement et efficacement aux célébrités pour leur proposer des contrats d'égéries, des pushes social médias, du sponsoring, du booking corporate, etc. Ça reste encore trop fastidieux de rentrer en contact avec bon nombre de nos stars, et j'estime que ce sont autant d'occasions manquées et de belles synergies qui se perdent. D'autre part, les notions de personal branding & de celebrity marketing restent encore floues dans l'industrie de l'entertainment africain. L'agence vient donc servir, si nécessaire, d'appui aux célébrités ou aux marques qui en auraient besoin, avec des expertises marketing, légales, stratégiques, etc.

Paul Kananura:



Paul KANANURA est un Docteur en Aménagement et Urbanisme, et Diplômé de Géopolitique et d'Economie Régionale. Il est Expert en Politiques publiques, Gestion des projets et Géopolitique. Il a effectué toutes ses études supérieures à l'Université de Bordeaux, où il fût membre du Conseil Scientifique, du Conseil Doctoral Histoire-Géographie et de la Commission des moyens. Admissible à l'ENA en 2003, il dispose d'une culture générale solide en Administration, en Economie, en Droit et en Diplomatie. Consultant International au Cabinet Afrique en Perspectives, il développe ses actions de consulting et de conseil en stratégie en direction de l'Afrique. Il est l'initiateur de l'Audition Africa Institut Mandela (séminaire stratégique avec une personnalité et les experts sur les enjeux africains), du Programme quinquennal « Sécurité, Paix et Développement en Afrique » et Directeur scientifique du Colloque International « Afrique en Perspectives » qui réunit tous les grands acteurs du continent africain. Il a rencontré plusieurs hautes autorités (Présidents Kadhafi, Nkurunziza, Guelleh, Wade et ATT, Ministres, Ambassadeurs, Députés, les Conseillers des Présidents, les Hauts fonctionnaires...).

Binetou Camara:



Bintou CAMARA Sissokho, 38ans, 4 children, Founder of the dermocosmetic brand Biolissime. Accounting and marketing training.

Specialization on ethnic cosmetics. Experiment in the domains of the commercial, the training, the management, the digital marketing having had a training in the new business start-up. 8 years of experiment.