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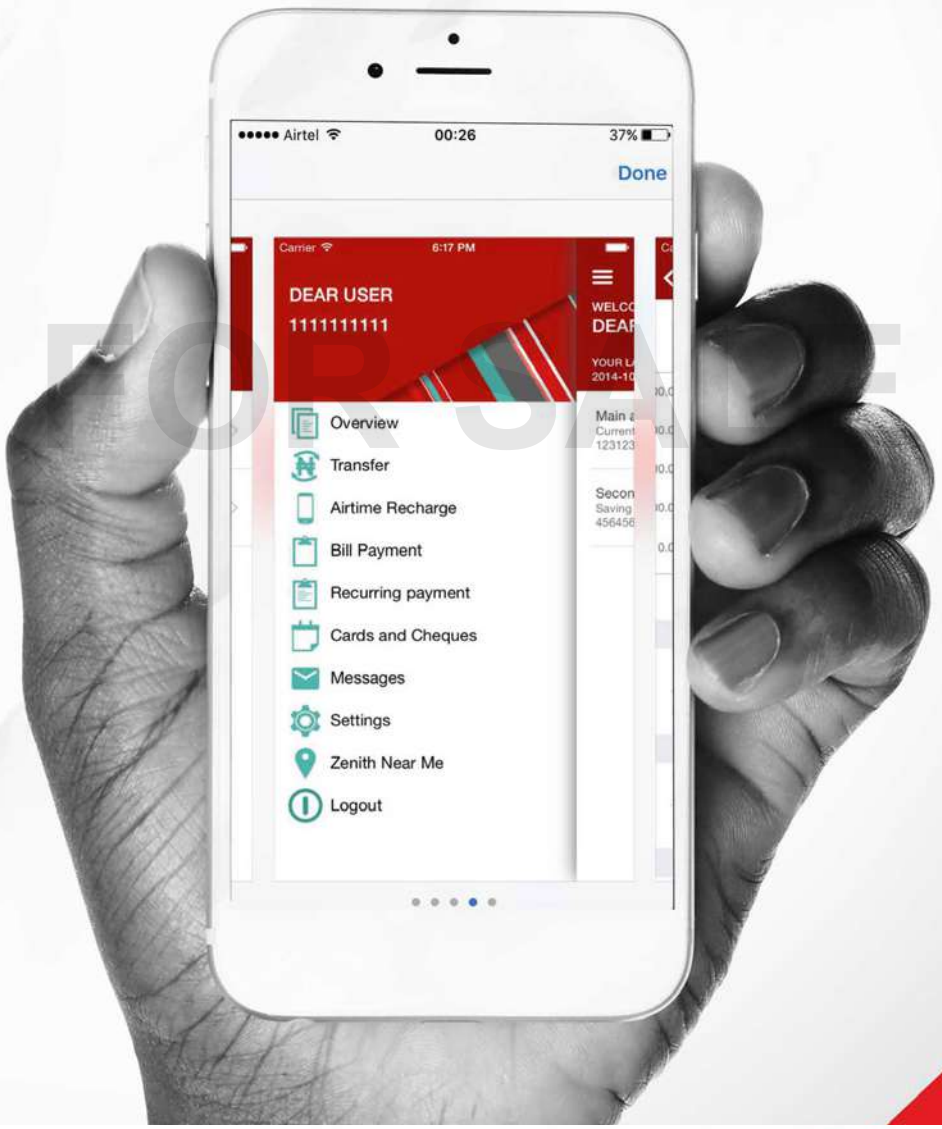
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Cover image by Motlabana Monnakgotla

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As 2020 ushers in a new decade and a new set of daunting challenges for the world – climate change, the coronavirus – it's all the more imperative that the world's youngest continent rises to the crises and sees opportunities where there are none. These are the men and women forging ahead with credible, creative and profound strategies to shape our tomorrows. Celebrating six years of the FORBES AFRICA 30 Under 30 list, they are the continent's revolutionary thinkers revitalizing ideas and industries with fresh business models and innovative leadership.

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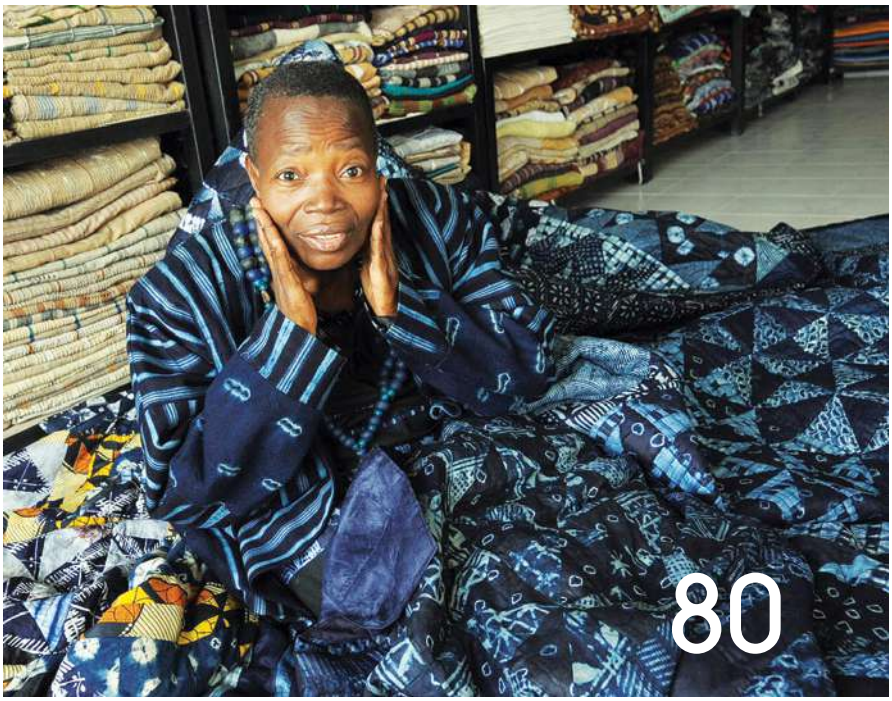
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HUMANITY IN THE TIME OF CORONA

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PRINT WILL NEVER BE ABLE TO KEEP UP WITH the numbers.

This seems to be a virus that has reared its ugly head specifically for the digital age, with dramatically increasing numbers that even news websites are struggling to keep up with, and spreading even faster than you can mutter the full trilogy of terms associated with it – Coronavirus, Covid-19, and SARS-CoV-2.

Africa has been hit too, and the exponential curve is not looking good. At the time of going to press, South Africa, for example, reported 116 confirmed cases. By the time this magazine is out, that figure could have more than quintupled.

The all-pervasive, anti-social virus that took us off-guard, disrupting lives and livelihoods the world over at the start of this decade, has demanded extraordinary responses to a reality that has long since reached pandemic proportions. And as economies slide and global markets face seismic shocks, science is digging into its arsenal for an effective cure.

The men and women at the frontlines dispensing these intense public health interventions are the real heroes of these virulent times, as they tend to us and the disabled, the poor, the homeless and the elderly who are no doubt the most vulnerable.

"Our concern will be if the virus affects the less fortunate living in crowded areas with poor access to education, sanitation and healthcare. What we have learned from colleagues in other countries is that if we as a nation pull together by practising safety measures, social distancing, and good medical care with sound guidance from our leaders, we can 'flatten the curve' and reduce the potential hazardous outcome seen in other countries," offers Dr Yvette Lazarus, a specialist physician and rheumatologist based in Johannesburg.

As we brace for lowering GDP forecasts, United Nations' economists estimate the virus could cost the global economy at least $1 trillion this year – and perhaps more.

Desperate times call for desperate measures, and there will be massive societal shifts, during and after we emerge on the other side of the tunnel in the corona conundrum.

Surely, there will be a pre-Covid19 and post-Covid19 era, when the words 'self-isolation' and 'social distancing' will be common parlance, and we will never take for-granted the air we breathe.

In a sense, the ravaged planet seems to have lost its immunity to protect itself.

Yet, alarmist views aside, there is no better time than now for youth and technology to spawn new ideas and industries. In addition to the latest thinking in medical research, new enterprise will emerge.

And so it is that this issue of FORBES AFRICA is devoted to the brightest minds on the planet's youngest continent.

The 2020 FORBES AFRICA 30 Under 30 list is the sixth outing of this annual compilation and focuses on the young men and women blazing the path and being primed to tackle global crises such as this.

"While the Covid-19 pandemic has exposed the fragility of the world's economic and financial systems to the rapid onset of a global health crisis, it also presents a new set of opportunities for technology and innovation, especially in Africa where mobile technology provides access to previously hard-to-reach, vulnerable populations," says Nthabiseng Mosia, Founder of Easy Solar in Sierra Leone and also a 2019 FORBES AFRICA 30 Under 30 member.

We are facing a threat unlike any other in our lifetime and there is a need for shared responsibility as a human family fighting a common enemy; this is a time when true collaborations must come into force, between ruling parties and the opposition, the public and private sectors, economists and epidemiologists, science and humanity, friends and foes. May the human spirit prevail!

RENUKA METHIL,
MANAGING EDITOR

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Photo by Motlabana Monnakgotla

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THE FUNDAMENTAL STEPS IN FINDING EQUALITY AND HAPPINESS

BY RAKESH WAHI, FOUNDER AND PUBLISHER, FORBES AFRICA



MY VISIT TO DURBAN IN South Africa's KwaZulu-Natal province in the first week of March to attend the 2020 FORBES WOMAN AFRICA Leading Women Summit was a memorable one. It did not go without challenges; the most prominent one being the first case of coronavirus in South Africa being confirmed in Durban on the eve of the summit. There was a momentary discussion on whether the event needed to be cancelled but our host government took an informed decision to continue with the proceedings.

Despite a number of last-minute cancellations on account of travel restrictions, the annual gathering was attended by about 800 ladies from different parts of the world who participated in some extremely stimulating and topical discussions that impact diversity and equality. It was perhaps a time that men were in complete minority and I must admit that despite the summit's theme of 'The Ceiling Crashers', the ladies were extremely gracious in the manner in which they communicated their points of view.

Diversity and equality remained the common thread in all conversations; but what touched me the most were the spotlight sessions in which a number of young women highlighted their accomplishments despite the challenges during their professional journeys. And then there was the all-important panel where a few men were brave enough to talk about the steps being taken by various corporates and policy think tanks to bring about the much-needed metamorphosis. A common consensus endured regarding the inadequate measures in the implementation of good intent and policies. Despite slow transformation, I was personally very inspired by the quality of the conversations and the rejection of inequality, and felt extremely proud that FORBES AFRICA and FORBES WOMAN AFRICA have been able to create such an important platform for women to talk about transformative needs in society. We now need to elevate the conversations into meaningful outcome-based actions to catalyze transformation so that women are not left with unfulfilled dreams and inadequate resources to live their dreams.

On the sidelines of the summit, an extremely cardinal subject came up between guests seated on my table. It was a candid discussion on what constitutes happiness in our lives. People are so busy following their dreams and chasing materialistic goals that they have forgotten what it means to be happy. Sounds familiar? The subject reminds me of the many books I have read on related topics including the popular ones authored by Robin Sharma *(The Monk Who Sold His Ferrari)*, Mitch Albom *(Tuesdays With Morrie)* and Bob Buford *(Halftime)*.

It is my belief that adversity and circumstances often make us stop to think about what really matters in life. Very often, it's only when we end up on a hospital bed that we start looking at a balanced way of life and pondering over how we could have lived life differently.

This reflection or introspection is a fundamental step in finding happiness. Most of our lives are divided into two distinct halves – the first, where we are completely obsessed with ambition, and the second, where we realize what we truly want. The manifestation of these halves is different for everyone as we are all unique in our wants and beliefs, but the outcomes follow a distinct trend as we evolve from physical, intellectual, emotional and finally, spiritual calling. As per Vedic education, our balance comes from each of these attributes as they complete us as human beings. Our personalities and characteristics are derived from the weightage of these attributes in our being.

In my meeting with His Holiness the Dalai Lama two years ago, the message that stayed in my mind was his distinction between religion and spirituality. He felt that turmoil around the world was largely because humans had lost the element of spirituality. So, what is spirituality and how do we measure this all-important attribute in humans? Over the years, we have talked about Intelligence Quotient (IQ) and Emotional Quotient (EQ) that are relatively more commonly discussed subjects but the aspect of Spiritual Quotient (SQ) has been consciously or unconsciously ignored. Spirituality is about self-realization and understanding the true values that differentiate us from animals. What is the higher purpose in our lives beyond the materialistic world? What are we contributing to make the world a better place than what we found it in? I do not believe this aspect is age-related but is more about self-realization on what true happiness is. How much materialism is enough is a question that needs to be answered by all humans? The solutions lie in moving beyond thinking about our own needs and in reflecting about the needs of those less fortunate than us, and effecting change to improve their lives.

Photo by Motlabana Monnakgotla

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RWANDA'S TOP 5 DESTINATIONS

VOLCANOES NATIONAL PARK

Two and a half hours north of Kigali you will find Volcanoes National Park, home to most of the world's remaining mountain gorillas. Rwanda is among only three countries in the world where you can trek to see the majestic gorillas up close – a truly once in a lifetime experience.

LAKE KIVU

Kivu is one of Africa's Great Lakes, with deep emerald-green waters and a shoreline of magnificent mountains and fishing villages. The lake is dotted with uninhabited islands that can be explored by boat and provide the perfect location to relax and enjoy the peace of Rwanda's countryside.

NYUNGWE NATIONAL PARK

Nyungwe is one of the oldest rainforests found anywhere on the continent. The lush, green forest is home to over 300 bird species and 13 primate species including chimpanzees and colobus monkeys. Take a stroll through the canopy along a 70m high walkway for exhilarating views of the rainforest.

AKAGERA NATIONAL PARK

Rwanda's largest national park is home to a diverse array of plant and animal life. The lakes, papyrus swamps, savannah plains and rolling highlands make Akagera an incredibly scenic reserve. The park is home to the elusive Shoebill stork, seven newly introduced lions, elephant, leopard and the shy but stunning roan antelope.

KIGALI

Rwanda's capital provides the perfect backdrop for a weekend getaway. As one of the safest cities in Africa, Kigali is quickly becoming a favourite for East African and international tourists. Savour the tastes of international cuisine at the city's best restaurants and enjoy live music at the many clubs and bars in Kigali.



ONCE UPON A DREAMER

Rapper 21 Savage headlines a formidable list of *Forbes* Under 30 alumni who grew up undocumented — and are now inspiring change to help their peers.

BY ZACK O'MALLEY GREENBURG

A WEEK AFTER TAKING SHOTS at President Trump's immigration policies on Jimmy Fallon's *Tonight Show* last January, Grammy-nominated rapper She'yaa "21 Savage" Bin Abraham-Joseph was detained for ten days by U.S. Immigration & Customs Enforcement. Born in the U.K., Abraham-Joseph moved to Atlanta at age 7 with his family and had overstayed his original visa by many years. "He's a gangster," the 27-year-old performer said of the president in an October interview with *Forbes*. "He don't give a damn."

21 Savage, a member of the 2019 *Forbes* Under 30, is a "Dreamer" — one of an estimated 3.6 million people living in the U.S. after having arrived undocumented as a youth. Among them are nearly 800,000 who, by meeting any of a number of criteria (military service, a high-school diploma, no criminal record and more), were approved for President Obama's Deferred Action for Childhood Arrivals program (DACA) — an initiative that Trump, who recently called some Dreamers "no longer very young" and "very tough, hardened criminals," wants to shut down. The Supreme Court will likely decide their fate next year.

> "I'm an example."

"Despite the fact that so many people want to see us fail, we are thriving," says Sarahi Espinoza Salamanca, 30, a Dreamer from the *Forbes* Under 30 class of 2016. "We are becoming doctors, teachers, lawyers, engineers, entrepreneurs and so many other amazing things."

Including hip-hop stars. For sure, 21 Savage has it better than most of his cohort. His average nightly concert gross was about $50,000 around the time of his detention; it has doubled since, as he has become a cause célèbre.

"I'm an example," 21 Savage says. "People who didn't think it affected certain people can say, 'Wow, it affected *him*. Who would've ever thought that?'

Photo by Jamel Toppin for Forbes



CORONAVIRUS PLAYS SPOILSPORT

As with all other industries worldwide, the world of sport's contribution to the global GDP will take a massive hit as it deals with Covid-19. The industry, estimated to be worth over $500 billion, has had major sporting events, from soccer, tennis, basketball and everything in between, postponed or cancelled. The NBA's inaugural Basketball Africa League (BAL), consisting of 40 games over a three-month period, was set to kick off in March in Dakar, Senegal.

It has since been postponed with no new dates as the scale of the coronavirus on the continent is still unfolding.

The Tokyo 2020 Olympics too, expected to start in July, is at risk of being cancelled if the virus is not contained by then. The International Olympic Committee is currently conducting talks with international sports federations before reaching a final verdict.



BILL GATES' INCREASED FOCUS ON PHILANTHROPY

Microsoft announced that billionaire Bill Gates would be stepping down from the tech company's board of directors to devote his time and efforts to his philanthropic priorities including global health and development, education and climate change. Gates, who co-founded Microsoft in 1975, will also step down from his position on the board of Berkshire Hathaway, which billionaire Warren Buffett has been serving as chairman and CEO of since 1970.



IT'S NO TIME TO RELEASE

It's no time to die for James Bond. With the coronavirus scare the world over, the release date of the 25th James Bond spy action movie, *No Time to Die*, featuring Daniel Craig reprising his iconic role as James Bond for the last time, Ralph Fiennes and Rami Malek, has been put off to November.

The film was initially scheduled to premiere in London last month, before its global rollout in April. The film also features, for the first time, British actress Lashana Lynch, touted in publicity brochures to be introduced as "the new 007".



AFRICA NEW CONTENT HUB FOR NETFLIX

Netflix plans to push more international content on its platform starting with Africa. The online entertainment streaming giant's Chief Content Officer Ted Sarandos has spent some time exploring the continent along with a team of executives, scouting for creators to help them execute their plans of making Africa a new source for content. This presents an opportunity for content creators on the continent to tell authentic stories from an African perspective. Netflix recently premiered its first African original series, *Queen Sono,* to raving reviews.



PROMOTING THE CULTURE OF READING

The world of literature will celebrate 'World Book Day', formally known as 'World Book and Copyright Day', on April 23. UNESCO organizes the annual event to promote a culture of reading. The organization cites it as a symbolic date because "it is the date on which several prominent authors, William Shakespeare, Miguel Cervantes and Inca Garcilaso de la Vega all died". According to the organization, 88% of children and adolescents in sub-Saharan Africa will enter adulthood without a basic proficiency in reading. Last year, the African Union urged countries on the continent to promote a culture of reading as it is often "given insufficient regard".



IDENTITY OF SECOND PERSON CURED OF HIV/AIDS REVEALED

The identity of the second person to be cured of HIV/Aids has been revealed. Adam Castillejo, originally from Venezuela, who went by the alias 'London Patient', was declared cured from the virus a year ago after undergoing a stem cell transplant treatment for lymphatic cancer. Doctors say Castillejo's immune system was replaced by the transplant after his bone-marrow donor carried a mutation that prevented the ability of HIV to enter the cells. The virus hasn't been detectable in the 40-year-old's blood, semen or tissues for 30 months after his anti-retroviral therapy was halted. Castillejo told the *New York Times*: "This is a unique position to be in, a unique and very humbling position. I want to be an ambassador of hope".



SECOND TERM FOR ADESINA

Akinwumi Adesina has taken over as President of the African Development Bank (AfDB) for the second term.

Adesina was elected to his first term as president by the bank's board of governors in 2015. He is the eighth President of the AfDB Group and the first Nigerian in the post.

Adesina is a renowned development economist who has held a number of high-profile international positions, including with the Rockefeller Foundation, and as Nigeria's Minister of Agriculture and Rural Development from 2011 to 2015.

He was on the December 2019 cover of FORBES AFRICA as 'African of the Year'.



DATA PRICES DOWN

After four years of the #DataMustFall campaign by South Africans, telecoms group Vodacom has reduced its data prices by 30% beginning April. In 2019, the Competition Commission found that South Africa's mobile data prices were the highest on the African continent, and warned mobile network operators in the country to cut data prices or face prosecution.

NEW CEO AT AMPLATS

The Board of Anglo American Platinum Limited ('Anglo American Platinum') has announced the appointment of Natascha Viljoen as CEO, from April 16, following Chris Griffith's decision to step down after more than seven years to pursue other career opportunities.

Viljoen brings 28 years of operational experience from across the mining industry, and is currently Group Head of Processing for Anglo American, a role she has held since 2014. Prior to joining Anglo American, she was Executive Vice President of Processing at Lonmin, while also leading the company's sustainability, employee health, environmental and stakeholder relations work at various times. She began her career as an engineer at Iscor and, amongst other roles, took on leadership positions at AngloGold and was General Manager of BHP's Klipspruit Colliery before joining Lonmin in 2008.

– Compiled by Busi Lethole

Photo by Mike Cohen/Getty Images for The New York Times; Photo by Motlabana Monnakgotla; Photo sourced from netflix.com; Photo by MLADEN ANTONOV/AFP via Getty Images; Photo by Steven Rostron / EyeEm; Photos via Getty Images

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TESTING TIMES

For Africa's two biggest economies already suffering ailing growth, Covid-19 has checked in at a vulnerable time.

BY GODFREY MUTIZWA

SOUTH AFRICA'S RAND CURRENCY REACHED ITS lowest in more than four years while the composite Johannesburg Stock Exchange (JSE) All Share Index recorded its worst drop in 23 years after the World Health Organization declared the outbreak a global pandemic, wiping billions of dollars from the value of companies listed on Africa's most liquid and biggest stock exchange.

And it's been mostly downhill ever since. Business confidence in the first quarter of 2020 fell to a 21-year low, the Bureau for Economic Research reported, citing the prospect of slower or no growth at all in an economy that was already in recession in the last six months of 2019. At the time of writing, there were 116 confirmed cases and no deaths, according to the National Institute for Communicable Diseases in South Africa.

"I am worried," said Ian Kirk, Chief Executive Officer of Sanlam, Africa's biggest insurance business which operates in 44 countries, to FORBES AFRICA. "To the extent that world growth starts impacting on our growth negatively, that does concern me. I think it's a two-quarter thing but no one knows at this stage."

Most South African economists, the government and the International Monetary Fund (IMF) had forecast growth in Africa's second largest economy to come in below one percent this year as the country struggles with depressed investment due to power shortages and policy uncertainty over the government's land reform program.

> **"For South Africa, GDP growth is now likely to come out at 0.1 percent this year, due to the impact of Covid-19 on global growth.**

Many will now likely cut those forecasts after the IMF said the pandemic might reduce global growth by almost a percent, dampening demand for the commodities that South Africa and most African countries require to grow.

The fund says it stands ready to offer financial support as countries divert resources to tackle the outbreak, like it did during the Ebola crisis in West Africa and in Mozambique after Cyclone Idai devastated large parts of the country.

There is as much as $40 billion earmarked to assist emerging market countries, according to its Managing Director Kristalina Georgieva.

"For South Africa, GDP growth is now likely to come out at 0.1 percent this year, due to the impact of Covid-19 on global growth and hence demand for South Africa's exports of goods and services," Annabel Bishop, Chief Economist at Investec said in a statement. Growth will also be hurt by "the negative impact of load shedding which is proving to be more severe than Eskom initially indicated."

Across the continent, the number of cases of Covid-19 is going up. By the third week of March, the World Health Organization (WHO) reported 33 African countries had 633 cases of coronavirus infections with 17 deaths, still one of the lowest tallies on a continent basis in the world but worrying for a region without adequate health facilities and expertise.

The organization says it's scaling up the preparedness of African countries and strengthening their emergency health regulations.

First-time infections were reported in the Gambia, Zambia and Mauritius.

The African Union in February held an emergency meeting of its health ministers to map out a strategy to strengthen the continent's preparedness to tackle the outbreak, develop a common approach on students and citizens seeking to return from China and share knowledge on experimental vaccines, drugs and clinical trials currently being undertaken.

In Nigeria, the continent's largest economy, the twin crises of lower oil prices and slowing growth from the coronavirus has come at a vulnerable time, according to Lagos-based Chapel Hill Denham Research.

Oil prices which have almost halved this year come at a time when the country is still largely dependent on the commodity and gas for export earnings and the funding of its current account.

Nigeria's current account remains another source of pressure with foreigners, the largest investors in the central bank's treasury bills, translating to about 35% of external reserves.

"This has far-reaching consequences on the terms of trade and fiscal balance for energy exporters such as Nigeria," the company says in a note to clients.

The country had two cases and no deaths.

As Sanlam's Kirk noted, it's in South Africa's capital markets that the biggest impact of the outbreak has been felt. Already, analysts are speaking of a hit from two black swans: the impact of the virus on overall growth and the hit from lower oil prices on companies such as Sasol, supplier of as much as 40% of South African fuel.

Sasol has seen its share price more than halve inside a week.

South African equities, already reflecting a weak economy in valuations seen by most analysts as showing deep value, are approaching "absurd" levels, according to Peter Armitage, CEO of Anchor Capital.

"The South African market has crashed after already having effectively crashed," Armitage says in a note to clients. "Valuation levels are becoming absurd and bargains abound on the JSE."

But those opportunities will remain on paper for a while as the world grapples with the virus with many African countries most likely to see a peak in new infections.

Photo via Getty Images



HOW TO PREPARE YOUR BUSINESS FOR THE CONTAGION

NOT FOR SALE

With stock markets in steep decline, countries in quarantine, and cases of Covid-19 spreading rapidly around the globe, businesses have no option but to brace themselves for this raging pandemic.

BY SAMANTHA STEELE

A PANDEMIC ON THIS SCALE WILL HAVE A domino effect on society at large and experts anticipate hospitals struggling to cope with the volume of cases, social gatherings being banned outright, and ultimately workplaces disrupted in the wake of the contagious coronavirus.

For now (*at the time of going to press*), Africa as a whole has a relatively lower caseload and is better prepared than many nations to deal with a pandemic. Says Hendrik Scholtz, an expert in pandemic management who worked on MERS (Middle East Respiratory Syndrome) with a background in pathology and is currently General Manager at the worldwide headquarters of International SOS in Singapore, responsible for 1,200 medical doctors and 4,000 paramedics and nurses active in 92 countries globally: "The low numbers [in Africa] are a genuine reflection of the number of people infected and a testament to the rapid identification of cases. In certain parts of Africa, the public health system is very well prepared to deal with an epidemic, especially because of the Ebola outbreak. I have full confidence in the health system."

There are broadly three ways businesses can prepare for a pandemic on this scale: increase the accessibility and standard of their hygiene practices and workplace hygiene compliance, enable social distancing through remote working to prevent the spread of the disease, and prepare for a high rate of absenteeism while ensuring leave and sick leave policies are in place.

Hygiene practices and compliance

It's almost devastating in its simplicity: it's the basic hygiene

Illustrations via Getty Images

measures that will curb the spread of SARS-CoV-2, as the virus causing the current pandemic is named.

"It's really about getting back to basics: basic hand-washing and hand hygiene practices," explains Nathalie Leblond, Category Manager at Rentokil Initial South Africa, the local branch of the international corporate hygiene specialist. "There's a lot of talk about sanitizing, but it's hand-washing and hand-drying that's going to make the difference. It's boring because it's the basics but it is the world recommended prevention tactic."

This works because SARS-CoV-2, like most viruses, has a thin lipid (or fat) layer holding the elements together. When that layer is dissolved with a proper hand-washing – with soap – and then drying of the hands, the whole ensemble falls apart and the virus "dies". Alcohol-based sanitizers work too and are a good stopgap if you can't get to the sink, and it's wise to place these strategically around the office in high-touch zones.

Photocopiers, finger print scanners and meeting rooms can all turn into hotbeds of contagion. Says Lémay Rogers, Rentokil Initial's Marketing Manager for sub-Saharan Africa, "Most people aren't even aware they're doing it. You touch a surface and by touching a hand or mouth or eye, it transfers into the body."

This applies particularly to your front and reception desks and businesses should prepare these areas with quick access hygiene measures.

The next big health trend, says Scholtz, is access control to building and facilities. Already some institutions, like Akeso Psychiatric Hospitals in South Africa, are taking temperatures before allowing access. In fact, Scholtz recommends businesses should start implementing restricted access to their premises now already. It's also crucial to drive compliance through visual reminders like strategic poster placement, and by enabling easy hygienic practices throughout the office.

"It's very sad that it takes something like this to remind us of this basic hygienic behavior. If we didn't need a reminder, pandemics like this wouldn't spread in the way that they do," notes Leblond.

Remote working

Another crucial workplace trend that's ramped up by the pandemic is remote working. This enables a form of "social distancing", which limits the spread of the virus. Not all workplaces can do this, but in Seattle, for example, businesses like Amazon, The Bill Gates Foundation and Bain have all effectively quarantined their employees at home until the disease slows down.

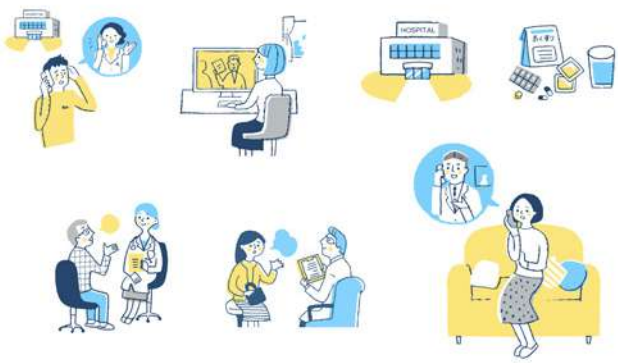
Many corporate environments can enable working from home, but Scholtz anticipates service industries taking a hit and some international businesses are already seeing the negative effects of the enforced quarantine.

Says Scholtz, "The biggest impact on business will be absenteeism and the ability to work from home – and if a business is prepared to continue working under these conditions."

Prepare for absenteeism and sick leave

Health officials recommend anyone that comes into contact with SARS-CoV-2 should take a voluntary 14-day quarantine. This means the corporate culture around absenteeism needs to be seriously interrogated: will employees actually take time off? Says Leblond, "If you're coughing or have a runny nose, you should stay at home. This virus passes through the air. Sneezing by the photocopier will spread it so err on the side of caution."

Culturally, employees will look to upper management to see how this is modeled, and it's important to allow and encourage employees to take sick leave or work remotely, even if they just have mild symptoms.



CHECKLIST: WHAT COMPANIES CAN DO

- Set up the reception desk with wipes, hand sanitizers and a sign that discourages hand-shaking
- Set up hand sanitizers around "hot spots" like the kettle, photocopier, finger print scanner and water coolers
- Ensure the bathrooms are up to scratch with hand-washing liquid and an effective way to dry hands
- Put up posters reminding people to comply with hygiene standards and of hygiene etiquette like sneezing into a tissue or your elbow
- Start implementing "checks" before people are allowed in the building to ensure sick people keep a wide berth
- Ensure sick leave is actually taken
- Have a contingency plan for absenteeism
- Restrict travel to conferences and international countries
- Encourage your employees to get the flu vaccine. Although this won't impact the spread of SARS-CoV-2, it means that any flu-like symptoms are then more likely to indicate Covid-19



NOT FOR SALE

HANDS-ON APPROACH

The hygiene industry has received a shot in the arm with the recent pandemic. With emptying retail shelves, small business is also coming to the aid with innovative sanitizing ideas.

BY MOTLABANA MONNAKGOTLA



Photo by Motlabana Monnakgotla

RETAIL STORES IN JOHANNESBURG, AS IN MOST urban centers in the world currently, have run out of wet wipes and hand-sanitizers – the widely-recommended weapons to keep the coronavirus at bay.

With the first confirmed case of Covid-19 in South Africa's KwaZulu-Natal province on March 5, the pandemic has brought the country to high alert and a state of national disaster proclaimed by President Cyril Ramaphosa merely two weeks later, with 116 confirmed cases and counting (*at the time of going to press*).

Where there was plenty before news of the outbreak, exasperated customers are seeing 'Out Of Stock or 'Sold Out'' signs in bold red letters on hand-sanitizer shelves at retail outlets and pharmacies. There is a long waiting list at dispensaries such as Clicks in Johannesburg.

At a store at The Marc, a fairly new retail mall in Sandton, Africa's richest square mile, the manager echoes the sentiments of his counterparts in other malls in the area: "Three weeks ago, we were fully stocked, now, we are out of stock. This happened the week of the first coronavirus report in KwaZulu-Natal, when we had foreign nationals who bought hand-sanitizers more than the [locals] because of the [five-star] hotels in the area."

About 21kms from Sandton in Roodepoort, another city in Johannesburg, Khensani Moleko, a 27-year-old account manager in the advertising industry, says she mall-hopped a whole weekend in search of hand-sanitizers.

"We went to multiple shops in the Roodepoort area and found nothing. However, we had sanitizers before the outbreak so we still have some left but it's running out. I'll be looking online," says Moleko.

This is what consumers like Mufhenyi Mashaba, a Johannesburg-based interior designer, are doing too.

"On the websites, all sanitizers were out of stock, and they are usually priced between R20 and R30. When I checked the next day, people were auctioning hand-sanitizers [at ridiculous prices]. So now, I'm sitting here with no wipes and no sanitizers. I'm relying on personal hygiene and making sure I'm aware of my surroundings and that people have their hygiene in check," says Mashaba.

This is also an opportunity for private business and small entrepreneurs such as Ludwick Marishane, founder of Headbody Industries and inventor of DryBath Gel, an innovative gel that can be used as a water-less body wash.

"We are making an antiseptic version of the product and the idea is to provide it to businesses because facilities are no longer safe. We have also been approached by a few retailers interested in listing our product."

The gel is currently sold online, and should find its way on to retail shelves by June next year, says Marishane.

He is not the only entrepreneur making money off the hygiene industry.

Whitey Chemicals, founded by Joanne Whitely in Johannesburg, is a chemical cleaning service and supplier.

The company started with cleaning petrol stations; one of their products is used to remove oil from concrete and restore it to its original form. The company also supplies disinfectants and cleaning solutions for schools, businesses and homes. "When I started the business two months ago, we fully got into hand-sanitizers because of the increase in the chaos going on in the country. Sanitizers are in high demand and business has picked up rapidly, it's the main focus currently," says Whitely, who has been in the pharmaceutical industry for the last 15 years. She has a full-time staff of six but has had to employ another 15 as freelancers to keep up with the demand.

> **"We had foreign nationals who bought hand-sanitizers more than the [locals] because of the [five-star] hotels in the area.**

With emptying retail shelves, small business is coming to the rescue, whilst also cashing in on the timely opportunity.

30 UNDER 30

LEADING THE CHARGE

AS 2020 USHERS IN A NEW DECADE AND A NEW SET OF DAUNTING CHALLENGES FOR THE WORLD – CLIMATE CHANGE, THE CORONAVIRUS – IT'S ALL THE MORE IMPERATIVE THAT THE WORLD'S YOUNGEST CONTINENT RISES TO THE CRISES AND SEES OPPORTUNITIES WHERE THERE SEEM TO BE NONE. THESE ARE THE MEN AND WOMEN FORGING AHEAD WITH CREDIBLE, CREATIVE AND PROFOUND STRATEGIES TO SHAPE OUR TOMORROW. CELEBRATING SIX YEARS OF THE FORBES AFRICA 30 UNDER 30 LIST, THEY ARE THE CONTINENT'S REVOLUTIONARY THINKERS REVITALIZING IDEAS AND INDUSTRIES WITH FRESH BUSINESS MODELS AND INNOVATIVE LEADERSHIP.

BY KAREN MWENDERA



Photographer: Motlabana Monnakgotla | **Art Director:** Lucy Nkosi | **Assistant:** Retang Sebeka | **Intern**: Lerato Mutsila | **Makeup artists:** Thandekile Grace Maseko ; Vanessa Unamaca - Makole Made Beauty | **Stylist:** Bontlefeela Mogoye | **Outfits supplied by:** David Tlale; Ephraim; Fabrosanz; H&M; House of Ole | **Studio:** GBP Studio Rental, Johannesburg

30 UNDER 30

OVER 3,000 nominations flooded into our inboxes and landed on our desks from the start of 2020 for this Under 30 list. And the mammoth task? Whittling it down to 30 names.

While last year, we had 120 in total, with 30 finalists each in the categories of business, technology, sports and arts, this year, we chose to stay with 30: the best of the best spanning all industries. Our youngest list-maker this year is just 16!

In a continent pregnant with opportunities, and at a time a virus pandemic grips the world, young people are the only hope. They are able to step in to offer new and innovative solutions for the problems confronting Africa.

And big business salutes their potential.

"Leaving an ordinary career path to start something new and original is difficult and lonely, and success is not linear. Making the list must also be an incredible encouragement to the brave young people who've struck out on their own," says Fran Luckin, Chief Creative Officer at Grey Africa, a global advertising giant. The odds stacked against them are great, such as access to funding and institutional and historical inequalities that mean there's probably very little family wealth or savings for the average young entrepreneur to draw on, adds Luckin.

"If you look at the development from youth-owned businesses and those featured on the 30 Under 30 list, you will realize that Africa has amazing potential," says Ashok Gupta, Chairman & Founder of Kalyan Group, a diversified business with portfolios in hospitality and agriculture based in Togo.

In the following pages, this is what we will see: the potential of Africa's future and the people who will lead us.

The list is in no particular order.

METHODOLOGY



In drawing up the 2020 list, we sifted through piles of nominations that came in from across Africa, even the remotest corners. Through robust reporting and vigorous vetting, harnessing the experience of our editorial teams across Africa; with extensive research, studies of databases and media coverage; and also delving into the knowledge of our team of external judges, we evaluated the nominees to arrive at a long-list of 100 names, before short-listing to the 30 changing the face of business and society today. We have only considered for selection those who were under the age of 30 as of March 31, 2020. We have also discovered many more to 'watch out for' and who will be featured on this list in the years to come. For the 2020 list, FORBES AFRICA partnered once again with SNG Grant Thornton to vet the business and financial statements of the candidates. This involved understanding the landscape, the profitability, growth and most of all, the scalability of each business. But it's not all about the money. Some of the qualities FORBES AFRICA looks for in the leaders of tomorrow are that they are passionate, innovative, impactful, pioneering and are real hustlers of the African growth story. The list also examines their resilience, strength and ability to turn around their enterprise or careers. At the time of going to press, all facts on the following pages were verified to be correct.

EXTERNAL JUDGES:

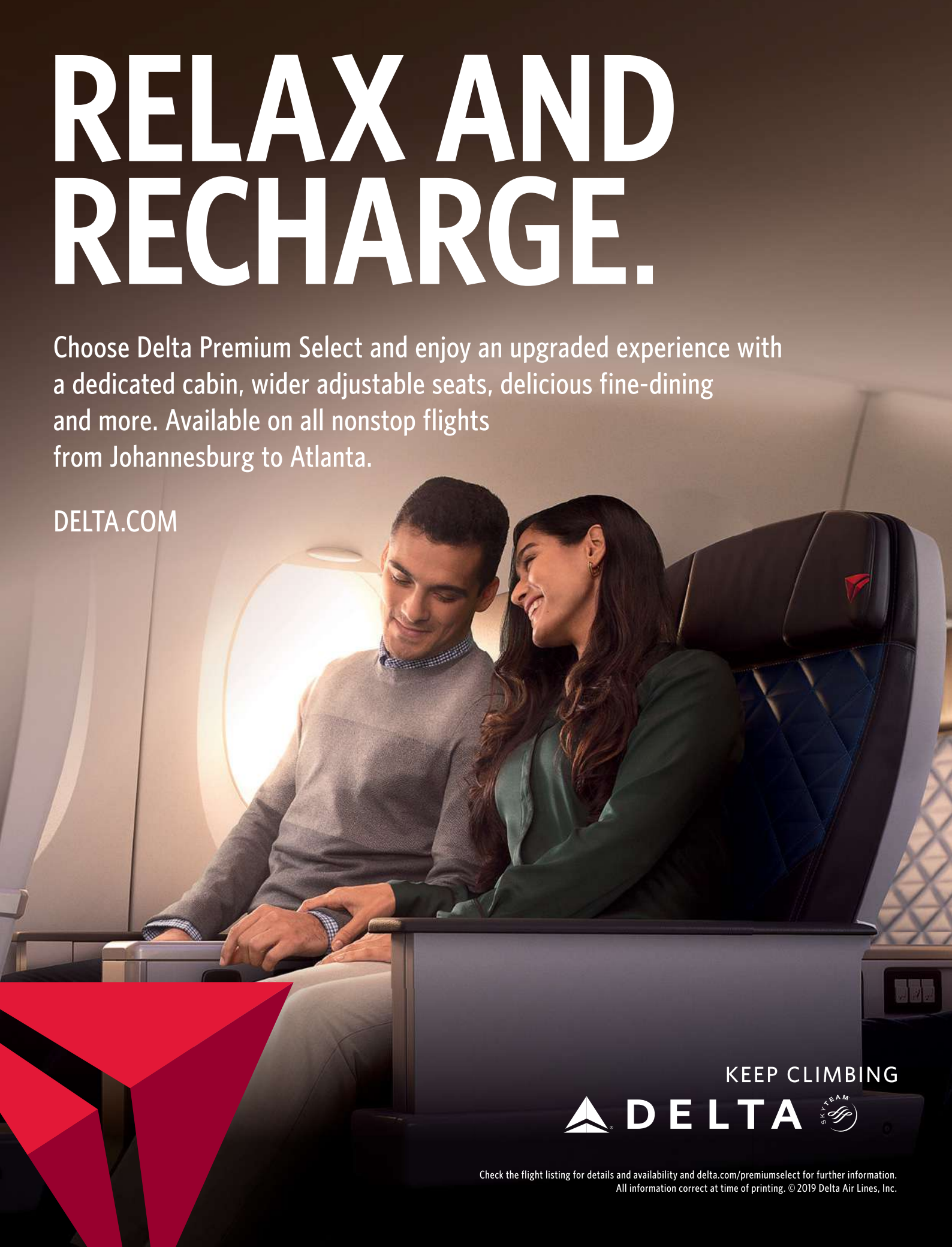
BUSINESS: Lwandile Qokweni, CEO, Wavewaker
TECHNOLOGY: Teboho Mofokeng, Founder, Bowfica
SPORTS: Carol Tshabalala, Sportscaster
ARTS: Yvette Gayle, Partner and Head of Communications and Engagement, Africa Creative Agency
AUDIT PARTNER: SNG Grant Thornton

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BAKO AMBIANDA, 29, CAMEROON

FOUNDER, CHAIRMAN AND CEO, LABACORP GROUP OF COMPANIES

INDUSTRY: DIVERSIFIED HOLDINGS

At only 29, Bako Ambianda is an international development expert, author, speaker, philanthropist and entrepreneur.

Over the years, he has successfully built an empire. His business acumen was evident from his high school days, when he would pick mangoes, avocados, and bananas from his backyard at home and sell them in his school's dormitory for a profit.

After high school, he moved to the US in 2011 to further his studies and began a career in diplomacy at the Maryland State House.

While there, he started his first company with only $850.

Global Attain Advancement is an events organization company, the first instalment to the Labacorp Group.

> **"I wanted to work relentlessly toward contributing to the development of Africa.**

Through the company, he was exposed to learning the tricks and trades of organizing events and found himself a part of the organizing team for former president, Barack Obama's Energy Congress.

He later returned to Africa to develop the business and launch other entities.

"When I launched Labacorp Group, I set out a mission that all operations of the group will be rooted in the 'Afri-developism' economic concept that I created because I wanted to work relentlessly toward contributing to the development of Africa inspired by the 'Afri-developism' concept," he tells FORBES AFRICA.

Today, the Labacorp group has grown from just housing an events organizing team to owning businesses across manufacturing, power, construction, agribusiness, and exhibition sectors with operations in six countries with 79 employees, and a footprint in Africa, Middle East and North America.

With the offices headquartered in Ghana, Labacorp Industries Limited and a South Korea-based company are setting up a polyethylene terephthalate (PET) bottle waste recycling plant in the country to produce high value-added products such as polyester, staple fiber and geotextile from PET bottle waste.

He has won numerous awards including the Global Business Disruptor 2018 Award by Professional Association of Young Africans (PAYA) and Africa Business Leadership Excellence Award 2018 by *African Leadership Magazine*.

GIFT SUKEZ, 27, MALAWI

FOUNDER AND DIRECTOR, HD PLUS CREATION COMPANY LIMITED

INDUSTRY: VIDEO PRODUCTION

Bob Phondo, a notable brand manager in Malawi's marketing and communications industry, recalls a memory of Gift Sukez in the early days of his business in 2013.

He was seen with nothing but a camera, working from a backroom focusing on where his passion would take him.

Using borrowed cameras, lights and computers, Sukez was able to save up enough to buy his own HD Camera which cost $300.

With the flash of a camera, the picture became clear and HD Plus Creation Company Limited was born, offering media consultancy services and video content creation.

"The passion I had for creative visuals fueled me to work very hard every day and it eventually paid off in 2016 when I managed to register the company and with time, the demand for my services grew," Sukez tells FORBES AFRICA.

Today, Sukez owns two offices and a video production department and employs up to 18 staff.

"It could be argued that Gift is the best at what he does in Malawi," says Phondo.

One of Sukez's most early notable work was when he worked with Akon, Yvonne Chaka Chaka, Jah Prayzah and P-Square to produce and direct the making of the 2017 African leaders for change theme song, *The Song for Africa*.

His company has also produced content for organizations such as UN Malawi, UNICEF and Standard Bank.

The biggest highlight of the business was when they worked on a film directed by Mark Spencer titled *Whistleblower* shot in Australia, Japan and Malawi.

Last year, they also took part in shooting and working on set for two Australian movies, *The Drover's Wife* and *Fallout*.

Sukez plans to take his knowledge working internationally to produce quality content for Malawians.

"Malawi lacks so much in terms of technology, as a result, we fail to have the right connections and network to help boost the business internationally, but we try with the little capacity we have," he says. "When I look at my future and the company, my vision is to employ more than 1,000 young people by 2030 in Africa and this includes actors, scriptwriters, directors, producers, cameramen, just to mention a few."



NOT FOR SALE



THOBO KHATHOLA, 28, BOTSWANA

FOUNDER, MANAGING DIRECTOR AND CEO, LION TUTORING

INDUSTRY: EDUCATION TECHNOLOGY

It all began in 2015. After his experience as a university student tutor, Thobo Khathola was keen on improving the pass rates of students in Botswana.

So he started operating from the boot of his car in his parents' home to offer tutoring services to youth in Botswana.

Shortly after, he took loans from friends and family and it paid off.

"One happy client from my church turned into two. Two happy clients turned into 10. Ten became 100 and now we enrol more than 1,000 clients each year," he says.

Khathola founded Lion Tutoring which he says works like the 'Uber for tutors'. He now owns offices in Botswana and South Africa.

"I have always been passionate about education and bothered by the declining pass rate of academics in my country and in Africa as a whole. I managed to gain experience and identified a niche," he tells FORBES AFRICA.

Lion Tutoring takes advantage of the Fourth Industrial Revolution by engaging clients through their e-commerce platform and mobile application.

Since inception, Lion Tutoring has employed over 300 staff.

The business has won three awards for three consecutive years from 2017, named the Best Youth Owned Business in Botswana at The Botswana Youth Awards and The Palapye Business Awards.

Khathola was listed in the Botswana Stock Exchange's publication as one of the Top Youth Entrepreneurs to look out for. He was also named one of the Top 30 Most Influential Youth in Botswana by *Botswana Youth Magazine*.

Khathola has also founded the Lion Tutoring Community Based Project which provides assistance to communities such as the SOS Children's home, Childline and Mogonye Primary school.

Khathola plans to branch into more African countries.

"One happy client from my church turned into two. Two happy clients turned into 10. Ten became 100 and now we enrol more than 1,000 clients each year.



When I was done with the marathon, I got to work turning this newly-discovered niche into a fully-fledged business.

TONY MAUTSU, 27, BOTSWANA

FOUNDER AND MANAGING DIRECTOR, SOCIAL LIGHT

INDUSTRY: DIGITAL SOLUTIONS

Tony Mautsu was born 30 kilometers away from the capital city of Botswana, Gaborone. He grew up in a small village called Mochudi and could not speak English very well.

But from the age of 10, he learned very quickly how to stand out.

Growing up in school, he sold sweets, chips, compact discs and airtime, unknowingly honing his entrepreneurial spirit.

While volunteering at a marathon in 2014, he used social media to generate inspirational quotes and respond to inquiries. This earned him the description of "that social media guy".

"When I was done with the marathon, I got to work turning this newly-discovered niche into a fully-fledged business. The Social Light, the light that leads corporations into this tricky unknown platform of social media," he says.

Social Light is geared towards introducing cutting edge-tech services to assist companies position their brands and acquire in-depth information on client sentiments through big data mining and monitoring tools in Botswana.

They offer services such as video animation, graphic designing, content creation, HD-live streaming, application management and social media management.

One of their biggest highlights was when they were commissioned to work with the 2017 Global Expo Botswana, which hosted founder of Virgin Group, business magnate and billionaire Richard Branson.

Last year, they worked with the Youth Town Hall Meeting organized by the Botswana Government which featured telecom giant, Strive Masiyiwa.

The business has grown 750% in the last year, he attests.

UZAIR ESSACK, 27, SOUTH AFRICA

FOUNDER AND MANAGING DIRECTOR, CAPECROPS

INDUSTRY: AGRICULTURE, LOGISTICS

Uzair Essack has his roots deep in the fruit and vegetable business.

He is the founder and managing director of CapeCrops, an export business that sells fruits and vegetables sourced from South Africa to the rest of Africa and international markets such as Europe, the Middle East and Asia.

With no background in agriculture, Essack invested his savings to start the business and has managed to build a company which went from earning R500,000 ($30,515) revenue in 2015 to R34 million ($2 million) in 2019.

Some of his clients include major supermarket chains such as Marks & Spencer, Aldi, Tesco and Carrefour and he recently opened an office in Dubai.

Essack employs a staff of 13 and indirectly employs thousands who contribute to farming, cold chain and logistics.

He is also the founder and president of GetGiving, a non-profit company that aims to benefit the community through projects which include food-hamper drives, sanitary drives, stationary drives and careers days.

Essack won the Minara Young Entrepreneur Award in 2019.

"We firmly believe that African fruit and veg is amongst the most wholesome, healthy and flavorsome on the planet and we're passionate about helping our clients all over the world to showcase it on the global stage," he says.

African fruit and veg is amongst the most wholesome, healthy and flavorsome on the planet.



Photos supplied

NOT FOR SALE

BARAKA DANIEL KIRANGA, 29, TANZANIA

FOUNDER AND DIRECTOR, HAMASA MEDIA GROUP

INDUSTRY: DIGITAL MEDIA



Baraka Daniel Kiranga started his business with a mere $20 in 2014 while pursuing his Bachelor of Science degree at the Institute of Finance Management in Dar es Salaam, Tanzania.
With a friend, he bought a template for an online magazine, designed it, and wrote inspirational stories of young entrepreneurs and change-makers in the country.
Impressed by his initiative, Kiranga received a small contribution from his father and friends to register the business with the magazine as his first product.
For seven months, he worked on bootstrapping the business.
Since then, Kiranga has not looked back and the business has grown by 449%.
With a team of 11, the company now offers media consultancy services to clients such as WHO-Tanzania, NGOs, news outlets and journalists.
In August this year, they plan to launch an art media lab to provide innovative media solutions such as strategy training, media monitoring, cloud computing and digital security services.
Last year, Kiranga was awarded a trophy by the National Training Institute of Egypt during an Arab African development forum in Egypt for his involvement in promoting youth development in Africa.
"Don't lose your focus when you are subjected to the heat of financial instability. It is working for the betterment of your business; at the end of the day, you will emerge on the other side of the valley and say it was better it happened," he says.
Hamasa is a business consultancy on digital media management and data technologies in producing data-driven stories.

"Don't lose your focus when you are subjected to the heat of financial instability.

NEWMAN TSHEPO RAMATOKWANE, 27, BOTSWANA

FOUNDER OF NATIVE STRETCH TENTS AND CANOPIES (PTY) LTD

INDUSTRY: EVENTS

Most people would have given up after dropping out of college twice, but not Newman Tshepo Ramatokwane.

"Go against the grain," he says. This was a clear goal Ramatokwane set for himself when he started his upward-bound career.

Born in the capital city of Botswana, Gaborone, he was groomed in a business-orientated family.

Thus, the drive for entrepreneurship was grilled into him from a tender age.

During his primary school years, Ramatokwane made money selling his art drawings to his colleagues and he would polish his sister's shoes for a fee.

"At the age of sixteen, I came across a financial literacy book, *Rich Dad, Poor Dad* by Robert Kiyosaki, it was then that my entrepreneurial spirit was unleashed," he tells FORBES AFRICA.

It was in 2013 that he decided to found his own business – Native Stretch Tents and Canopies now trading as Native Event – from a one-bedroom house.

The company initially hired out stretch tents only, but with the rapid growth, they began manufacturing furniture.

Ramatokwane also invested in a mobile bar service, transport and logistics, and in an accounting firm.

"I come from a country where entrepreneurship is not generally taught or pursued.

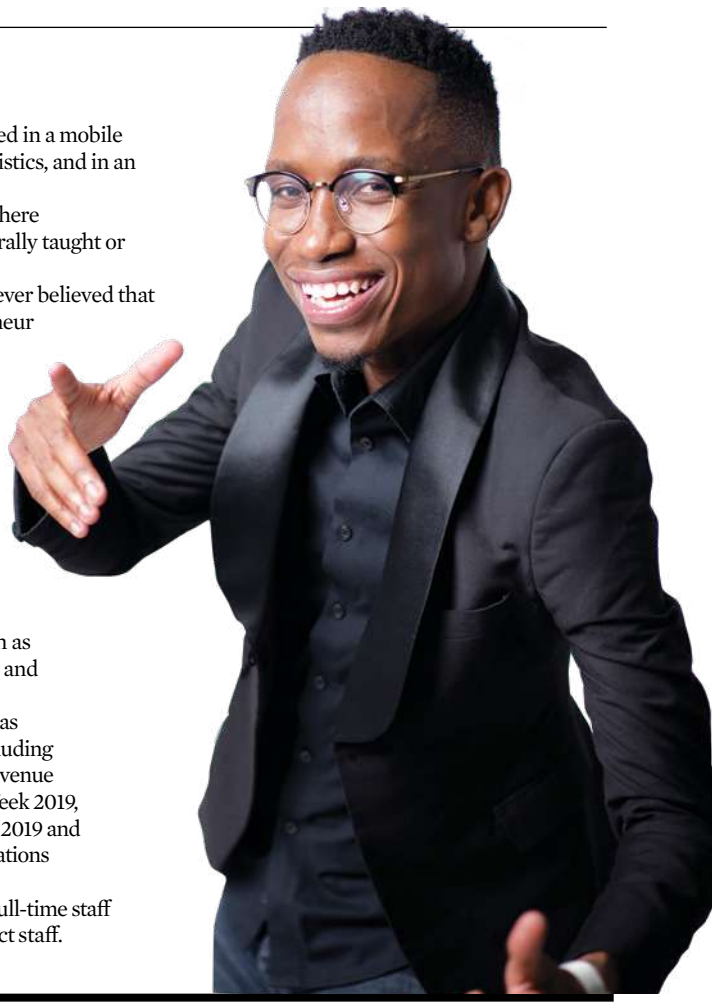
"We have a culture that never believed that one can become an entrepreneur at a young age and actually succeed at it," he says.

By 2015, his company won the local Global Expo's 2015 and 2016 Best Small Medium Enterprise recognition.

In 2018, Ramatokwane moved the business into a 1,000sqm warehouse providing more services such as event consultation, planning and management.

Since then, the company has executed over 300 events, including the Southern African Inter Revenue Games, De Beers Diamond Week 2019, the Presidential Inauguration 2019 and the Botswana Telecommunications Corporation V-Sat Launch.

He currently employs 20 full-time staff and about 10 part-time contract staff.





> **My mother told me 'study hard, and become a doctor, and look for a way to extend services to women like me'.**

SHAMIM NABUUMA KALIISA, 24, UGANDA

FOUNDER AND EXECUTIVE DIRECTOR OF CHIL ARTIFICIAL INTELLIGENCE LAB

INDUSTRY: ARTIFICIAL INTELLIGENCE IN MEDICINE

At only 24, Shamim Nabuuma Kaliisa is an entrepreneur with a background in the medical field.

She is also a cancer survivor.

But she would rather you call her an entrepreneur, she expresses, as she arrives for the FORBES AFRICA 30 Under 30 photoshoot in Johannesburg, straight from the airport, after flying in from Uganda.

Her company Chil Artificial Intelligence Lab was founded out of both passion and personal experience.

When she was 13, she lost her mother to cervical cancer. Kaliisa's mother had one last wish.

"She called for me from school and when I reached the Uganda Cancer Institute, my mother told me 'my daughter, study hard and become a doctor and look for a way to extend services to women like your mother who lacked key screening services in our villages'," Kaliisa recounts.

Those last words sank in and the young Kaliisa vowed to fulfil her mother's dream.

But things took a different turn.

During her second year pursuing a bachelor's degree in medicine and surgery, she felt an unusual pain in one of her breasts. She got it tested and the results returned positive.

"Luckily, it was still in its early stages. I was treated, though I lost one of my breasts [to mastectomy] as a way to save the rest of me," she says.

These experiences led to her founding a company in 2017 to offer mobile cancer screening, which later incorporated the use of artificial intelligence guided e-oncology services (to detect cervical and breast cancer). Today, her company also incorporates drone services for easier transportation of cervical cancer specimens from the rural areas to laboratories without women having to travel long distances out of the villages.

Kaliisa, who locals refer to as "mama cancer", is a winner of the Takeda Young Entrepreneur Award 2018, Young African Entrepreneur Award 2018, Social Impact Finalist AWIEF Awards 2018, has received an Honourable Mention at the Maathai Impact Award 2019, and was chosen among the top 10 artificial intelligence companies founded in Africa by Google for start-ups.

She has also been endorsed by the Tony Elumelu Foundation.

Kaliisa continues to make strides in the field of cancer screening. Packing up her things after the photoshoot with us, she heads back to the airport for her flight home.

It's business as usual for this young woman on a mission to help women in villages survive cancer like she did.



LLOYD HARRIS, 23, SOUTH AFRICA

TENNIS PLAYER

INDUSTRY: SPORTS

Nicknamed 'The King' in the South Africa Davis Cup team, at only 22, Lloyd Harris is currently South Africa's second ranked tennis player behind Kevin Anderson.

The young Cape Town-born player found his feet at the age of three when he picked up his first racket. Following in the footsteps of his mother, who would play at a tennis club, by the age of four, Harris was already able to serve from the baseline.

When other 10-year-olds were riding bicycles and playing video games, Harris was competing in the Under 10 World Cup in Croatia, his first game on an international stage.

This was the beginning of his tennis career.

In 2014, he became the first-ever South African to represent South Africa at the Youth Olympics in 2014.

But it wasn't always easy.

Harris and his family sacrificed everything to ensure he reached a professional level.

And in 2018, Harris endured a devastating loss.

At the eleventh hour, while preparing for a match, he received news that his father passed away.

Harris did not react well to the news.

Waves of unimaginable pain shot down his spine, making it difficult for him to play.

"It was an eye-opener that changed my world. He was incredibly proud of me and my tennis. I lay in bed, cried all day, had no idea whether or not I should play. I was ready to get on the next plane home and then decided to stay and play for my father. I won two tournaments, in two weeks," he tells FORBES AFRICA.

Harris's decision to continue to play for his father brought him more triumph. In 2018, he was nominated as an alternate for the Next Gen ATP Finals in Milan.

He also represented South Africa at the Davis Cup as the number one player in seven ties with a win-to-loss record of 11-4.

Last year, he qualified for his second Grand Slam main draw at a senior men's singles level and he reached the 100th spot in the ATP Rankings, cracking the top 100 for the first time in his career.

"I think that as South Africans, we need to have a lot of belief and support to get far on the ATP Tour. Where I come from, nobody has really, for so many years, made it from South Africa. The last one was maybe Wayne Ferreira. It's hard to believe we can actually do everything from South Africa," he says.

"I still have plenty of time on the tour and only have to look at Roger Federer, who is still playing at 38 and remains at the top of his game, to gain inspiration. I still have many years to go and we are just focused on the process at the moment."

DJ CUPPY, 27, NIGERIA

DJ, FOUNDER AND DIRECTOR, RED VELVET MUSIC GROUP

INDUSTRY: ENTERTAINMENT

Many had high expectations for Florence Ifeoluwa Otedola to follow in her family's oil business and become an oil trader.

Her life was a set stage from the day she was born.

Dancing to the tune, she pursued a degree in economics and management.

"I was convinced my plan was to make lots of money and be the next Femi Otedola!" she tells FORBES AFRICA

But the young Nigerian longed to pursue the arts.

As a teen, she performed at local parties, events and in front of crowds filled with youthful energy.

It was one gig here and another there, honing her skills until she became the reputed DJ she is now.

Otedola now goes by the name 'DJ Cuppy' and has become one of Nigeria's most accomplished DJs, always identified by her trademark pink hair style.

> **"I was convinced my plan was to make lots of money and be the next Femi Otedola!**

In 2015, she had the opportunity to perform for her country and president Muhammadu Buhari at his inauguration. Since then, she had both her hands on-deck performing all over the world from Senegal and Ghana to the UK, playing in front of more country presidents.

In 2015, she founded The Cuppy Foundation, an NGO aimed at uplifting women, children, and people living with disabilities and tackling issues such as education, malnourishment and poverty.

DJ Cuppy also holds a master's degree in Music Business from New York University.

She has won a number of awards including Best Female DJ at the Beatz Awards in 2016, 2017, 2018, 2019. This year, she has been nominated for a Nickelodeon's Kids' Choice Award.





Sometimes, all it takes is that one person to believe in you.

MR EAZI, 28, NIGERIA

MUSICIAN AND FOUNDER, EMPAWA AFRICA

INDUSTRY: ENTERTAINMENT

Born in Port Harcourt, Nigeria, and raised in Lagos, Oluwatosin Ajibade would sit at the breakfast table with his dad, listening to old records his father used to play.

This was the key moment that inspired Ajibade to become 'Mr Eazi', one of Africa's notable music stars.

He began his music career while attending college in Ghana, where his side hustles included promoting concerts and running a concierge service shuttling wealthy kids to parties.

"I began my career with a small cash gift from friends, which enabled me to pay for my first professional-quality video for *Skintight*," he tells FORBES AFRICA.

This later led him to producing more African favorites in 2017 such as *Leg Over* and *Pour Me Water,* both sitting at over 74 million views on YouTube.

But the music did not stop there.

His success has also seen him performing on global stages in the UK and the US including being one of only two African artists to play the world's most prestigious music festival, Coachella in 2019.

Mr Eazi's ascent to global stardom has seen him clock over 280 million YouTube views and more than 4.1 million Spotify streams per month, making him one of the most streamed African artists worldwide.

But now, Mr Eazi is establishing himself as an entrepreneur as well.

After founding emPawa in 2018, he has been on a global campaign to mentor and fund African artists.

The entity has provided marketing and business support for established acts like Nigeria's Simi and Ghana's King Promise.

emPawa also had a notable hand in Beyonce's Grammy-nominated *The Lion King: The Gift* album, helping the pop megastar's US-based team assemble leading African talent for this landmark project.

"It's something I wish someone had created when I first started making music. Sometimes, all it takes is that one person to believe in you," he says.

WISDOM MAWULI, 26, GHANA

FOUNDER, MAJORA GROUP

INDUSTRY: DIVERSIFIED HOLDINGS

Murphy's Law states that 'anything that can go wrong will go wrong', and Wisdom Mawuli learned that very early in life.

"I lost over GHC3,000 ($541) when I had wanted to travel to the US in 2014 and consulted a travel and tour company on campus. My visa was sadly turned down but it spurred me to conduct a detailed research in the traveling and ticketing industry, hence the birth of Majora Group," he tells FORBES AFRICA.

Majora Group began in a mining community and town called Obuasi in Ghana in 2017 with subsidiaries in travel, education, consultancy, photography and printing.

It came about with Mawuli who wanted to travel to the US but encountered an unfavorable experience.

After the business started, Mawuli again lost a sum of GHC12,000 ($2,162) to a fake Ghanaian recruitment agent in Dubai, leading the business to further setbacks.

"This major setback led my business to huge debt which nearly collapsed after a few months of commencement. Lastly, the Obuasi office caught fire in June 2018 which made me change the entire wiring system of the office building, hence incurring huge financial losses," he says.

It took a while but Mawuli was able to get the business back on track.

They have sold over 1,000 trips, serviced more than 800 clients and secured five academic accreditations from universities in Europe and Canada as recruitment partners.

The company has grown 57% in revenue last year, he says, and now has two branches in Obuasi and Accra and consists of a staff of nine.

"As an entrepreneur exposed to the high unemployment rate in Ghana, it is my dream to expand my company to become a global conglomerate in Africa so I can create employment for the youth in my country within the company's capacity. I believe the youth hold the future to sustainable development and I therefore seek to contribute to it through entrepreneurship and job creation."

Passionate about developing Ghana, Mawuli serves as the executive director for Vision Aid Foundation.



It is my dream to expand my company to become a global conglomerate in Africa so I can create employment for the youth.

NOT FOR SALE



LUCKY OKUDO, 28, KENYA

FOUNDER AND CEO, WOMEN IN ENERGY AND EXTRACTIVE AFRICA (WEX AFRICA)

INDUSTRY: OIL, GAS AND MINING

In 2012, Lucky Okudo found herself at a conference on the outskirts of Nairobi discussing environmental sustainability and the strategic role women play.

At the same time, on the opposite end of the continent in the Niger Delta in Nigeria, communities were protesting the negligence in operations by oil companies resulting in oil spills.

"I vividly remember noticing the men dominantly speaking, but it was the woman performing the balancing act of her child on her right hip and yams to feed a family on her head that was the inspiration behind Women in Energy & Extractives Africa that initially began as Women in Oil and Gas East Africa (WIOGEA) [now known as WEX]," she tells FORBES AFRICA.

Ironically, during this period, oil hadn't been discovered in Kenya yet, but Okudo was on a mission, not knowing that fate would knock on Kenya's doors months later in 2012.

Oil reserves were discovered in Kenya's vast and dry remote area of Turkana County and became a source of new wealth and a source of conflict for the pastoralist Turkana people, especially the women who were often the marginalized group.

Part of WEX's role then was to speak for women in the energy and extractive sector, informing industry participants and decision-makers of the challenges and opportunities women are finding in pursuing careers in these sectors.

To do this, Okudo participated in market meetings and industry bodies to constantly increase the visibility of the organization.

Today, WEX Africa has 15 employees in five countries and over 75 volunteers in 10 countries and counting. At only 28, Okudo has already been hailed potentially as the next Folorunso Alakija of Africa.

CNN Africa Voices referred to her as "the woman on a mission to disrupt the energy sector".

She has been recognized internationally and is a recipient of numerous of awards including President Uhuru Kenyatta shortlisting her in 2018 as one of the young female Kenyan trailblazers, being awarded the Under 30 Women in Energy East Africa (2018) and in 2019, the Kenya Upstream Oil and Gas Woman of the Year.

In 2019, she addressed the Economic and Social Council at the United Nations Headquarters in New York, accompanying President Kenyatta as part of the Kenyan delegation to the United Nations General Assembly.

"The energy agenda being no different; under-utilized, overpriced, more than half a billion Africans living in darkness and exploited natural resources with little to no impactful gain to individual countries, people and communities. I am passionate about the opportunity to play a role in factoring a development driven by strategic partnerships," she says.

Okudo sits on numerous boards advising their strategic operations in East Africa including Bboxx Kenya, the London-based next generation off-grid utility platform operating in 15 countries developing solutions for off-grid communities by providing affordable, pay-as-you-go solar power, impacting over a million people.

2020 is a big year for her as she plans to organize STEM outreaches, release a children's book and publish guidelines to sustainably engaging Women in Energy and Extractive Sector Projects in sub-Saharan Africa.

By the end of the year, Okudo plans to set up offices in all their East African satellite locations.



PATORANKING, 29, NIGERIA

MUSICIAN

INDUSTRY: ENTERTAINMENT

A quick Google search for the best dancehall artists in Africa, and Patoranking's name is sure to pop up.

His beats are a unique blend of dancehall, reggae and Afrobeats combined, recognizable both on the continent and the global music scene.

In 2016 and 2017, he was a judge on the internationally-acclaimed reality singing competition, *The Voice Nigeria*.

He was also awarded MTV Africa's Song of the Year for hit song *My Woman, My Everything* in 2016.

The following year, he was crowned Best African Artist at the South African Music Awards (SAMA).

Internationally, he was featured on Major Lazer's *Particula* hit song alongside Nasty C, Jidenna and Ice Prince in 2018.

In the same year, he traveled with American singer and songwriter Lauryn Hill for T*he Miseducation for Lauryn Hill* album's 20th anniversary tour across North America as a special guest.

To date, Patoranking has been nominated for over 40 awards including Male Artist of the Year and Best Dancehall Artist, taking home more than 20 awards for these categories.

Photos supplied; Photo by Emily Nkanga



People usually do not trust that women are able to handle businesses for a long period as it is believed that we would get married someday, start having babies and 'abandon' the business.

TRACY BATTA, 29, NIGERIA

CO-FOUNDER AND CHIEF EXECUTIVE OFFICER, SMOOTHIE EXPRESS

INDUSTRY: FOOD AND BEVERAGE

Tracy Batta was determined to live her life like a healthy fruit basket in 2014.

She would blend fruits together into a smoothie detox and would package some to carry to work.

However, the process was often tedious and time-consuming, let alone a bit messy.

So she decided to start a smoothie delivery company for professionals like herself.

With her business partner (Omowunmi Akande), she raised $10,000 from their savings, built a website, bought a motorcycle for deliveries and set out to start the Smoothie Express.

But it wasn't a smooth start to the business.

They rented out a spare room from a guest house which turned out to be a bad deal.

"We agreed to pay [the owner] 50% of our profit every month. This deal later became crippling for the business as we had to pay out almost a million naira in some months," Batta tells FORBES AFRICA.

This forced them to find other means.

In 2016, they moved into their own kitchen and the business began to grow as the two researched and carefully-curated their own recipes.

The next year, they opened their first brick-and-mortar store in the heart of Victoria Island and were now able to service walk-in clients.

"People usually do not trust that women are able to handle businesses for a long period as it is believed that we would get married someday, start having babies and 'abandon' the business. This however never stopped us as we worked hard to make our business cash-flow positive."

The company now has grown to launch three modern stores with headquarters in Lagos, Nigeria.

They currently employ a team of 35 while the produce comes from over 15 farms across the country.

Last year, they received a loan from a women empowerment program sponsored by Access Bank.

Batta is also a contributor to *The Guardian Nigeria*.

She plans to grow Smoothie Express to become an international brand with locations across Africa by 2025.

OLAJUMOKE ODUWOLE , 29, NIGERIA

FOUNDER AND CEO AND SENIOR WEB DEVELOPER, KJK COMMUNICATION LIMITED

INDUSTRY: TECH / SOFTWARE DEVELOPMENT

Bill Gates, Steve Jobs, Elon Musk, Larry Page, Ginni Rometty, Mark Zuckerberg and Jeff Bezos, are but a few of the names Olajumoke Oduwole looks up to.

Very soon, she plans to become a part of this coveted list of techpreneurs.

She founded KJK in 2014 as a one-woman business, able to write 16 programming languages.

The business was founded out of the realization that not many small businesses had access to skilled programmers and tech experts.

"This meant small businesses have a disadvantage from the start. This observation piqued my interest in serving this underserved population," she says.

After quitting her previous job, she ventured into this unchartered territory in May 2014 from her bedroom with savings of $300.

It was a small space but had lofty dreams.

After a year, the business grew and she was able to open an office and employ two more people.

Today, the team includes 18 full-time employees and works with 37 contract programmers on a project basis.

The business has since built apps such as the tru-DATA app owned by TrippleGee & Co. Plc. a security company which resulted in a contract worth $2 million.

"The tru-DATA product is being used to combat counterfeiting and proliferation of fake products, impacting the community and people's lives. This feat strengthened our belief in our purpose, instilled a sense of pride, and gave us the vision of being the IBM of Africa," she says.

Last year, they also received funding from the World Bank.

She is the beneficiary of the Goldman Sachs 10,000 Women, a global initiative that fosters economic growth for women entrepreneurs.

"In the next five to 10 years, I plan to build products that will provide a tangible solution to problems faced by growing businesses in Nigeria and Africa," she says.

"I believe it is our duty as people sharing life in this world to shape the future. I am committed to building my technology dreams so that the outcome will shape the future of African business. You can partner with me on this journey to influence the economic narrative of Africa for good."

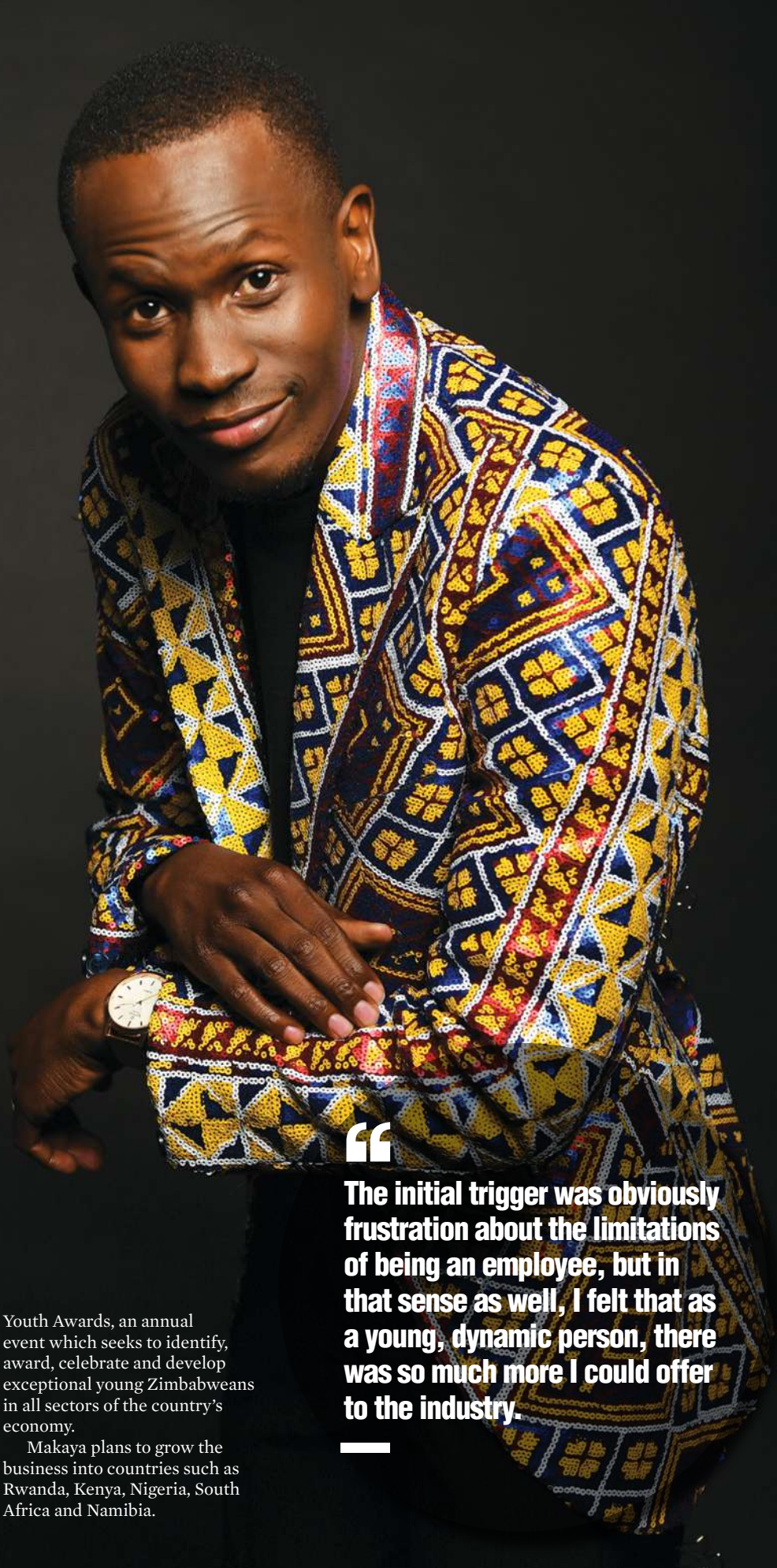


NOT FOR SALE

PAUL MAKAYA, 26, ZIMBABWE

FOUNDER AND CEO, BERGAST HOUSE

INDUSTRY: DIGITAL DESIGN AND MARKETING



It's not easy doing business in a country perennially in an economic crisis.

But Paul Makaya is defying the odds in Zimbabwe.

With just the $200 he had saved up, Makaya and his friends invested it in 2016 and rented a miniature one-room office space that had only two chairs.

This was only the beginning of Bergast House, a company that offers strategy, public relations, digital and design services.

Today, the two chairs he started the business with have quintupled, as they now have a team of 10 and can gladly say they have worked with numerous organizations including software giant Microsoft.

"The initial trigger was obviously frustration about the limitations of being an employee, but in that sense as well, I felt that as a young, dynamic person, there was so much more that I could offer to the industry," he tells FORBES AFRICA.

"I also felt we had a part to play in the rise of the African continent. Our vision is to rebrand Africa and this is our purpose."

The company has served over 103 clients including Zuva Petroleum, Astro Mobile, Maranatha Group of Schools, the Contact Centre Association of Zimbabwe, Tech24, the Chartered Institute of Customer Management, Steward Bank, and the Zimbabwe Agricultural Society, delivering an advertising value of up to $175 million.

Makaya has been listed on the Gumiguru 40 Under 30 list of emerging Zimbabwean leaders and in 2019, was selected to be the vice curator of the World Economic Forum's Global Shapers Harare Hub.

He is also a founding member of the Zimbabwe National Youth Awards, an annual event which seeks to identify, award, celebrate and develop exceptional young Zimbabweans in all sectors of the country's economy.

Makaya plans to grow the business into countries such as Rwanda, Kenya, Nigeria, South Africa and Namibia.

"The initial trigger was obviously frustration about the limitations of being an employee, but in that sense as well, I felt that as a young, dynamic person, there was so much more I could offer to the industry.

ANWAR BOUGROUG, 29, MOROCCO

FOUNDER AND CREATIVE DIRECTOR, BOUGROUG

INDUSTRY: FASHION

Morocco is home to very diverse coasts, remarkable architecture, intricate handmade cultural pieces, and it is also home to a young designer making a name for himself thanks to his innovation and unique vision for fashion.

Anwar Bougroug founded a genderless fashion label in 2017 called Bougroug.

Since the unisex fashion movement that has been gaining momentum in recent years and as gender fluidity becomes more normalized, Bougroug is pushing boundaries by being one of the few promoting this trend in the north African country known for its conservative people.

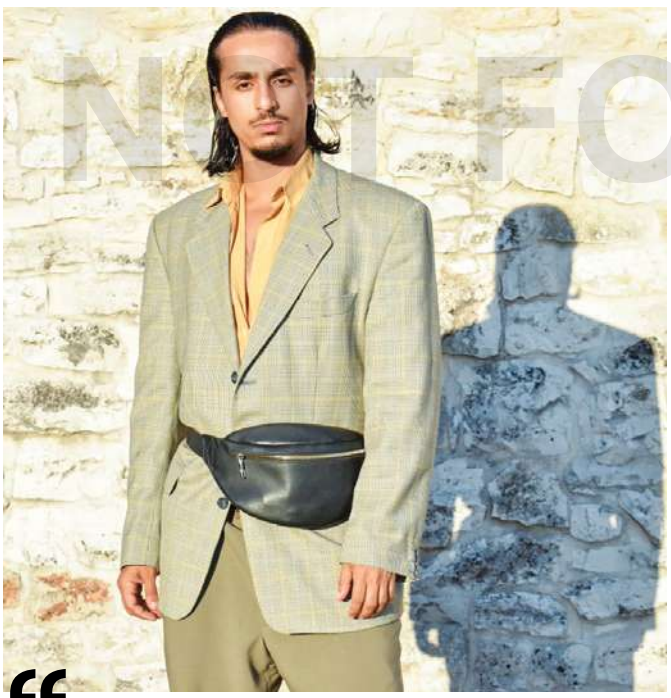
"We are breaking the gender binary and gender roles by representing a new kind of individual, freer than ever from societal norms and rules," he says.

What started out as a personal project to tackle toxic masculinity and empower women in the region became a visible creative fashion house.

With every item uniquely handcrafted down to the very last thread by Moroccan artisans, Bougroug incorporates long-standing Moroccan crafting techniques.

Having roots both in Morocco and Europe, Bougroug has been able to work with different companies such as H&M and Bershka, designing and developing collections for women, men, kids and babies.

Bougroug has its head office in Stockholm, Sweden, and the production office in Marrakech. Last year, Bougroug decided to amplify his social agenda to write about sexuality, gender-based violence, politics, fashion and society in Morocco.



"We are breaking the gender binary and gender roles by representing a new kind of individual, freer than ever from societal norms and rules.



PIETER-STEPH DU TOIT, 27, SOUTH AFRICA

RUGBY PLAYER

INDUSTRY: SPORTS

Being the grandson of former professional rugby player, Springbok prop Piet Spiere du Toit, and older brother to Johan, also a professional rugby player, expectations are high to carry on the family legacy.

But Pieter-Steph du Toit is doing well.

He hails from the farm area of Swartland, a region in South Africa's Western Cape province, and has become a superstar in rugby.

Last year, he was awarded the 2019 Men's World Rugby Player of the Year and SA Rugby Player of the Year after the Springboks' victory at the 2019 Rugby World Cup.

"Pieter-Steph led the charge for the Springboks and he deserves this accolade to go with his World Player of the Year Award," says Mark Alexander, president of SA Rugby, in a press statement.

Du Toit plays as a lock or flanker for the South Africa national team and the Stormers in Super Rugby.

According to *rugbypass.com*, he has successfully won 90% of his tackles, an easy feat for this two-meter tall and 119kg giant.

With the World Cup triumph now firmly in the past, Du Toit looks forward to two massive goals he has set for himself.

One of those is to play in the 2021 British & Irish Lions tour, while the other is to win Super Rugby with the Stormers in the franchise's final year at Newlands.

Photos supplied; Photo by Emily Nkanga

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Although I had experienced one of the biggest losses in my life, the death of my father had practically pushed me into the amazing place I am today.

SWANKY JERRY, 28, NIGERIA

FOUNDER, CHIEF CREATIVE OFFICER, SWANKY SIGNATURES

INDUSTRY: FASHION

Red carpets, glamor, lights and cameras; this is the life of Jeremiah Ogbodo Ike, known as 'Swanky Jerry'.

Featuring gold shoes and a white and black *agbada* (a four-piece male attire) resembling the Versace print, Ogbodo's dresscode is as fitting as his nick name.

Swanky Jerry is a Nigerian celebrity fashion stylist who has dressed the likes of Pearl Thusi, Davido, Nyanda, Yemi Alade, Tiwa Savage, AKA, Sarkodie and African presidents and first ladies.

It was at the first-ever Global Citizen Festival in South Africa late 2018 when FORBES AFRICA first met with him accompanying D'Banj, who he styled, and who performed before the thousands present that day.

Swanky Jerry's styling can be seen through the subtle blend of couture and African Ankara fabrics.

His love for fashion started at a young age as he and his family traveled a lot from city to city.

"We would usually have to wear the clothes of the locals of each city we visited, to blend in, and I absolutely loved it! Growing up within this lifestyle, I became more inspired by my surroundings and began to invest in Nigerian fashion magazines and people-watching at big events due to the elaborate fashion being paraded," he tells FORBES AFRICA.

After the death of his father, Ogbode socialized a lot as a coping mechanism.

It was not long before he became known as "that stylish guy".

"It was a bittersweet journey for me because although I had experienced one of the biggest losses in my life, the death of my father had practically pushed me into the amazing place I am today. I found happiness and peace in creating and was virtually driven to turn my passion into a career in order to make money and fend for myself. And this was during a very difficult time as fashion styling, especially for me, wasn't very popular or respected in Nigeria. However, I took the risk and I'm very grateful for where it has led me to today," he says.

He then launched his fashion and lifestyle brand, Swanky Signatures Styling, in 2012, and it has since grown to become one of the most popular and influential brands in the industry.

Creative director, celebrity stylist, wardrobe stylist, designer, social influencer and consultant are just a few titles under his stylish belt.

He is also passionate about giving back and lending his hand to different charities and drawing attention to movements such as 'Break the Silence' and #WalkForLove.

He has also been featured internationally by *CNN*.



NIJEL AMOS, 26, BOTSWANA

TRACK AND FIELD ATHLETE

INDUSTRY: SPORTS

Nijel Amos is known as Botswana's 800-meter superstar.

Having shocked the nation by gaining podium position at the 2012 Summer Olympics at just 18 years old, he also made history by becoming the first Motswana to win a medal at the Olympics.

Since then, he has been running swiftly into more victories.

In 2014, he won numerous gold medals: the 800m and 4x400m relay in Marrakech.

The following year, he went on to impress at the Glasgow Commonwealth Games where he won a gold medal and later won gold in the 800m at the All Africa Games.

In more recent years, he has continued to run the good race for his country, clocking some of his best times in the 2019 IAAF season.

Amos has qualified for the 2020 Tokyo Olympics and is a medal hopeful for Botswana, which still only boasts one Olympic medal.

Amos has also founded a foundation called Chase Dream Empire to empower youth, particularly ex-convicts.

Photos supplied; Photo by Cameron Spencer/Getty Images

NOT FOR SALE

DAVIES OKEOWO, 26, NIGERIA

CO-FOUNDER AND CEO, ENTERPRISE HILL AND COMPETENCE AFRICA

INDUSTRY: BUSINESS DEVELOPMENT

While in his second year as an undergraduate studying accounting, Davies Okeowo watched an episode of the Donald Trump-produced business reality show, *The Apprentice*, and it was in that moment he decided that he wanted to become an entrepreneur.

He set to turn his dream into a reality; however, his first business after university failed dismally.

"I made no sales in a full year and burned all my savings," he says.

Luckily, Okeowo had a mentor who guided him and taught him to build a structure for a sustainable business to the point that he started helping other entrepreneurs and this birthed Enterprise Hill.

With a computer and internet connection, he founded the business in 2015 as an accounting and business development firm in a bid to strengthen medium and small business enterprises across Nigeria.

"I have come to the understanding that the depth of the business structure and human capital problem isn't just a problem in my sphere of influence, it is a problem across the African continent; which my undertakings are devoted to solving," he tells FORBES AFRICA.

In 2017, he founded Competence Africa, a social enterprise now focused on the employability of young Nigerians.

"I strongly believe that Africa's development is largely predicated on the quality of her people and as such, I setup Competence Africa to help ensure that Africa's youth possess high level commercial competencies," he says.

Since inception, over 148 students have graduated from their competence development program and impacted over 2,000 businesses.

Returning full circle, the young man whose dream was inspired by a business reality show, became the winner of one, as he won the second season of *The Next Titan*, a Nigerian entrepreneurial reality show.

"I have a long-term commitment to the African development cause and my theory of change is to invest in the development of young African talent, contribute to the development of strong entrepreneurial ecosystems across the continent, and advocate for developmental policies in a bid to make Africa a first world continent," he says.

Davies is also a speaker, trainer and has facilitated training sessions for organizations such as The British Council and the Lagos State Ministry of Youth and Sports, to name a few.



"I strongly believe that Africa's development is largely predicated on the quality of her people.



MARYAM GWADABE, 29, NIGERIA

FOUNDER AND CEO, BLUE SAPPHIRE HUB

INDUSTRY: ICT

Dressed in a veil and *abaya*, an attire known to the Huasa tribe of Nigeria, Maryam Gwadabe is not your typical Information Technology guru.

Gwadabe is a tech expert passionate about teaching and supporting young people, a gift she discovered when attending a program at a vocational center and she noticed that some of her classmates struggled with their programming skills.

On graduating, she tutored and mentored some of her friends and close relatives.

With a capital investment of NGN150,000 ($405), she then bought some training material, developed a curriculum and started facilitating basic and advanced ICT skills from her living room. But many thought Gwadabe was crazy and what she was doing would fail.

After a year, in 2014, her students exceeded her expectations and her packed living room testified that she was doing something right.

With support from her proud father who saw this growth, she set up a hub in 2015, known today as the Blue Sapphire Hub in the heart of Kano State in northern Nigeria.

The company provides ICT, entrepreneurship and incubation programs and consultancy and product development services to many young men and women, especially those like her.

Gwadabe employs a staff of 15 and since inception, has trained over 5,000 youth and women, and supported over 20 tech-driven and non-tech driven startups with business development support.

"What is more fulfilling than this; impacting the lives of women and seeing the returns? I have been advocating for bridging the digital gender divide for the past five years and now a lot of women are into tech in Nigeria, because of the impact of my work," she says.

Each year, she hosts different forums such as 'Hour of Code', an event for children to learn coding, 'ICT solutions for her' and the 'System trix seminar' that teaches the latest tech tips, tricks and trends.

Next year, she is opening another hub in the capital city and plans to reach other African countries such as Niger, Chad, the Gambia and Cameroon.



> **My mom always said I need to work twice as hard as the men. I need to be twice as fast and twice as smart.**

KEITUMETSI QHALI, 29, SOUTH AFRICA

DIRECTOR, WRITER AND PRODUCER

INDUSTRY: ENTERTAINMENT

When Keitumetsi Qhali walks into the studio for the FORBES AFRICA 30 Under 30 photoshoot, her demeanor is that of a hard-talking businesswoman, but with a creative twist.

Well, she has to be this way, as a woman in a predominately white male-dominated industry with limited budgets.

Qhali, who hails from the Eastern Cape region of South Africa, is a multi-award winning director.

She works in long and short form films and videos and to date, has directed over 29 videos.

Her early work dates back to 2014 when she directed an African hit music video *Rands and Nairas* by Nigerian artist Emmy Gee featuring AB Crazy & Dj Dimplez.

The music video won the Best Music Video of the Year award at the 2014 Nigeria Entertainment Awards and was nominated for the *Channel O* music video award, for the most gifted music video of the year and Most Gifted Newcomer.

Qhali bagged all these wins at the age of 24.

Later, she was signed to the prestigious Darling Films production company as their first black female commercials director.

"It is a big deal to be recognized in this industry. My mom always said I need to work twice as hard as the men. I need to be twice as fast and twice as smart," she tells FORBES AFRICA.

Fast forward to recent years, her talent continued to stand, on stages locally and internationally.

In 2018, she directed a short film titled *The Initiate* which was bought by *Showmax*.

And last year, she was nominated for a Loerie Award for her fashion film *Winter Blues* for the Edgars winter campaign.

She also won a SAFTA (South African Film and Television Awards) for Best Factual Educational Documentary Programme for her short film titled *KICK IT*.

Last year, she was also listed as one of the *Mail & Guardian* Young 200.

She is currently doing some work with *Netflix* which she says she is not at liberty to talk about right now.

It's lights, camera and action until then.

SASHA VYBZ, 28, UGANDA

FOUNDER, SAVY FILMZ, AND VIDEO DIRECTOR

INDUSTRY: ENTERTAINMENT

Hailing from humble beginnings in the Kabale district of Uganda, Ian Akankwasa, popularly known as 'Sasha Vybz', was attracted to motion pictures from a very young age.

"When I was a young kid, I used to love film so much. I was always intrigued. I wanted to find out how they make these movies. I wanted to make movies and I wanted to tell stories. Given the fact that I was a very quiet person I thought I could express myself through filmmaking. I never imagined myself to get this far," he says.

He taught himself using online resources, and hacks and tricks from his former days as an events photographer but was unable to develop the quality films and videos he yearned for, or to address the lack of high-quality videos in Uganda's entertainment scene.

So he enrolled at the CityVarsity School of Media Studies and Creative Arts College in Cape Town, South Africa, to pursue his unfulfilled dreams.

Immediately after his studies, he broke into the music scene in East Africa and became one of the most sought-after music directors for artists in Nigeria, South Africa and Burundi.

He began turning Uganda's music into gold with high-definition quality.

He has worked with top musicians such as Patoranking, Bebe Cool and Toniks.

His talent has seen him bagging awards including Best Video Director at the 2019 African Muzik Awards in Dallas, Texas.

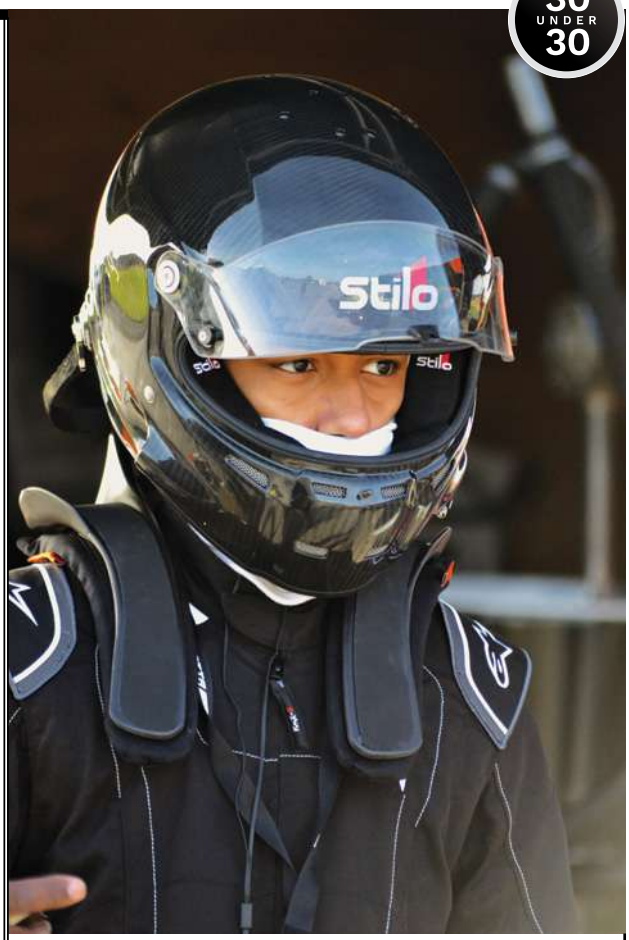
His other awards include Club Music Video Award 2017, HiPipo Video Director 2018/19, Buzz Video of the Year 2016/17 and the Rising Star Video Director 2018/19.

Savy Filmz specializes in motion pictures, music videos, movies and documentaries.

CNN has hailed him as a filmmaker "making music videos as an art form".



"I thought I could express myself through filmmaking. I never imagined myself to get this far.



LEWIS APPIAGYEI, 16, GHANA

CAR RACER

INDUSTRY: SPORTS

At the age of 10, Lewis Appiagyei already had his first Guinness World Record for the fastest lap driven on the Laguna Seca Circuit in virtual racing on PlayStation3.

This record is still unbeaten.

While many boys his age were playing with toy cars, he raced to fame following in the tyre tread of Lewis Hamilton, one of his heroes.

"My aim is to become Africa's first Formula One world champion, a prize which is still up for grabs to all African racing drivers wherever they may be," he tells FORBES AFRICA.

Recently, he made it on to the 30 Under 30 Future of Ghana's list in 2018 and is the current go-karting champion.

His passion for racing has taken him to race tracks in Europe and Dubai.

Early this year, he won his last junior trophy at the Buckmore Park Kart Circuit in Kent England, the same circuit where many current Formula One drivers learned their trade including Jenson Button and Hamilton.

For Appiagyei, this marked the end of the era, and the start of a new one.

There is no telling what the big leagues hold for this young talent but he predicts that he will become a Formula One champion just like his namesake role model.



HADEEL OSMAN, 29, SUDAN

CREATIVE DIRECTOR, STYLIST, FOUNDER, DAVU STUDIO

INDUSTRY: ARTS

Hadeel Osman has over seven years of experience in the media and fashion industries.

Her creative inspiration stems from her years raised in the United Arab Emirates and living in Malaysia.

But when she decided to return to Sudan in 2016, her career painted a complicated but optimistic picture.

"Sudan is a very interesting and a difficult nation to create in. Coming here, it was hard to find raw inspiration from the streets. With a very controlling regime, limited resources and a never-ending economic crisis, life was very dim and colors were nowhere in sight," she tells FORBES AFRICA.

> **"Sudan is a very interesting and a difficult nation to create in. Coming here, it was hard to find raw inspiration from the streets.**

This allowed her to come up with the name of her business, DAVU, which stands for 'designing a visual utopia'.

It is a multi-disciplinary creative studio that fuses design, art, education and sustainability.

"I also wanted to contribute to the arts and culture scene of my country, which has fallen under the radar both locally in the commercial sphere and regionally across the continent," she says.

She has worked on several projects with clients in Dubai, Canada, Singapore, Malaysia, Zimbabwe, South Africa and Sudan to enhance their branding strategies.

DAVU Studio offers an array of creative services in the form of art and creative direction, concept development, branding, styling and most importantly, informal education through interactive, immersive and creative workshops.

Through this, she has had the opportunity to work with Sudanese visual artists and designers, and was commissioned by the Sudan Independent Film Festival to train costume designers, jewelry designers and filmmakers.

Being a creative on a mission to change the outlook of her country, she has also dedicated the remainder of her career to uplifting Sudan in the creative field and Africa as a frontier of the world's art and culture. Osman believes with the recent revolution, the future looks bright as she hopes to create a Sudan chapter of the Fashion Revolution organization, designing a suitable gender-neutral, capsule fashion collection inspired by traditional Sudanese design aesthetics.

O'PLÉROU GREBET, 22, IVORY COAST

GRAPHIC DESIGNER, DIGITAL ARTIST, FOUNDER, ZOUZOUKWA

INDUSTRY: CREATIVE TECH

Quiet, creative and impactful are pretty much the words that sum up O'Plérou Grebet, the Ivorian graphic designer on a mission to promote African cultures in modern and interactive ways.

He is the founder and creator of Zouzoukwa, an Android and iOS app which allows thousands of African people to communicate more clearly using stickers and emojis representing African culture.

He has created 365 free emojis that portray contemporary African life. These include three-legged pots, *djembe* drums, women dressed in ankaras, tuk-tuk vehicles, African masks, hair braids and *shekere*, a West African percussion instrument made with a dried gourd; all this self-taught watching YouTube videos.

After mastering the skill, he would post his creations on Instagram which soon gained momentum.

Using art, culture and technology, Grebet is sharing West African heritage to the world.

He has since featured in numerous publications, locally, and internationally, including the *New York Times, CNN, NPR* and *Fast Company*.

The app has been downloaded more than 100,000 times in less than a year.

"I am aware of the impact of social media, and I use it to allow people to embrace their culture through it. The most popular filter I made is



Selflove 225, which adds a rotating text above the head of the user saying 'ye dja', which means 'I slay' in Ivorian slang," Grebet tells FOBRES AFRICA.

The African Talents Awards named Zouzoukwa the best app of 2019.

Currently, the Ivorian has been using tech to create Instagram Augmented Reality filters.

"I hope to be one of the 2020 FORBES AFRICA 30 Under 30 to inspire the African youth, and show that what we create has real impact. I also [want to] make connections with other Africans transforming our continent and see how we could work together," the quiet creative says.

ASISAT OSHOALA, 25, NIGERIA

FOOTBALLER

INDUSTRY: SPORTS

In a 2017 photograph taken at the CAF Awards ceremony in Accra, Ghana, Asisat Oshoala, stands proudly as the only woman in the photo among some of the football greats: Mohammed Salah, Sadio Mane, and countrymate Pierre-Emerick Aubameyang.

She may not be one of the boys but she is surely in their league.

But growing football was the last thing for a young Nigerian woman to even think about pursuing.

As a result, Oshoala's parents were not happy when she dropped out of school to pursue a career in the game.

But years later, it paid off as she has built a successful career and become a titan of Nigerian football.

On the pitch, with speed, technique and balance, Oshoala is definitely a keeper.

Recently, she won the Confederation of African Football's (CAF) Women's Player of the Year for the fourth time.

"I am really excited, proud of myself; four times is something to always remember," she told *BBC Sport Africa*.

"It [the win] keeps me going, but of course, there is still more work to do, I want to create my own history and not just equal someone else's record. I'm going to give my best to create mine," she said.

She plays for both the Nigerian national team and internationally, for the Spanish side FC Barcelona Femení in the Primera División as a forward.

Barcelona was to face Spanish rivals Atletico Madrid in the quarterfinals of the UEFA Women's Champions League, which has now been postponed indefinitelv due to the coronavirus outbreak.





SCILLA OWUSU, 23, GHANA

VIDEO DIRECTOR, PRODUCER, SCREENWRITER, AND FOUNDER OF YOUNGTREPRENEURS

INDUSTRY: ENTERTAINMENT

What do Davido, Burna Boy, Sarkodie, Mr Eazi, Patoranking, Diamond Platnumz, Morgan Heritage, Wande Coal and Maleek Berry all have in common?

Apart from producing many of Africa's top music hits, they can attribute the creative success of some of their videos to 23-year-old Ghanaian video director, Scilla Owusu.

It all started in the summer of 2015, after Owusu graduated from college with a business studies degree in London and she felt lost and did not know what her life's purpose was.

Putting pen to paper, Scilla eventually found her passion in screenwriting which led her to launch her first six-part series titled *A Lesson Learnt* that she wrote and produced.

This led her to win an award at the Screen Nation Film & Television Awards in 2016.

Following this success, Owusu dove into the world of music video production at the age of 19.

"Being in such a male-dominated industry as a music video producer, especially a young black female video producer, felt like being black twice because I had to work twice as hard to prove I was worthy of being in the room, despite my great talents," she tells FORBES AFRICA.

Within a year, Scilla's drive led her to produce popular music videos such as *Tomorrow* by M.anifest featuring Burna Boy and *Show You Love* by Kevin Cole.

Her love for the entertainment industry led her to launch her own social youth organization in Ghana called Youngtrepreneurs to help young Ghanaian creatives improve their business knowledge, gain work skills and provide career opportunities.

Owusu has been featured by different media outlets including the *BBC* and *OkayAfrica*.

> **"Being in such a male-dominated industry as a music video producer, especially a young black female video producer, felt like being black twice because I had to work twice as hard to prove I was worthy of being in the room.**

Photos supplied; Photo by David Price/Arsenal FC via Getty Images

‘IT’S THE PEOPLE-TO-PEOPLE CONNECTIONS THAT MAKE A LASTING IMPACT’

Sahle-Work Zewde, Ethiopia’s first female president and the only serving female head of state in Africa, tells FORBES AFRICA why more leaders should use soft power to achieve shared growth.

SAHLE-WORK ZEWDE HAS HER NAME ETCHED IN political history. A veteran public official having served as an ambassador to Senegal, Djibouti, and France between 1989 and 2006, before her presidency, Zewde was Special Representative to the African Union and Head of the United Nations Office to the African Union. In an email interview, Zwede, who was also on FORBES AFRICA’s list of ‘Africa’s 50 Most Powerful Women’ for its March issue, dwells on why the ‘Africa we want’ will only become a reality with the positive and significant transformation of women’s lives:

In your position, how are you moving to achieve more gender proportionality in Ethiopian politics?

I see my being in this position as both an opportunity and responsibility. I know that it is political will that has opened the way for me and many other women to assume positions of power and influence in the Presidency and the ministerial cabinet in Ethiopia. This stride is a major step forward for Ethiopia as a nation and also for the continent. However, things can regress and go back to how they were unless we take strategic and intentional action to build on the momentum. For me, the way forward is using my platform to empower and embolden the women coming after me. This can occur in two ways. The first is working on empowering the women who are in the workforce and especially in positions of leadership to reach their full potential and engage in activities that provide opportunities for the next generation of women leaders. The second is helping female students at both the university and high school levels to ensure that we have a steady stream of competent, educated and confident women ready to take over. As women in power, we have a responsibility to all the women that will come after us to ensure that their trajectory is easier than ours.



How must Africa change in this regard?

Although more progress has been achieved in terms of delivering on our promise to provide support towards women’s education, health services, access to finance and political participation in a growing number of African countries, much more needs to be done. As a continent, we must go beyond the rhetoric and provide tangible solutions for African women in all sectors. The ‘Africa we want’ will only become a reality with the positive and significant transformation of women’s lives and the extent of their participation in all walks of life.

What do the words ‘power’ and ‘soft power’ mean to you?

There is a clear distinction between ‘power’ and ‘soft power’. While the first uses any means to achieve a goal, the latter relies on influence through communication, understanding and healthy discourse. Soft power does not resort to violence or coercive methods to achieve the results sought. Serving as a diplomat for a quarter century and at the United Nations for over a decade, I became very knowledgeable of the utility of soft power to reach consensus and effectuate change.

For me, the idea of soft power is what we need to promote as a continent. For decades, our continent has been ravaged by civil war, ethnic conflict and infighting.

However, Africa is now enjoying more economic growth than it has ever had. What we need now is more leaders to exercise soft power, finding what unites us to achieve a vision of shared growth. Traditional governance sees the government as the sole owner and executer of international relations. However, with our increasingly globalized world, it’s the people-to-people connections that make a true and lasting impact and bond. Leaders of today have to detach from traditional views and adopt the more global perspective the times require.

– Interviewed by Renuka Methil

Photo by Waldo Swiegers/Bloomberg via Getty Images

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A rendition of the Morocco pavilion at Expo 2020 Dubai

For now, plans continue for Expo 2020 Dubai, dubbed the planet's biggest show. And driving the Africa connection and youth development is Reem Al Hashimy, the UAE's dynamic Minister for International Cooperation and Director General of the expo.

BY RENUKA METHIL

THE CORONAVIRUS HAS PUT A DAMPENER ON global conferences and events, especially in a year that is expected to host what has been showcased as the planet's biggest show. Currently (*at the time of going to press*), plans continue to be on track (*see box-out*) for Expo 2020 Dubai, due to start from October 20 for six months in the glistening city of Dubai, in the United Arab Emirates (UAE).

For the first time in the near 170-year history of World Expos, all countries in Africa are expected to participate at the event.

For the first time, the African Union (AU) is also expected to host a pavilion, devoid of national borders, at the expo, to increase the decibel on the continent's policies for potential and progress to millions of visitors expected to descend from around the world.

To strengthen the almost 50-year partnership with Africa, in February, a UAE Consortium for Africa was launched, with the UAE committing to invest $500 million– in a consolidation of government and private resources – into the continent. A primary focus of the consortium will be digitization and developing the youth in Africa.

Reem Al Hashimy, the UAE's Minister for International Cooperation and Director General, Expo 2020 Dubai Bureau, spearheading this mission, elaborates on taking the Africa partnership to the next level.

"The expo will further catalyze the relationship with Africa developed over the last few decades. Last year, we had 24 heads of government from the African continent in the UAE. The continent sees us as a partner," says the articulate minister in an interview with FORBES AFRICA in February.

Al Hashimy, who says she is from a supportive and humble middle class family and has been blessed with opportunities in the UAE, has been a regular attendee at the AU summit in Ethiopia for several years now.



We need to step it up and help underpin Africa's potential through its people, because how Africa develops, how it ensures its stability, builds on its successes and overcomes its challenges, will have enormous implications, not just for the continent itself, but for every country on the planet.
– Reem Al Hashimy

She says the UAE recognizes that the real value lies in the long-term building of human capital, so plans are to deepen trade ties with South Africa and the rest of the continent.

"Now – at the start of the third decade of the millennium – we need to step it up and help underpin Africa's potential through its people, because how Africa develops, how it ensures its stability, builds on its successes and overcomes its challenges, will have enormous implications, not just for the continent itself, but for every country on the planet."

Al Hashimy further elaborates that the consortium is "geared towards a vision of a new, 'turbocharged' and connected Africa, driven by an enabled and optimistic youth".

"More than any structures of concrete or steel, the foundations of this future will be built on a new generation of creative, collaborative and critical thinkers.

"Young people are the backbone of this great continent. And unlocking their potential, through upskilling, re-skilling and building a solid digital infrastructure – is a crucial development priority.

"That is why the first priorities of the Consortium will focus on digitization and youth: to ensure that every single person is connected; that young people have the skills to embrace, rather than be overwhelmed by, the opportunities that will naturally follow, and are able to look forward with optimism to a future that is firmly in their control," adds Al Hashimy.

If current global conditions improve and all goes as planned, Expo 2020 Dubai, themed *Connecting Minds, Creating The Future,* is expected to bring together 192 participating nations to Dubai. The AU will focus its participation on the expo's sub theme, 'Opportunity', aiming to utilize the platform to tell the African story and position the continent for hosting a World Expo in the future.

COVID-19 AND EXPO 2020: 'COLLECTIVE STRENGTH AND RESILIENCE'

A spokesperson for Expo 2020 Dubai says: "Alongside the government of the UAE, we are working hard to adapt to unfolding events surrounding the spread of Covid-19. The health and well-being of everyone living in and visiting the UAE is our top priority and will not be compromised. Like many governments around the world, the UAE authorities have taken robust preventative measures to contain the rapid spread of the virus.

"Expo 2020 Dubai is closely monitoring ongoing developments and taking sensible precautions to manage and mitigate the risk to all those involved in the Expo. As we continue to prepare for this event, we will be adjusting planned preparations, as changing circumstances require. We will be diligently following the latest guidance from the Dubai Health Authority, Ministry of Health and Prevention, World Health Organization and other relevant bodies.

"Expo 2020 is not due to open until late October and we continue on track. We are working very closely with UAE authorities and the International Bureau of Expositions in Paris as the situation around the world evolves. We will remain attentive and alert in the coming days and weeks and are confident that the collective strength and resilience of our Expo community will enable us to navigate through these most difficult of times."

Photos supplied

BREAKING NEW GROUND

The Mining Indaba in Cape Town called for deeper and significant partnerships between government and the private sector.


NOT FOR SALE

The mining industry of South Africa has been through difficult times over the last decade and needed support at this year's Mining Indaba more than ever.

Mining is certainly a mainstay of the South African economy. The industry employs 454,861 people and in 2019 exported R348.2 billion, according to figures released by the Minerals Council South Africa. It paid R24.3 billion in company taxes and R8.6 billion in royalties for the minerals extracted.

The Mining Indaba in Cape Town is the biggest mining gathering in the world. This year, it brought together nearly 7,000 delegates, including more than 900 mining company executives and 600 investors. The idea was to support South African mining and Brand South Africa – set up in 2002 to promote South Africa's image around the world - lent its weight to the effort to win over global investors by presenting a positive image of the industry. There is a lot at stake.

"What I think we need to bear in mind is that South Africa's base of minerals, when you look at the 4th industrial revolution... if you look at the value and quantity when you look at the global reserves that we hold of particular minerals for fourth industrial related technological development... I think there are some tremendous opportunities," says Petrus de Kock, Brand South Africas general manager of research.

Power, or the lack of it, is one of the problems that the South African mining industry has to overcome. In 2019, power cuts cost the mines production and investor interest.

One of the positive moves that came

out of the Mining Indaba was a pledge by South African mining minister Gwede Mantashe to open up a public private electricity generating company.

"If there is more competition we can pull down the price of electricity to the mines," Mantashe told a packed press conference on the first day of the Mining Indaba.

The move was welcomed by many at the Mining Indaba, including Brand South Africa.

"One of the big announcements was the establishment of the new energy generation company as Mr Mantashe indicated, to help us work through some of our energy challenges in the country and the bigger question of the future of Eskom. I think more importantly Mr Mantashe emphasized, for this sector to grow in South Africa we really need deep and significant partnerships between government and private sector. I think hearing that from the minister of minerals, after several years of stalemate between government and the industry on the policy environment etc. we are beginning to move in the right kind of direction so I think that's something important to emphasize," says de Kock.

Many major mining companies presented their vision, in packed auditoriums, for the future of the mining industry.

"Anglo Platinum presented on the global growing...not just on the demand but on growing new technologies that involve platinum for example...of which we have 87% of the world's reserve. So I think if you look at the ease of doing businesses, it's very important how the president is driving this strategy of improving the ease of doing business in the country, I think those elements are some of the key points so far, for us, from the Indaba," says de Kock who was impressed by the narrative around platinum group metals.

" Fascinating presentation on the utilisation and new technologies and also for example one of the pieces of data that was shared with us, 17 countries that account for about 70% global GDP are at a policy level, beginning to look at fuel cell technology for public transport, for big infrastructure, shipment, trucks etc. So I think it's a case of 'watch this space."



South African mining minister Gwede Mantashe

Often these presentations to foreign investors can be promising, as the African National Congress member Paul Mashatile found out when he sat in.

"In fact, there were a lot of companies from Canada that were saying in that session that we are here to invest. South African companies come, those who want to partner with us in different areas of mining – whether it's about new technologies or it's about new vehicles and machines etc.' – because there is a whole value chain out there in mining. So, I saw that those who are here from different parts of the world are here because they want to invest. So that's positive!" he says.

The ruling ANC has the job of helping to ease business and make the South African economy more attractive to investors. How is it tackling the job?

"Firstly we've decided that the government must do structural reforms. Make sure that all the state owned companies are operating properly...good governance and have boards that are working properly...have CEOs and management that are working properly. Root out corruption from state institutions. I think if we do that we will succeed in turning around the economy and see high levels of growth because the institutions will be productive," says Mashatile.

Mining and Brand South Africa also want more South Africans to be included in the mining industry, especially women. A prominent South African woman in mining is Daphne Mashile-Nkosi who owns manganese operations in the country's Northern Cape.

"I think if you look at the school of mining at the University of Witwatersrand from about seven years ago, they have produced more than 50% young women engineers. The problem with mining is that women are never given the space. Even if they're appointed theyre appointed because people want to comply, but they're actually not committed to allowing them (women) into their spaces. If you look at boards – for instance - they allow women to sit on boards but there are those cultural and traditional stereotypes where people actually feel that women don't belong there and therefore from their own subconscious, they actually make them feel uncomfortable. And until such time that we claim our space, that mining is for us as women, because for as long as women are not in the mining sector society will never improve," she says.

A long way to go in many respects; yet so much could improve this year for South African mining with commodity prices improving and new investment on the way.

THE AFRO-OPTIMIST

Cheryl Buss, the UK-based CEO of Absa International, on her passion for Africa and its resilient, entrepreneurial mind-set.

BY MONIQUE VANEK

CHERYL BUSS LIVES BY THE mantra "smooth seas don't make for good sailors".

It was a quote she first heard Mercedes-Benz South Africa's former CEO Arno van der Merwe use and one that has helped her navigate countries where populism, polarization and Brexit are rife.

It is a saying that will no doubt help the CEO of Absa International deal with one of the biggest challenges the world is facing – Covid-19, a deadly virus that is sending shivers down the spines of economies around the globe.

But for now, Buss is using her mantra to gain business in the United Kingdom and the United States.

The UK-based career banker wants to take Africa to Absa's clients in the UK and the US and bring the bank's clients to Africa, a continent she is very passionate about.

She is working hard to convince businesses that want to invest in Africa, to bank with Absa on the continent.

Her passion for both the continent and her job is driving her success in this endeavor.

"I'm passionate about the business in which we work and I am passionate about the opportunity for Absa and for Africa. I think that if you are passionate about what you do and you show up positive, that tends to hopefully spread around and is hopefully catchy," says Buss, dressed in an elegant dark blue dress.

As she explains her passion for Africa to FORBES AFRICA, Buss's eyes light up. The continent offers experience, diversity, opportunity in agriculture, farming and the provision of food supply, she says.

Excitedly, she adds it has the world's biggest population of youth that if harnessed correctly will see the continent beaming with new ideas and new thoughts.



"I think that if you are passionate about what you do and you show up positive, that tends to hopefully spread around and is hopefully catchy.

Africa's people are another element that makes her an Afro-optimist.

Explaining, she says: "It struck me going into Zimbabwe a couple of years ago... this was probably three, four years ago, just a load of poverty, you can just see the roads are in bad shape, everywhere you look, you see people with beaming smiles. You think 'God, what are you smiling at?'. But it is just African people, we are taught to be resilient, we are taught to come back and I think that is part of the excitement through which you see this entrepreneurial development and mind-set."

But Buss does not just plan to take the conversation about Africa to the UK and the US, where the bank recently received regulatory approval to operate and has started engaging with clients, but also to Asia.

Confidently, she says "you would have seen Charles Russon, who is our CEO of Corporate and Investment Banking, alluding to the fact that we would be, we are considering what the China strategy would be like, that would be rather our next port of call... China is our first consideration that we are working with our strategy team to see and understand what that would look like and then there is the Middle East-Asia consideration as well, so we would look to kind of have the four corners."

High in emotional intelligence, a trait the charismatic leader believes she picked up by being open to change, resilient to failure and open to learn, she says she wants to build the international business to be in the best place ever.

"For me, I want it to be 'wow, that business didn't actually have a blip it carried on'."

How does she plan to get there?

"It is about that close personal touch, I like to have close personal relationships with my teams, with the people I deal with and the people I mentor and make sure I am offering guidance at the right level and I like to build close relationships with my clients as well...

"Banks are a commodity so the real differentiator is the people you employ in the bank and how they show up to our clients."

Photo byMotlabana Monnakgotla

NOT FOR SALE

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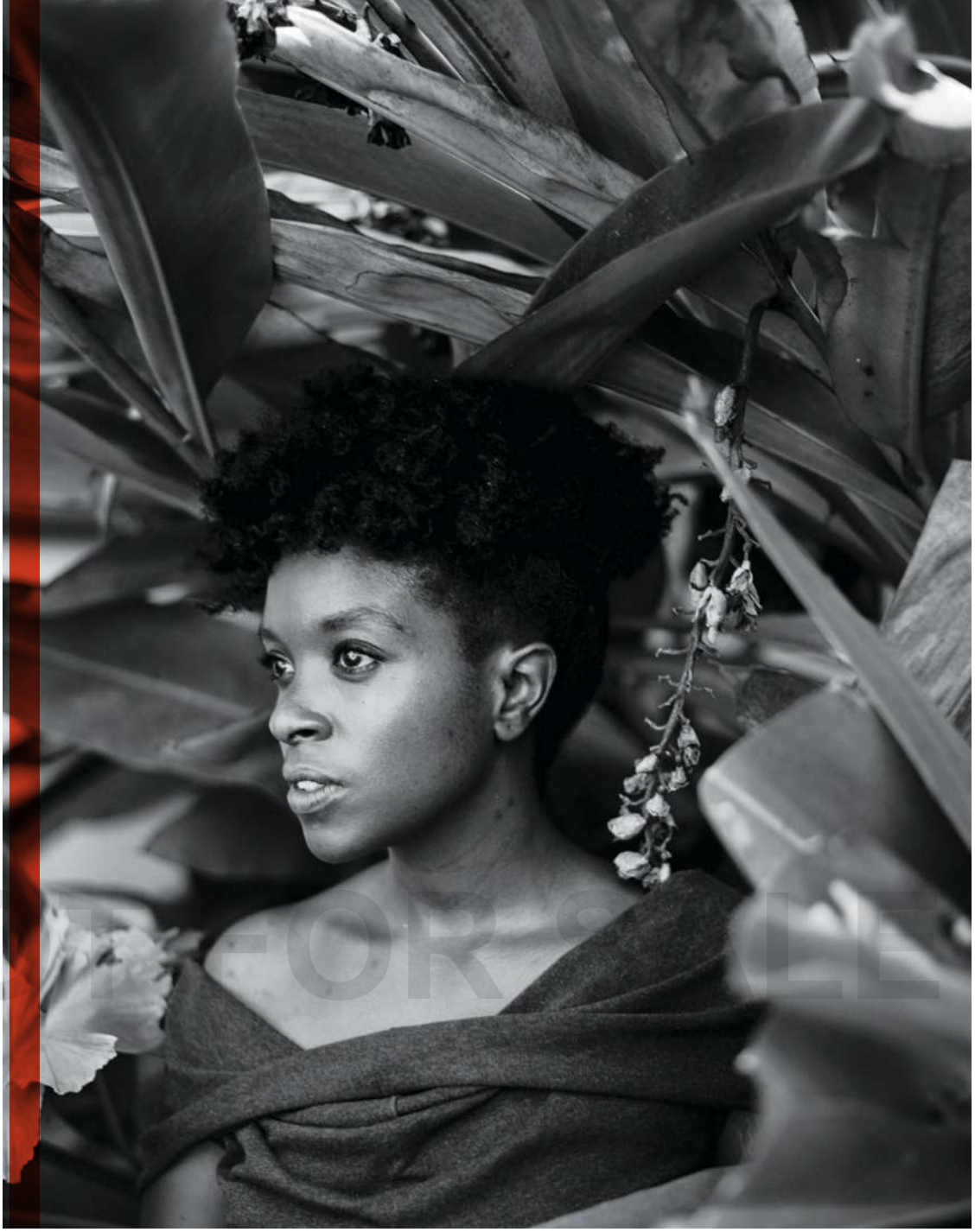
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THE ARCHITECT IN



CLOTHING WHO WANTS TO TELL MORE STORIES

Katungulu Mwendwa has deconstructed fashion and has a positive, defiant and edgy take on the environmental crises compounded by the global clothing industry.

BY ALASTAIR HAGGER

NOT FOR SALE



"We are all everyday superheroes," says Katungulu Mwendwa *(pictured on opening page);* models feature pieces from her collection *(this page)*

Photo by Osborne Macharia; Photos by Brian Siambi; Photo by Fionn McCann

A SLEEK saffron kaftan over Pollock-spattered silk trousers; the obsidian fins of a night-black evening dress; a sashed, punky, persimmon hoody from the future streets of Nairobi. These are the irresistible stories in Kenyan designer Katungulu Mwendwa's startling KATUSH fashion brand label.

The child of a psychologist and an architect, Mwendwa grew up in a nurturing creative environment that introduced her to an eclectic skillset of creative tools.

"My dad used to take us to work with him," she says. "We would actually draft a lot, as an experiment. In fashion, you have to create the pattern, the master bloc, and it requires a level of geometry to develop. With the human form, you have to remove suppression at different angles, to create volumes and shapes. So working with my dad definitely made me more confident in that. He did want me to be an architect. So now I'm like, 'look! I'm an architect for clothing!'"

Emboldened by her triumph in the reality TV contest *Catwalk Kenya* in 2007, Mwendwa pursued her bachelor's degree at the University for the Creative Arts in Rochester, United Kingdom.

"By the time I graduated, I

> **I struggled with that at the beginning – the whole concept of being told I'm not African enough.**

had a better understanding of who and what the key players and roles were," she says. "I was determined to come back to Kenya to create a business that I could then offer not just to the local consumer, but to a global market."

Her second major break came with an invitation to present at Gen Art's 'Fresh Faces in Fashion' show at New York Fashion Week in 2012. She arrived "by myself with two suitcases, running around New York lost and confused," after two sleepless months of frantic sewing.

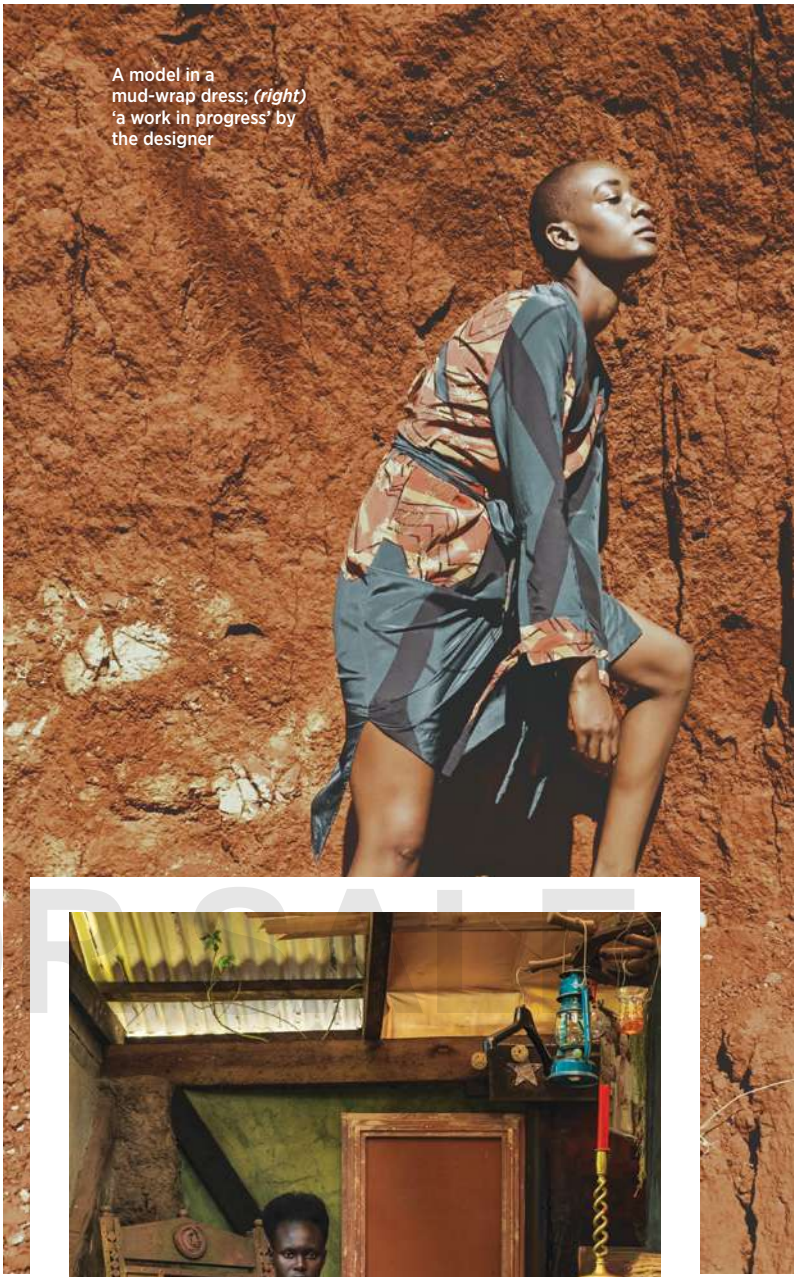
"It was exciting, but extremely nerve-wracking," she says. "I remember some people saying, 'but your stuff doesn't really look African...' They were waiting for something with more color, with more prints, and I had this post-apocalyptic, nomadic thing going on! And I struggled with that at the beginning – the whole concept of being told I'm not African enough – and I used to wonder what that meant. These days, I'm like, no, that's not my battle. And now I'm designing what I like to make."

She cites the essential impact of opportunities such as the HEVA investment fund, which supports entrepreneurship in the East African creative sector.

"I was very grateful to them," she says, "for at least being patient and interested in those of us who would not necessarily get financial support, because we are considered such a high-risk business." She now involves local artisanal groups, such as brass and aluminium casters, in her creative projects, and is sensitive to the challenges facing cottage industries whose traditional skills often lie outside the purview of a ruthless, churning, unpredictable industry.

"I'm curious about the evolution of culture, and practices and aesthetics relevant to our day-to-day lives," she says (see her 'Dinka Translation' collection, which transfuses an ancient South Sudanese iconography into the clipped geometric lines of the boardroom or the cocktail party). "Retaining specific cultural practices, as opposed to copying and pasting, is critical in understanding how to manoeuvre through some of the challenges we face."

She says that much more can and should be done to bring these local industries into the fold. "These



A model in a mud-wrap dress; *(right)* 'a work in progress' by the designer



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> **Retaining specific cultural practices, as opposed to copying and pasting, is critical in understanding how to manoeuvre through some of the challenges we face.**

artisans don't have access to markets, and because they can be so detached from their direct consumer here in Nairobi, it becomes easier for someone to exploit them," she says.

"I've always felt it's the role of designers in the region to work closely with them, and then by extension, the market will create further demand."

The edgy Afro-futurism of her work feels like a positive, defiant repost to the environmental crises compounded by the global clothing industry, a bloated leviathan which dumps almost two hundred tonnes of *mitumba* (second hand clothing) into East African markets every year. The Kenyan *mitumba* sector is a complex, controversial beast in its own right, creating millions of jobs while simultaneously suffocating regional productivity.

"Brands like myself cannot compete with clothing that is here for free," Mwendwa says.

"There are a few designers creating upcycled clothing, which to me is extremely admirable. But I don't know how good it is for us as a people, because it limits our ability to compete on an equal level. It has killed our textile sector, our own industry, and therefore we aren't even able to source locally."

She is optimistic, but cautious, about the future; light on her feet about the direction she may pursue.

"I'm going to tell more stories. I want to better understand how to communicate with a consumer that feels the way I feel," she says. "I know it's probably a niche consumer, but I also know they exist, in different pockets of the globe. I think we're all everyday superheroes: that person that brings you a cup of coffee in the morning, might just say hi, might just be a stranger who stopped and waited for you to cross the road. That's what informs my collection. And I want to share that with people."



NERVES OF STEEL

Self-made Ghanaian entrepreneur Nana Kwame Bediako bought his first car by age 16 and made a million pounds in the United Kingdom before he turned 21. The fearless, unabashedly ambitious property tycoon is now on a mission to transform Accra's skyline.

BY PEACE HYDE

THE BIGGER the risk, the maximum the return.

That's the mantra of Nana Kwame Bediako, a real estate mogul who has had stints in the United Kingdom (UK) and Ghana over the past decade, and who has always believed in hunting for opportunity in the midst of a crisis.

Take, for instance his decision to drop out of the University of Westminster in the UK after six months, only to make a million pounds by the age of 21. Bediako, who turned an entrepreneur by age eight, when he started his own poultry business to support his cash-strapped single mother, continues to stay undeterred in the face of challenges.

Meeting Bediako is like having an encounter with a young presidential aspirant. He is fearless, ambitious and revolutionary in his foresight of building an Africa the world has never seen before.

And then there is his belief in a higher power. Bediako attributes his lucky streak in business to an inner voice which he says has steered him in the right direction ever since he was a child. His company Wonda World Estates is on a mission to not only change the skyline of Accra but also to show the diaspora community that they too can return home and add value to the development of Africa.

That mission has birthed a real estate portfolio that boasts over 560 homes in Ghana and one of the most ambitious projects in the West African region, Petronia City, an industrial park, which will

Photo supplied

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become a petrochemical cluster in Africa. The project, once completed, will be a 2,000-acre city development project that will provide the first fully-integrated business hub for West Africa's oil, gas and mining industries, according to the 40-year-old entrepreneur.

"To secure the land, I had to convince 60 families, six chiefs and three sub-division chiefs to embrace my vision," recalls Bediako.

Feats like these and other remarkable landmark projects have made him a household name in Ghana. But even while Bediako became a name to reckon with in the country, it hasn't been smooth sailing all the way. A mix of factors such as luck and ambition has paved the way for Bediako to succeed. Above all else, he credits that inner voice, for helping him identify the right moves to make.

A voice he first heard in Kumasi, a suburb of Ghana, located 300km from Accra. "My mother was broke and penniless but my father had money. One day, he gave both my brother and I money and I told my brother not to spend it and use it to help my mum. The next thing I saw, he had gone out to buy bread and eggs, which was a luxury at the time, with his money. I was very angry with him," says Bediako.

His anger at his brother quickly turned into a hunger to make money. He decided he would buy a hen and cock with his money and start a poultry business to help his mother.

Very soon, the business was producing over 200 eggs a month.

Then came the second instruction he heard.

"My father was extremely rich and my mother was broke so I heard a voice again that said I should pursue my father to get a better education. So, I moved to Accra and started going to secondary school before I went to London to attend Waltham Forest College," says Bediako.

As he grew older and succeeded in his ventures, Bediako began to credit that voice to 'God'. One of those directions led to him selling clothes from the back of his car in college and turning a tidy profit in the process.

"I was selling Versace jeans and YSL shirts which were fake and I was buying them from a guy called John who used to bring them from China. The whole school was buying from me and that's where I started making my ends meet and bought my first car by the age of 16."

Another moment of crisis would prove instrumental in creating real wealth for Bediako.

"They clamped my car in college three times. The first and second time I paid £45 and by the third time, I was angry and I thought the security was taking advantage of me. So, I loosened the tire and removed the clamp out of the tire and out of anger, I took the clamp with me and put it in the boot of my car. At that time, I had a white friend called Peter Smith who was a locksmith and he offered me £65 for the clamp."

That was the Eureka moment for Bediako.

The scrap metal industry remains a vital sector for the UK economy. It is estimated that about 10 million tonnes of scrap metal is recycled in Britain every year. According to a report published by metal recycling specialists, Maxilead Metals, the UK scrap metal industry is worth an estimated £5 billion.

"So, I thought if I could get a clamp, I get £65 but then later on I realized I needed the steel itself, not the clamp. I started buying scrap from scavengers and crushing them and turning them into the steel yard and selling it," says Bediako.

An idea today is a fortune tomorrow. Bediako dropped out of Westminster because he felt he had nothing more to learn about business. The young blood serial entrepreneur moved swiftly from selling scrap metal into the telecommunications sector with his next business idea, Global Telecommunications and Utilities (GTU). Fortune was soon to follow. The year was 1999 and the internet, which was widely known as the Global Market at the time, was still in its bubble stage.

Bediako created a company that billed people when they went online to carry out transactions. Helped by the dotcom sensation, an Indian investor soon approached him to buy his company for £327,000.

"My lawyer told me to refuse the offer and the investor came back with £410,000 which I took and then just added it to my savings and it shot up. That's how I made my first million pounds and it inspired me to go ahead. I realized that if you build a company and do it well, you can make a lot of money. Then God told me to come to Africa."

> **"If you build a company and do it well, you can make a lot of money. Then God told me to come to Africa.**

That final instruction is what has made Bediako the property tycoon he is today. His rapid growth and success is based on one simple principle, maximization.

"From the beginning, when I got my first land, something told me 'why don't you build two houses on one plot instead of one house on one plot'? I had four plots of land. So, when I did that, eventually' I built eight houses on one plot instead of four houses and subsequently sold them and that's the secret of my business."

Today' his company easily builds about 108 apartments on 1,500sqm of land. His passion is to free the mindset of African entrepreneurs from their limiting beliefs in order to strive for excellence. After conquering the property sector in Ghana, Bediako has his eyes firmly set on Hollywood where along with his new moniker, Freedom Jacob Ceasar, he hopes to show America's A-listers, that Africa is the next bastion of economic development.

RED RICHES

Assumpta Uwamariya makes wine out of beetroot and has become a sparkling role model for other Rwandan women.

BY STEVEN MUVUNYI

THE BEAUTIFUL HILL COUNTRY OF RWANDA is typically not known for its wine industry, but is reputed for its innovative entrepreneurs. And 30-year-old Assumpta Uwamariya is one such, making red wine from an unconventional source – beetroot.

Based in Rubavu district in western Rwanda, Uwamariya started off farming different types of vegetables, and at first, decided on making juice out of beetroot.

August 2015 marked the beginning of what she describes as a "tough journey". She had no working space of her own and could only produce 20 liters of juice.

The turning point came in 2016 when she was chosen the best young innovator at the YouthConnekt Africa Awards, bagging $5,000. That enabled her to hire labor, buy new equipment and acquire more knowledge through training.

For a long time, she was making wine from beetroot but later, expanded production to also make wine from fruits such as pineapple and banana. Beetroot wine remains her principal product with the highest demand.

But it was a journey filled with impediments.

"For many, it was too good to be real and their assumption was that I imported [wine] from other countries and just packaged it," she says.

Even more discouraging to her were comments that a woman had no place in the wine business.

"Money knows no gender. Is it profitable, am I passionate?" That is all that matters, she says.

"I was subjected to mockery from people who consider agriculture an area of the backward and the primitive."

That didn't dampen her spirit as she had already had a taste of the industry and knew how profitable it was. She says more young people should be encouraged into the sector.

"We recently went for a field trip to Kenya where a group of 80 young people traveled to visit industries with the government footing the bill."

Uwamariya sees agriculture as the cornerstone of Rwanda's economy.

"When you try agriculture, there's no turning back. I also never thought I would stay in it this long but now I'm proud and determined."

Her brand, Karisimbi Wines, is also available in the Democratic Republic of the Congo and Uwamariya's aspiration is to expand the reach of her products across the globe in the next five years.

Prior to wine-making, she had tried her hand at various businesses. Today, she produces 300 liters of wine every week and has bigger ambitions.

The entrepreneur takes pride in having made money at a young age but her greatest satisfaction lies in showing others what young women are capable of.

"I believe that men and women are equally able and I think it's high time people started to see that women can be broad-minded, self-reliant and visionary just like our male colleagues," asserts Uwamariya.

The positive feedback from her consumers motivates and keeps her going in the face of challenges.

> **"Money knows no gender.**

When asked what she would have done differently if she could turn the clock back, Uwamariya says she would have entered the agricultural sector even sooner than she did.

But she has invested her time well.



Assumpta Uwamariya

Photo by Emmanuel Ntirenganya

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Forbes AFRICA TV



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The James Bond Of Burgundy

Winemaker Jean-Charles Boisset has stealthily built a $450 million oenological empire in France and California one struggling vineyard at a time — and uncorked a lascivious secret-agent persona.

BY CHLOE SORVINO



A Glass by Himself
Jean-Charles Boisset, in the Raymond Vineyards' Red Room, has a boutique that sells jewelry and a bobblehead of himself that sings

JEAN-CHARLES BOISSET QUIETS A LONG TABLE OF 50-PLUS GUESTS IN NEW YORK'S Meatpacking District as gold magnums of Champagne clink in the background. It's a Last Supper-inspired meal for the French-born winemaker, part of his multicity tour to promote a $395 coffee table book called *The Alchemy of the Senses*. As saumon à l'oseille arrives with a rich pinot noir, Boisset begins to explain his selection, an unusual blend of grapes from Burgundy and California called JCB No. 3.

After inhaling deeply from a particularly wide crystal goblet that's part of his new collaboration with Baccarat, Boisset admits that this dinner has caused him to miss the ten-year anniversary of his marriage to Gina Gallo, the third-generation face of the family behind the world's largest wine

producer by volume, E. & J. Gallo. During their engagement, they made a wine of the same origins together — blending, bottling and corking by hand — and then served it at their wedding as a symbol of her historic California roots becoming intertwined with his family's own Burgundian heritage.

"Half of it is made in Burgundy, so that's 49% of the blend," Boisset says in a thick French accent before pausing dramatically. "I need to confess. I will tell you something very personal. My love likes to be on top. So 51% is California."

Sex is clearly the theme of this Boisset soirée, where the innuendo-filled jokes flow as freely as the wine. Leopard-print silk napkins sit on a red velvet tablecloth, and a mirror has replaced the ceiling ("Ladies, be careful, because I can see everything!"). Dates never sit together, and Boisset encourages touching ("You could still caress the person next to you. I see a lot of that is already happening, which I'm delighted to see!").

The 50-year-old Boisset is blithely oblivious to the #MeToo era, and his guests seem to appreciate the single entendres. A few months earlier, Rob McMillan, founder of Silicon Valley Bank's wine division, described Boisset as "the wine equivalent to Ringling Brothers — he's an entertainer with flair and flash. He's also a great businessperson, able to take a tarnished penny and shine it up."

Along with his older sister, Nathalie, Boisset presides over close to 30 wineries worldwide, including a good portion of Burgundy's vineyards. Annual sales are about $200 million; Forbes conservatively estimates the company to be worth some $450 million. If the collection were divided up at auction, many assets would likely sell for more than as part of the package. "Buyers are looking for a trophy purchase," says Michael Baynes, executive partner at Vineyards-Bordeaux Christie's International Real Estate. "There's a lack of supply. The Boisset Collection would get a very premium price."

Back at Boisset's Last Supper, he introduces JCB No. 81, a chardonnay inspired by the moment in 1981 when he first became fixated on California wines. As the story goes, it was during a trip to Sonoma with his grandparents when he was 11 years old. After visiting Buena Vista winery, founded in 1857, Boisset turned to his sister and prophesied, "One day we will make wine together in California."

Nearly a decade later, Boisset's parents acquired a patchwork of properties throughout some of the most valuable parts of Burgundy through a combination of local bank loans and sheer luck. Because it was so hard to combine parcels, few others even tried.

He brought that maverick philosophy to America. In 1991, Boisset started leading the family import business in San Francisco and searching for family-owned wineries with history to acquire. Buena Vista, after retreating from national distribution, looked promising, but the owners rebuked Boisset's offer. "It was very innovative at the time, very iconoclast[ic] from a strategy standpoint. No one looked at California the way we looked at it," he says.





Vine Dining
The elegant tasting rooms at two of Boisset's vineyards, Buena Vista and Yountville

Photos by Tim Pannell for Forbes; Photo by Scott Chebegia

In the U.S. you could come from wherever, whoever, whatever. It's about you. That's what I really value. That's what allowed me to become who I am.

He closed on DeLoach Vineyards in Sonoma instead in 2003. Boisset then began spending more time in California as DeLoach transitioned to biodynamic farming based on the lunar cycle. In 2007 he acquired the 300-acre estate of Raymond Vineyards in St. Helena. Boisset finally secured Buena Vista in 2011, after trying at least four times.

After an acquisition, Boisset has three main strategies: First, every vineyard transitions to organic farming. Next, he increases the price of the wines, usually around 30% to 40%. (In the case of Raymond, the retail value of several bottles more than doubled to $45 each.) Finally, the wines are marketed with the rest of the collection to more than 600 partners worldwide.

Buena Vista, De-Loach and Raymond, for example, are now sold in more than 20 countries each. Because Boisset's wines range from $15 to $2,600, this system streamlines the buying process for distributors who can mix and match for different accounts.

"In Europe, if you come from Burgundy, you're on the upper scale," Boisset says.

"But it's too much stratification of society, perceived value and history based on heritage rather than who you are. In the U.S. you could come from wherever, whoever, whatever. It's about you. That's what I really value.

That's what allowed me to become who I am."

That includes his not-so-secret identity, Agent 69, an ersatz James Bond who brandishes swords and rescues women — and wine — at lavish parties and in several very campy videos.

It's sometimes difficult to tell where the serious winemaker ends and the louche alter ego begins. At Raymond's tasting room, visitors on tours are ushered past industrial tanks and mannequins hanging upside-down on fuzzy red swings, wearing sheer bras and leopard-print leggings.

Boisset has also commoditized his hyperactive libido. With Swarovski, JCB produces lines of jewelry, one of which, Confession, features handcuffs. There's also a red wine called Restrained. The bottle is fastened with a leather bondage harness and O-ring.

Boisset's business partners say they're not put off. "He doesn't hide who he is," says Dina Opici, president of her family's New Jersey-based wine-and-spirits distribution company, who has known Boisset for 15 years.

"It is really genuine. He's well-intentioned."

Crystal Clear
Boisset has a longstanding collaboration with Swarovski — the collection includes a brooch of his wife Gina Gallo's lips



With 10 wineries in the U.S. and a growing private-label business, Boisset must now contend with an overcrowded wine market amid fast-growing categories such as hard seltzer and legalized cannabis. Last year, Americans' wine consumption declined for the first time in 25 years, according to trade group IWSR.

But opportunities beyond wineries abound. Last year was particularly busy: Boisset acquired the nearly 140-year-old Oakville Grocery and founded Napa's first wine-history museum.

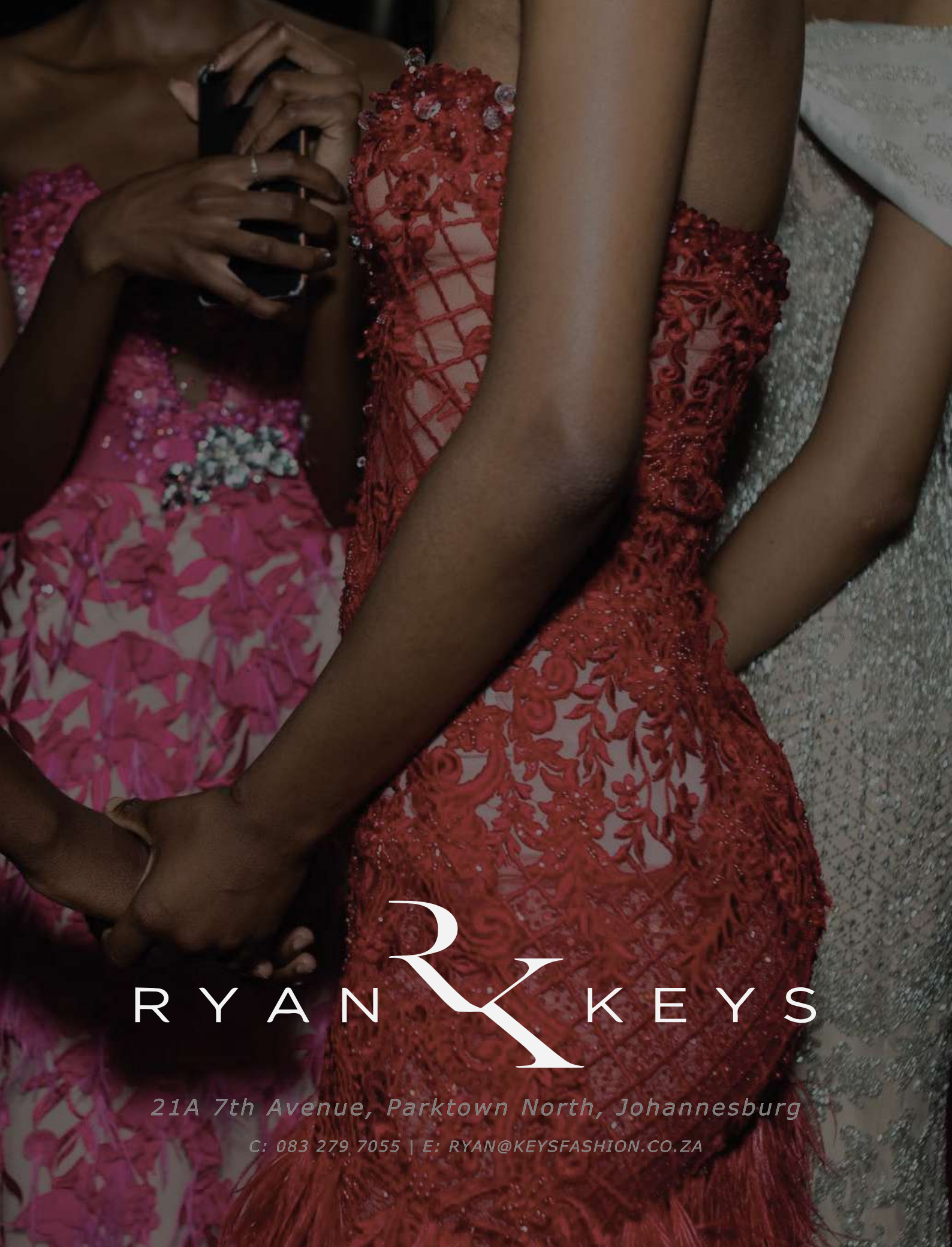
He also opened a strip mall called JCB Village in Yountville that features a tasting room, a day spa and a boutique that sells JCB label candles and dress socks along with Baccarat decanters inspired by Boisset's own collection, which is the largest in the world.

Amid declining Napa tourism, he has opened lounges outside the valley at the Ritz-Carlton in San Francisco, Ghirardelli Square's Wattle Creek and the Rosewood Hotel in Palo Alto.

Boisset insists his luxury empire will continue to take years to build — and will withstand threats, be they wine tariffs, climate change or competitors.

"You don't build a luxury business in five minutes," he says. "Besides LVMH and Pernod Ricard, two monsters, no one has had our journey. The American way of life drove me here."

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THE $600 THAT SPARKED A TELECOM TRADE

Tech entrepreneur Mandla Ngcobo dabbled in everything from poultry farming to selling airtime and electricity, until he found his niche in telecom – and his connections are growing.

BY MOTLABANA MONNAKGOTLA

MANDLA Ngcobo represents everything the digital age stands for.

He's young, happening and ubiquitous, with hopes and ambitions in every sector: from the poultry business to IT and everything in between.

Born in Newcastle, in South Africa's KwaZulu-Natal province, Ngcobo is the founder of Accelerit Technologies that's heading forth in the Information and Communications Technology (ICT) sector.

"Entrepreneurship is something that has always been around me," he says resolutely, taking a sip of his drink, when we meet him at an upscale restaurant in Sandton, Johannesburg.

"My father was a taxi owner. My mother was unemployed but used to sell clothes and plait people's

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Photo by Motlabana Monnakgotla

hair from home. She was a firm believer that one must have multiple streams of revenue. My mother used to do whatever it took to put food on the table."

This attribute made him resourceful too, as he saw it work. He was employed but was inspired to start his own business.

His job for six years at a global technology and consulting firm in Johannesburg exposed him to the inner workings of the ICT business.

The computer had been a loyal companion since high school.

In the mid-1990s, his brother bought him his first TV game console, then gave him his old Pentium One computer with 133 megabytes of data.

"I was fascinated by the fact that you could program a computer to do certain things," says Ngcobo.

Graduating from the University of Cape Town in South Africa with a BSc in 2005, he wasn't particularly passionate about theory, but was driven by formulae.

"I also did business as an elective because I was thinking about the trade. So, varsity was mostly about computers and business and that's where it all began."

Two years later, he ventured into the chicken feed business as his mother had started a chicken farm.

He ran the business for five years with a fair turnover and employing three.

"That money was able to pay for my car; I saw it had legs. I tried so many businesses; I even sold prepaid airtime and electricity around where I grew up."

The chicken business didn't take off but at least he was now lured into the art of making money.

In 2011, the 36-year-old serial entrepreneur registered Accelerit Technologies, a small and medium enterprise providing turnkey ICT solutions. He needed to have licences to run a telecom business to do business with other companies and consumers.

He was still an employee with the company he worked for, but time had come to go on his own.

"I had to be billable as a consultant, so I had to work. There was a project I worked on that absolutely almost broke me; I didn't enjoy it at all, so I was in a space knowing I didn't have to do what I was doing. If I could dedicate a little bit of my time to pursue my own venture, I could make it work and that was it, I was done, and I resigned in 2013," he says.

Having tasted entrepreneurship, he knew he could do it, but this time, he had to be fully present and committed.

"I sold my fancy white Audi TT car, and moved out of my lavish apartment in Sandton. I had to downgrade my life, I needed to bring it back to a level where I could manage my month's expenditure and align with the fact that I was no longer an employee," he says.

He shared office space but had a business address; it was time to get his first customer.

> **"I sold my fancy white Audi TT car, moved out of my lavish apartment in Sandton. I had to downgrade my life, I needed to bring it back to a level where I could manage my month's expenditure.**

He set up a Wi-Fi base station at his sister's house and sold vouchers; expanded to Greyhound Lines, an intercity bus carrier; then a student commune around the Johannesburg CBD, and within months, Ngcobo was turning over R10,000 ($617) a month.

"That made me feel chuffed," he says. His sister was his first employee and two other friends soon were on his payroll.

"I was coming from a job that paid me R60,000 ($3,700) a month, and the R10,000 ($617) had me super excited. I knew I never had to work [for someone else] a day in my life. If I put in 10 times the effort, then I would be making R100,000 ($6,168) a month and that is how the journey started."

Business was growing and within 24 months, Ngcobo set up Wi-Fi base stations in estates around Midrand still using the voucher system; at the time, it was massive.

In early 2017, Accelerit Technologies moved to fiber optic technology delivering high-speed data.

"That made us very competitive; we went from north Johannesburg to providing services nationwide, turning over R900,000 ($55,512) at the end of the 2018 financial year."

Currently, Ngcobo is projecting R30 million ($1.85 million) for the financial year 2020 and employs 20 full-time staff.

It's big numbers and wired ambitions, but as always, he is sure he can make it work.



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COLLABORATING TO ACHIEVE POSITIVE CHANGE

Every conversation held at the World Economic Forum's annual meeting represents an opportunity for stakeholders to recommit to working together to solve pressing global challenges.

As we start a new decade, the imperative to align on common issues like poverty, inequality, inclusion and the environment is more urgent than ever. With just a decade to go to the deadline for achieving both the Sustainable Development Goals and South Africa's National Development Plan, greater collaboration between stakeholders to achieve actual outcomes that result in real change is critical.

"At Old Mutual, we're figuring out how to scale-up the work we are already doing with a wide range of stakeholders, so that it creates

growth for our business, while at the same time helping to solve the socio-economic challenges we face as a continent," says Iain Williamson, Interim CEO.

Old Mutual strengthened its focus on Africa during mid-2018, a move that signalled a renewed confidence in the growth opportunities the continent holds. To unlock its full potential, the business is committed to working more closely with key stakeholders to better deliver shared value and growth.

The Group has already committed US $ 8,3 billion towards creating inclusive and sustainable economies on behalf of its clients and is working with its stakeholders across the continent to achieve SMART objectives. Partnerships that are enhancing the lives of not only its customers, but also the communities across the 14 countries in which it operates, include:

US $ 92,3 million committed to providing access to quality education in conjunction with National, Provincial and Local Departments of Education. The Group's Education Flagship Project in South Africa, for example, forged strong partnerships with local education authorities across four provinces over seven years to improve maths and science skills among matric learners. It also ran an extensive school leadership programme for teachers and principals which has further helped to improve performance in these pilot schools.

US $ 845 million committed to affordable housing projects across Africa, in conjunction with a range of partners, including government. A core aspect of this approach is gap housing, which seeks to address the challenge of those considered "too rich" to receive free-government subsidised houses, yet "too poor" to fall within the normal mortgage lending stream with financial institutions.

US $ 2,4 billion has been committed to clean energy projects across Africa, enough to sustainably power more than 800 000 homes.

US $ 35 million committed to enterprise and supplier development projects that support small, medium, youth, women and black-owned business. Working in conjunction with key stakeholders in both government and business, the core focus is to create access to funding, markets, as well as the technical support necessary for these businesses to succeed.

Despite persistent challenges, alignment between stakeholders around common goals makes it significantly easier to achieve progress.

"We are as invested in driving change as all our partners are. We're thinking about tomorrow by acting today and our stakeholders play an integral part in this journey. We are inspired by the African proverb that says: If you want to go fast, go alone, if you want to go far, go together," concludes Iain.

Over the next decade, the Old Mutual Group will be demonstrating its strengthened resolve to activate actual outcomes to ensure our commitments bear fruit. Working with stakeholders to achieve this remains a priority!

More at www.oldmutual.com



NOT FOR SALE

CLEANING UP

Yaakoub Hijazi quit college to save his late father's faltering laundry business. Nine years later, he's proven that there's still good money to be made in a low-tech service business.

BY AMY FELDMAN

"I DIDN'T WANT MY FATHER'S NAME TO BE tarnished," says Yaakoub Hijazi, president of Paterson, New Jersey-based Star Laundry. When his father, Youssef, died in 2011, four months after being diagnosed with lung cancer, Hijazi was a 19-year-old student at Montclair State University. He soon learned that his dad's $4 million (sales) commercial laundry and dry-cleaning business was on the brink of collapse. "When you go bankrupt, your name is destroyed," he says.

So Hijazi, now 27, ditched school to rescue Star Laundry. "I threw my textbook out, which was a little overboard," he says. "I told my mother there is no way I can go back."

Since then, Hijazi, who is on 2019's *Forbes* 30 Under 30 in Manufacturing & Industry, has not only protected his father's legacy; he's built the business into a powerhouse in the tight-knit world of hotel launderers in New York. Today, Star Laundry cleans sheets and towels for more than 100 of the city's roughly 800 hotels, including the Conrad New York and the W Times Square. Based on Forbes' estimates, it handles as much as 40% of the laundry generated by the city's hotels, bringing in some $70 million a year in revenue. Add in Hijazi's other ventures, including real estate in New Jersey and linen manufacturing in Benin, Africa, and his group's annual revenue is closer to $120 million.

> **"I threw my textbook out, which was a little overboard… I told my mother there is no way I can go back.**

Laundry is a cutthroat business, priced at 30 cents to 45 cents per pound in New York. Price cutting to gain market share is rampant. Stumbles abound. Prestige Industries, once Hijazi's biggest competitor, filed for Chapter 11 bankruptcy in 2017, and its assets were subsequently bought by a private-equity firm that owns laundry firm Pure-Tex Solutions.

"The entire market is fighting over the same 200 hotels," says Sang Cho, CEO of Prestige until 2012, who founded Cooperative Laundry in 2018. "We've heard some of our competitors bidding below 27 or 28 cents a pound, which is crazy."

Hijazi, who owns 100% of Star, wooed customers by being personally on call starting at 3.30AM and setting rates in the mid-to-upper range to attract hotels while maintaining profitability. "Our selling point is quality," he says. "That's why we have no salesmen."

On a November visit to the Paterson headquarters, Hijazi showed off one of his four giant tunnel washers. The dirty linens arrive in 800-pound bins labeled "Star Laundry Baba Joe 1948–2011" for his dad. Next, 135-pound loads pass through modules that scour dirt with 180-degree water and brighten colors with hydrogen peroxide and six to 11 other chemicals. Separate compartments in the tunnel and computer coding allow multiple hotels' linens to be washed at the same time.

Though Hijazi grew up 20 minutes from the plant, in Montclair Heights, he never intended to work there. "He didn't even want me in it," Hijazi says of his father, who came from Lebanon at 17 and opened restaurants, including Star Deli, before moving into the laundry business. He later moved that from Brooklyn to New Jersey, where labor costs were lower and union rules more lax.

When Hijazi took over, he got hit with a lot. "And when you're 19 years old, people are not going to listen to what you say," he recalls. The company faced a cash crunch, sewer liens, tax liens and fines from the federal Occupational Safety and Health Administration. Hijazi borrowed $300,000 to pay off everything, ditched the middling dry-cleaning business and hired an OSHA consultant to address the safety issues.

Calling on hotels, he used his youth as a selling point. He signed on the DoubleTree on Lexington in 2012, then talked his way into other hotels, including the Westin Times Square: "Hotels realized they were cutting costs and getting crap service."

Don Fraser, a longtime hotel executive then running the Park Central and WestHouse hotels, hired Star in 2016 to handle their nearly 5 million pounds of laundry a year. "He was—I don't want to say picky, but he was very selective [about] his hotels," Fraser says. Though located in New Jersey, Hijazi focused on large and luxury hotels in Manhattan, where occupancy rates are high and steady.

That helped insulate him from pricing pressures and let him create delivery-route efficiencies.

The long hours take a toll. Hijazi is in talks to sell Star Laundry. He declines to discuss details, but *Forbes* estimates the business could be worth at least $150 million.

"The biggest fear," he says, "is selling what my father started. It's an emotional fear."

Photo byTim Pannell for Forbes



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DATA WILL FEED THE FUTURE



IN A REMOTE, FARAWAY CORNER OF THE CONTINENT, AN UNDOCUMENTED FARMER TOILS UNDER THE HARSH AFRICAN SUN. COLLECTING KEY DATA ON WHERE HE COMES FROM AND WHERE HE IS IN THE FOOD SUPPLY CHAIN COULD HELP AGRICULTURE FLOURISH IN AFRICA.

BY TIANA CLINE

OFTEN REFERRED to as the food basket of the world, the African farming landscape is evolving. For many smaller farmers, it is about upscaling their businesses, often with the help of government, development agencies and technology investors. But one fact remains the same: without access to digitalization and data insights, smallscale farmers will be left behind.

"For smaller farmers, there is a dire need for technology services. Without these services, farmers will not be able to produce more food to feed the future," explains Alloysius Attah, Farmerline's CEO. Farmerline is a Ghanaian agritech company that uses voice technology to help cocoa farmers grow their business.

"We've found that just giving information to farmers doesn't translate into change. What we do at Farmerline is send information to farmers on their mobile phones in their native languages using audio. Farmers who cannot read or write can still access this information – field training, workshops..." he adds.

Through audio, Farmerline teaches farmers modern practices to help them manufacture and sell quality produce. It is not necessarily about expansion, but rather building efficiencies into what they're already working with.

While far from a new means of technology, radio in Africa remains one of the most efficient ways to reach these kind of farmers – it's a low-

tech output with a high-tech backend mainly based on gathering agritech data and providing key insights.

Radio is also often used for extension services, something both Farm Radio International and the Syngenta Foundation for Sustainable Africa are doing through Radio Kitara in Uganda, and Kilimo Media International in Kenya. Impressive figures show that the farmers are listening... but how do you find them when there's no data on who they are or what they do?

"They're farmers that do not have any identification. You don't know who they are or what they're planting. You don't know what their funds are all about," adds Evelyn Namara, the founder of Vouch Digital in Uganda. "With the technology we've developed, we get to profile these farmers, get them onto a platform and get to know exactly what they're producing..."

By collecting and linking the farmer data, Vouch Digital uses their suppliers to help these farmers to do whatever they're already doing on a larger scale.

"It's about helping smallholder farmers get the most out of what they're doing right now. Imagine if you're a farmer in one village, and you have a groundnut farm and you're only selling to your neighbors – that's the only market you know. So with a platform like ours, we can now start linking these smaller farmers to different suppliers who need even more of their produce, or to different fertilizer companies that might help them improve their produce," says Namara.

Namara's digital platform assists government and digital agencies in dispersing seed crops and service equipment (as an example) to farmers in need. The way smallholder farmers receive these items is through digital vouchers – the farmers go to specific merchants and dealers.

"It's simple technology because most of these farmers use feature phones. The vouchers come as text messages which they use to get what they need," explains Namara. "They use their mobile phones to receive the vouchers and we use our digital platform to make the payments directly to the merchants."

The impact of a simple feature phone cannot be underestimated – Vouch Digital can collect key data, getting to know previously unrecorded (and often female) farmers and their needs. Knowing these insights will help agriculture to flourish within Africa.

"Farmers have needs beyond the farm," adds Attah. "We need to collect data to give them access to more services and more choices – services around energy, services around healthcare, services around government interventions... we are, as a by-product of delivering high-quality supplies and seeds to farmers in their remote areas, building an infrastructure that anybody can use."

With data, opportunities in agriculture are endless. Collecting and documenting smallholder farmers will result in a digital track record which could eventually be used for provenance, as a credit history, providing future opportunities for microloans.

"You can get to know their farmland, you can get to know information about what they need for their farm. We get to see all this information in the backend and with it, can get the farmers even more information – all from a simple technology. It is a beautiful thing, right now, we're collecting all this data, about the farmer, about the supplier... once we have all of that we start creating value for every single person in the supply chain. The technology is that we are building data insights and in two or three years, it will help these farmers become better business people," she ends.



"Farmers have needs beyond the farm… We need to collect data to give them access to more services and more choices – services around energy, services around healthcare, services around government interventions…
– Alloysius Attah, CEO, Farmerline



"It's about helping smallholder farmers get the most out of what they're doing right now. Imagine if you're a farmer in one village, and you have a groundnut farm and you're only selling to your neighbors – that's the only market you know.
– Evelyn Namara, founder, Vouch Digital

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BETTING ON WOMEN LEADERSHIP

The fast-moving and ever-evolving lottery world requires highly professional skills to fulfill its imperative to entertain whilst also generating billions. FORBES AFRICA spoke to the women at the helm of the lottery business.

BY ZENOYISE JOHN



THABANG MAMPANE - National Lotteries Commission (NLC) Commissioner

Mampane boasts an impressive senior and executive management track record.With an illustrious resume, the 61-year-old has held influential positions in organisations including Telkom, IBA and has had a long and successful career at the SABC, before taking on the reigns as the Commissioner of the NLC. When the Kimberley-born leader took over the now 21-year-old organisation in 2012, she was charged with leading a newly-formed executive management team, and establishing systems to professionalise the organisation.

With an energetic, can-do leadership style that is backed by strong academic credentials, including a BA and an Honours degree in Public Administration, a BA in Political Science and a Masters in Management, among other qualifications, she took some great initiatives to see an organisation that is the largest grant funder in South Africa to where it is today.

Today she leads seven executives, all of whom are specialists in their own fields, including chartered accountants and lawyers. The organisation has also partnered with universities to professionalise some of the jobs in the grant-making sector. Mampane is a firm believer in women empowerment. NLC boasts four women in executive management and the organisation prioritises the empowerment of women in its funding strategy.

Says Mampane, "Our organisation is selective in its funding. We prioritise women and our strategy capacitates them in alignment with the vision of the country. Through our supplier development programme, we have supported black women-led businesses. We also have a strong focus on empowering rural communities, the disabled and youth."

Under her guidance, the NLC oversees an annual budget of R1.5 billion, meant to run the organisation and distribute funds to non-profit entities. On her watch, the organisation has enjoyed four consecutive clean audits. "We run a very clean administration. We are a tightly regulated establishment though we are not funded by the government. We run this organisation with integrity and financial prudence."



TINTSWALO NKUNA Executive Manager: Regulatory Compliance

Nkuna has one of the tallest tasks in the organisation. The 43-year-old

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is responsible for overseeing the regulatory activities of the NLC, including ensuring fair play in lotteries and combating illegal lotteries.

A certified internal auditor who holds an MBA, she joined the organisation in 2012 and has overseen hundreds of lotto draws.

Together with a team of two managers and 17 team members, the Soweto-born auditor makes sure the organisation that is awarded the licence to operate the National Lottery (currently Ithuba Holdings) adheres to the licence agreement.

Her duties span regulation to player protection and enforcement where illegal lotteries exist. They are also tasked with registering society lotteries which are run by NGOs.

"Lottery is a game of trust. Our goal is to ensure the right prize goes to the right person, each time and every time. We also protect the winners and the public by holding operators to their commitments," emphasizes Nkuna.



XOLILE NTULI - Chief Financial Officer

Ntuli is the woman who holds the purse strings. The accomplished chartered accountant joined NLC in 2014 as a financial manager. She served in that position until she was promoted to CFO in 2017.

Ntuli, who holds a B. Com degree in accounting, a B.Com honours and a CTA, has a glittering resume. Prior to joining the NLC, she had built her career in organisations including BMW, PwC and the Auditor General of South Africa, where she served her articles.

In her position, the 38-year-old is responsible for the overall financial strategy and direction at NLC.

Under her stewardship, the NLC has achieved four clean audits and she has been instrumental in enhancing the effectiveness of procurement processes.

She has also helped ensure the adoption of an outward-looking, beneficiary-centric approach in the organisation.

"In the work that we do we pride ourselves for paying suppliers within record time. We have also improved our turnaround time for payment of grants," she says.

"I'm extremely proud of the financial infrastructure we have built. I am especially proud of the financial acumen we have instilled in the organisation's culture," beams Ntuli.

She says being personally invested in NLC's mission is a guiding principle of hers, and the opportunity to change lives while doing it is a gift.



ADVOCATE NOMPUMELELO NENE Company Secretary

Nene started her career in marketing. Being a hard worker and dedicated achiever with a never-say-die attitude, she studied law while working, a journey which has seen her transition to her current career, and working as a Company Secretary.

Nene has built her career in different organisations including Life Health Care and the IDC. The experience has given her a very clear understanding of company ethics. She is an admitted advocate, and holds an LLB, a B.Com in Marketing and is a Masters candidate in Corruption and Governance at the University of Sussex. The 38-year-old certified ethics officer and chartered secretary joined the NLC four years ago, and is tasked with providing guidance, advice and counsel to the board of the NLC and is a custodian of the organisation's ethics.

A fellow of Chartered Secretaries Southern Africa (CSSA), Nene ensures the efficient administration of NLC particularly in regard to ensuring compliance with statutory and regulatory requirements. She also ensures that the decisions of the board are implemented. Nene has been instrumental in introducing technological platforms that enabled the organisation to measure the effectiveness of its programmes. She has also been responsible for improving the levels of compliance with government best practices.

TOP 5 TECH TRENDS IN 2020

From the 'Internet of Things' to the 'Intelligence of Things', and games that will now be the basis of new massive online communities.

BY NAFISA AKABOR

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TECHNOLOGY IS CONSTANTLY CHANGING THE way we live, and its rapid pace makes it impossible to predict what the end of the next decade will look like. The body behind the CES tech conference in Las Vegas, the Consumer Technology Association, which represents more than 2,200 consumer tech companies in the United States, has outlined what it will pay close attention to over the next few years.

The company believes the Internet of Things (IoT) is moving towards a new 'Intelligence of Things', bearing testimony that artificial intelligence is permeating every facet of our commerce and culture.

These trends include 5G, artificial intelligence, streaming media, cloud-based gaming, task-based robots, connected homes, mixed reality, and electric transport to name a few.

Meanwhile, research house GlobalWebIndex has predicted the following consumer tech trends for 2020 in its 'Connecting the Dots' report: travel, social gaming, privacy in a cashless society and digital health.

Here's a look at some of these trends in a more African and South African context:

1. ALMOST 5G READY

The general sentiment around 5G is that Africa is not yet ready for it. Vodacom became the first network in Africa to commercially launch 5G in Lesotho in 2018, and is set for roll out in South Africa sometime in 2020. MTN showcased its 5G demo indoors in Gauteng, South Africa, in 2019 and live demos in Nigeria in November 2019, with a commercial rollout in South Africa expected in 2020. Rain, however, became the first network in South Africa to go live with its direct-to-consumer 5G offering in 2019, albeit to a very small part of the population in the Western Cape and Gauteng provinces. It remains to be seen which major smartphone manufacturers will bring 5G handsets to the continent, a process dictated by the readiness of mobile networks.

2. STREAMING MEDIA

It's no secret African-based pay-TV operator DStv has been losing premium subscribers over the years. As fiber connectivity becomes more readily available on the continent, consumers are shifting towards streaming services due to convenience and price. In the past year, we've seen what has been dubbed the 'streaming wars' as VOD offerings have exploded and consumers are spoilt for choice. One of the most anticipated global rollouts is Disney+, available currently in select markets, whose content has slowly been disappearing off Netflix. Only time will tell which VOD will be crowned king as the market continues to saturate.

3. CLOUD-BASED AND SOCIAL GAMING

The meteoric rise of eSports has seen it jump from a $130 million industry in 2012 to an over a $1 billion industry in 2019. It is estimated to be worth $1.79 billion by 2022, according to Statista;

Photos via Getty Images



> **Merely using a traveler's first name in the subject line of a generic email campaign is no longer enough. Modern travelers expect more: they want a streamlined, seamless and personalized experience.**

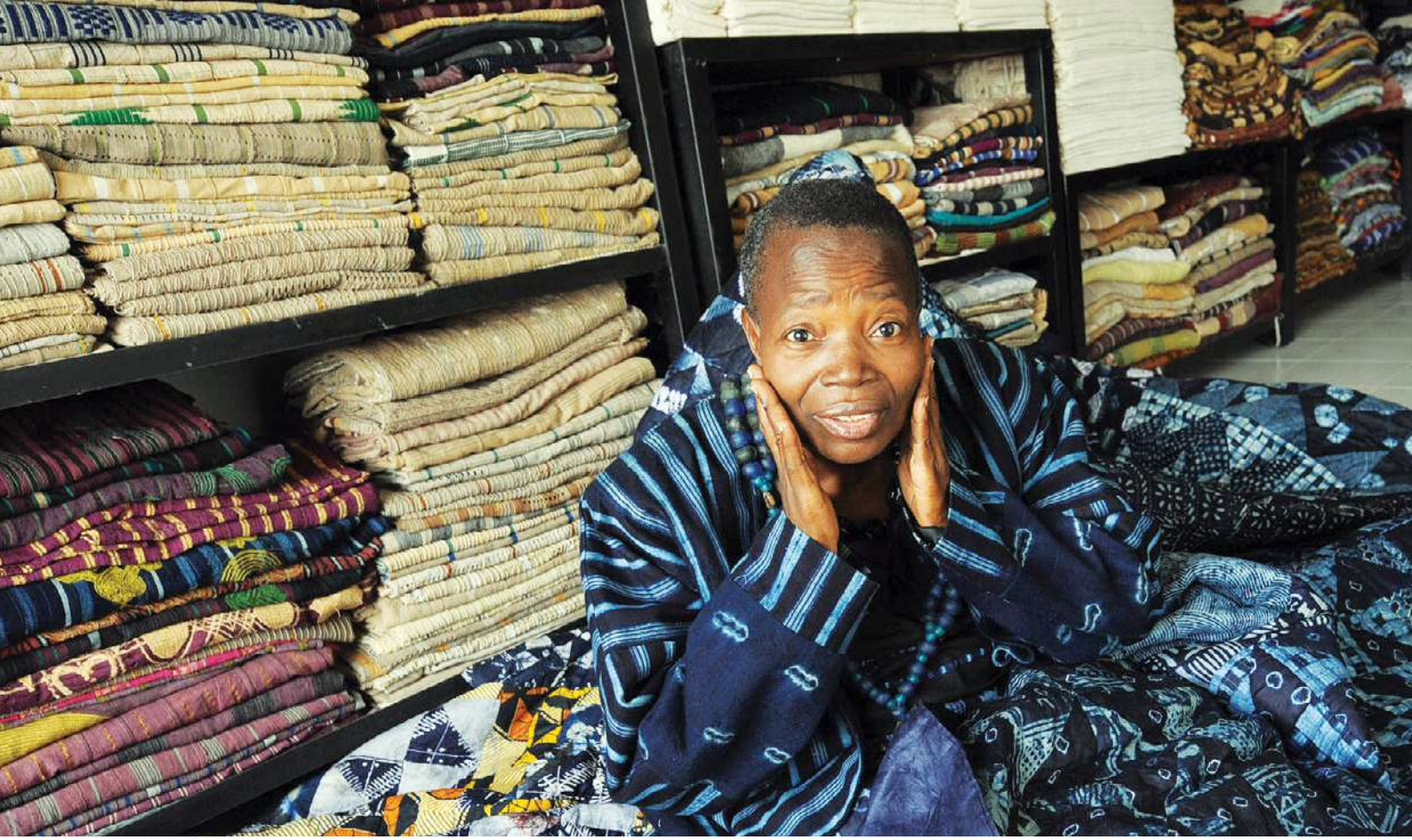
largely due to sponsorship deals. Still in its infancy stages, South African eSports players collectively made $113,912.45 in 2019 among 86 players, as per the esportsearnings.com website. Major tech companies who've stepped into the social gaming realm include Apple Arcade, Google Stadia, Microsoft Project xCloud and Facebook's VR world Horizon. According to GlobalWebIndex, the gaming industry is set to be a different beast in 2020, reinvigorating how we interact with people online. It believes games are no longer episodic consumptive media, but are now the basis of new massive online communities.

4. TRAVEL PERSONALIZATION

The 'Connecting the Dots' report says throughout 2019, companies across the travel sector have been making boardroom reshuffles, rebranding and investing in technology to create a new type of travel economy; and come 2020 (if all returns to normal if and when the coronavirus pandemic dies down), these changes will start to filter down to consumers. It believes there is a host of competitors aiming to become ubiquitous, end-to-end travel providers, such as aggregators and meta-searchers Expedia and Booking.com. Personalized service will be a key trend in 2020, says Flight Centre's Andrew Grunewald. "Merely using a traveler's first name in the subject line of a generic email campaign is no longer enough. Modern travelers expect more: they want a streamlined, seamless and personalized experience."

5. PRIVACY AROUND BEING CASHLESS

In 2020, the spotlight might begin to move from what we're looking at online, to what we're paying for in our day-to-day lives, whether that's offline or online, says Chase Buckle, trends manager at GlobalWebIndex. According to the company, 58% of South Africans have transferred money to family or friends on their mobile devices – 11% above the global average; and yet, only 15% have used a mobile payment service – 12% below the global average. Interestingly, 10% of South Africans own cryptocurrency, placing South Africa sixth in its global rankings. The South African Reserve Bank is set to introduce new rules to govern the use of digital and cryptocurrencies in 2020, after a five-year long consultation period that began in 2014.



THE ART OF SURVIVAL

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Textile artist Nike Davies-Okundaye worked as a construction laborer and carried water and firewood to survive. The art of *adire* gave her global fame and she is now educating generations of women in Nigeria.

BY PEACE HYDE

THERE WAS NO WAY NIKE DAVIES-Okundaye could look the other way. For after all, she too had been a victim in her early teens.

Too many women were being pushed down the traditional path of marriage and child-rearing in her country.

Born in 1951 in Ogidi-Ijumu, a small village in western Nigeria known for its spectacular rock formations and traditional art industry, Davies-Okundaye resolved to fight this practice four decades ago.

"By the age of 13, they wanted to marry me off because my father had no money. I had to run away from home and join a traveling theater. I said I didn't want to marry and wanted to pursue art," recalls the internationally-renowned Lagos-based artist.

Not wanting to become one of six wives to a minister, Davies-Okundaye found her escape through *adire*, the name given to the Yoruba craft of tie-and-dye where indigo-dyed cloth is made using a variety of resist-dyeing techniques. Growing up in a predominantly art and craft household, Davies-Okundaye is a fifth-generation artist who decided to take the craft seriously due to poverty.

"I had no money to go to school and the first education parents give you is to teach you what they do. So, when I finished primary six



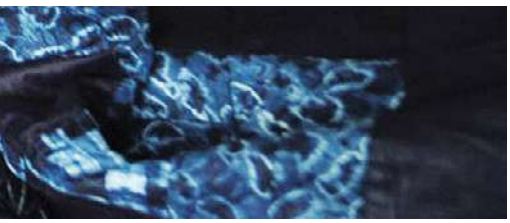


Photo by PIUS UTOMI EKPEI/AFP via Getty Images

and I had no support to go to secondary school, I said to myself, 'let me master art so I can teach other women to also use their hand to make a living through their own artwork'."

Davies-Okundaye was forced to work in the male-dominated construction sector, carrying concrete in pans to builders in order to save one shilling, just enough to buy a yard of fabric to create what she called wall-hanging art.

Her goal was to use the traditional wax-resist methods to design patterned fabric in a dazzling array of tints and hues. The *adire* design is the result of hand-painted work carried out mostly by women and through that, Davies-Okundaye saw a way to help women to become economically empowered. After all, her first break in life came as a result of that.

"There was no other job I was doing apart from *adire*. I was lucky the American government came to Nigeria to recruit an African who will teach African Americans how to make traditional textiles or crafts in the state. That is how I was lucky and got picked."

Davies-Okundaye was the only woman in a class of 10 men who were flown to Maine in northeastern United States in 1974. That is where her whole outlook on life changed.

"Before I went to America, I used to carry three drums of water every day and carry firewood to be able to survive. It was like a breakthrough in my life when I reached America. I said 'is this heaven?' I was the only woman in the class and all the men were learning women's looms and I kept telling them 'this is for women' and they said 'yes, in America, what a man can do, a woman can also do'."

This was in stark contrast to what she knew to be true in Nigeria at the time.

"If your husband is an artist, you are not allowed to do art. In the 1960s, if your husband has a PhD, you are not allowed to also have a PhD. You had to give room for your husband to be your boss."

> **"They used to get the police to arrest me because they said I was trying to teach feminism in Nigeria because I went to America.**

She decided to beat those age-old stereotypes.

As one of 15 wives to her then-husband at the time, Davies-Okundaye, with her newfound knowledge gained in America, started a revolution at home. She encouraged the other wives to create their own art business using *adire*.

"I said 'if you learn this, you can earn a living by yourself and get your power because your money is your power' and that is how they also started learning it. I didn't stop sharing the knowledge there. I gathered girls on the streets who were selling kola nuts and peanuts and started training them. I said 'if this textile can take me to America, let me teach other people'," says Davies-Okundaye.

And that has been her calling ever since. Davies-Okundaye is the founder and director of four art centers, which offer free training to 150 young artists in Nigeria in visual, musical and performing arts.

One of the centers is the largest art gallery in West Africa comprising over 7,000 art works.

"They used to get the police to arrest me because they said I was trying to teach feminism in Nigeria because I went to America. They said I was going to corrupt our Nigerian women but I believe God sent me to liberate a lot of women who have the passion for what makes them happy but are afraid to do it because of what people will say. I say do what makes you happy always!"

POWER, PROFIT AND PURPOSE WITH AFRICA'S CEILING CRASHERS

All roads led to Durban in South Africa's KwaZulu-Natal province for the FORBES WOMAN AFRICA 2020 Leading Women Summit that brought together a star-studded gathering of female leaders and A-listers from across Africa and beyond.

BY BUSI LETHOLE

On March 6, at the fifth annual FORBES WOMAN AFRICA Leading Women Summit, held for the second time in Durban, a galaxy of Africa's stars drawn from business, arts, sports, politics and public life, descended at the Inkosi Albert Luthuli International Convention Centre Complex for a power-packed day of talks and discussions that centered on one topic: the advancement of women.

Ahead of International Women's Day on March 8, about 800 attendees hobnobbed with some of Africa's most powerful women in the same room, at the one-day event themed 'The Ceiling Crashers 2.0: Power With Purpose', hosted by the KwaZulu-Natal Provincial Government and presented by Mastercard.

The air was redolent with excitement as the event opened to a full house with seasoned dancers moving to the melody of Grammy-award winning artist Beyoncé's song, *Spirit*.

In her opening speech, Nomusa Dube-Ncube, MEC for Economic Development, Tourism & Environmental Affairs, KwaZulu-Natal Provincial Government, said the FORBES WOMAN AFRICA Leading Women Summit is about reawakening the spirit of sisterhood and strengthening the solidarity among African women. "We are here to remind each other that our fate is bound together. The summit gives us that opportunity to recharge, redefine our steps in the fight of the dignity of the African woman irrespective of which part of the globe we may be coming from."

One of the opening keynote speakers was Suzanne Morel, Country Manager, Mastercard South Africa, who provided insight on unlocking new innovations and opportunities for women in the global financial economy. "Inequality and exclusion still holds girls and women back in many aspects of their everyday lives. While positive steps have been taken to level the playing field, too much of the world is still designed without women in mind and without women involved," she noted.



Dr Aisha Pandor, CEO & Co-founder of SweepSouth, and Dr Naledi Pandor, South Africa's Minister of International Relations & Cooperation on a panel titled 'How to raise a CEO'



Moderator Fifi Peters (left) with Dr Nkosazana Dlamini-Zuma, Olajumoke Adenowo, Glenda Gray and Bonang Matheba during the 'Africa's 50 Most Powerful Women's panel discussion

In her welcome address, Renuka Methil, Managing Editor of FORBES WOMAN AFRICA and FORBES AFRICA, described the summit as "a live 4D interpretation of the magazines", adding that "it has become pertinent to convene and re-convene such gatherings to increase the decibel on the progress women have made and that it just cannot be business as usual as we need to double our efforts in catalyzing gender parity".

During her talk on 'Restructuring the C-Suite model in the 4IR era', Dr Judy Dlamini, Founder, Mbekani Group, said "over time, people have realized we've got to have an inclusive culture; that inclusive culture is driven by the CEO".

One of the most popular panels on the day was when mother and daughter duo, Dr Naledi Pandor and Dr Aisha Pandor, stepped on stage for an inspiring discussion on 'How to raise a CEO'.

Among other highlights, a one-to-one with Miss Universe 2011, Leila Lopes, also an entrepreneur, ensued, while award-winning South African songstress Lira delivered a soulful talk on finding her tune in business.

The summit's most powerful segment, called 'In the Spotlight', unraveled, featuring inspirational women such as DJ Zinhle, Bogolo

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The winners of the FORBES WOMAN AFRICA Awards 2020 with delegates from KZN.



The speakers from the powerful 'In the Spotlight' segment

Kenewendo, Malaika Uwamahoro, Ranya Kargbo, Caitlin Rooskrantz, Nozuko Teto, Londy Ngcobo, Jaishree Naidoo, and Lebohang Lebogo, all of who received a standing ovation in the end.

The audience, eager to be inspired and informed, were treated to riveting conversations that included a panel discussion based on the March issues of FORBES AFRICA and FORBES WOMAN AFRICA featuring an unprecedented, unranked list of 'Africa's 50 Most Powerful Women', and on the panel were Dr Nkosazana Dlamini-Zuma, Olajumoke Adenowo, Glenda Gray and Bonang Matheba.

The evening of the summit unfolded with the glittering FORBES WOMAN AFRICA Gala Dinner at the same venue punctuated with awards. The red carpet witnessed A-list African glamor at its best.

In his opening address, Rakesh Wahi, Vice Chairman of the ABN Group and founder and publisher of FORBES WOMAN AFRICA and FORBES AFRICA, emphasized the education of women. "I implore everyone in this room to pay more attention to this aspect of imbalance, particularly in the rural areas of our society. If you educate one girl in your lifetime, you will be part of the change needed and not part of a compromise that is expected," he said.

The awards recognized some of Africa's most impactful women. Dr Nkosazana Dlamini-Zuma, South Africa's Minister of Cooperative Governance and Traditional Affairs, was honored with the Legacy Award and received a standing ovation as she made her way to the podium. "I was very inspired today when I saw young women doing what was thought to be impossible. We want more women to succeed," she said, concluding the dazzling awards night, even as DJ Zinhle, also a winner, took to the stage with her electrifying house music.

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Nthabiseng Mosia, Founder, Easy Solar, Sierra Leone

FORBES WOMAN AFRICA TECHNOLOGY AND INNOVATION AWARD
Dr Aisha Pandor, Co-founder, SweepSouth, South Africa

FORBES WOMAN AFRICA ENTERTAINER AWARD
DJ Zinhle, South Africa

FORBES WOMAN AFRICA ENTREPRENEUR AWARD
Olajumoke Adenowo, Founder, Ad Consulting, Nigeria

FORBES WOMAN AFRICA MALE GENDER ADVOCATE AWARD
Bafana Khumalo, Co-founder, Sonke Gender Justice, South Africa

FORBES WOMAN AFRICA SOCIAL IMPACT AWARD
Charmaine Mabuza, Co-founder, Zamani Holdings, South Africa

FORBES WOMAN AFRICA PIONEER AWARD
Irene Charnley, Founder and Deputy Chairman, Smile Telecoms, South Africa

FORBES WOMAN AFRICA CHAIRPERSON AWARD
Ibukun Awosika, Chairman, First Bank of Nigeria

FORBES WOMAN AFRICA LEGACY AWARD
Dr Nkosazana Dlamini-Zuma, Minister of Cooperative Governance and Traditional Affairs, South Africa



THE DANGEROUS BUSINESS OF ANTI-POACHING

NOT FOR SALE

Guillaume Duboscq, a French anti-poaching expert in Africa, speaks to our travel writer in a village deep in Gabon, on the many risks rangers face, such as animal attacks, terrorists and poacher-shootings, and how they are remunerated poorly for these perilous missions saving the wild.

BY RAMDAS IYER

IT WAS WHILE STANDING KNEE-DEEP IN WATER AND holding a spin tackle to haul aggressive Jack Fish in Sette Cama, a village in Gabon and one of the longest stretches of untouched coastline in the African country, that I met Guillaume Duboscq. This unassuming Frenchman's expertise in anti-poaching efforts in over seven national parks spanning six countries in the past 14 years fascinated me and made me realize that his story needed to be told. So, one night in a rickety Parcs Gabon bungalow that by happenstance we shared, I opened a bottle of wine and sat down for an interview with him for FORBES AFRICA that ran late into the night.

Duboscq believes that effective law enforcement is the most critical and foundational component of the long-term sustainability of any park. Terrorists and poachers have a big stake in the nearly $10 billion in global wildlife trade. The security of the parks is a prerequisite for poverty alleviation, economic development, and for providing safety for wildlife and their habitats.

Little did I realize that in many of the 50-plus national parks spanning the continent, professional anti-poaching brigades are managed by NGOs with multinational staff. Their fight for wildlife welfare includes both paramilitary and scientific techniques; guards with machine guns, sniffer dogs, GPS-mapping, global information-sharing, community empowerment and fund-raising. Duboscq shared more about his experiences as a wildlife ranger:

Q. What motivated you to come to Africa at the age of 21 and where did you first arrive?

A. After attending high school in a small town near Bayonne in the southern tip of France, I went to a private school to learn wildlife management techniques. I always dreamed of being involved with wildlife in Africa. My father arranged through his friend for me to work in Senegal in 2003.

Q. Senegal is not known for its wildlife. What transpired?

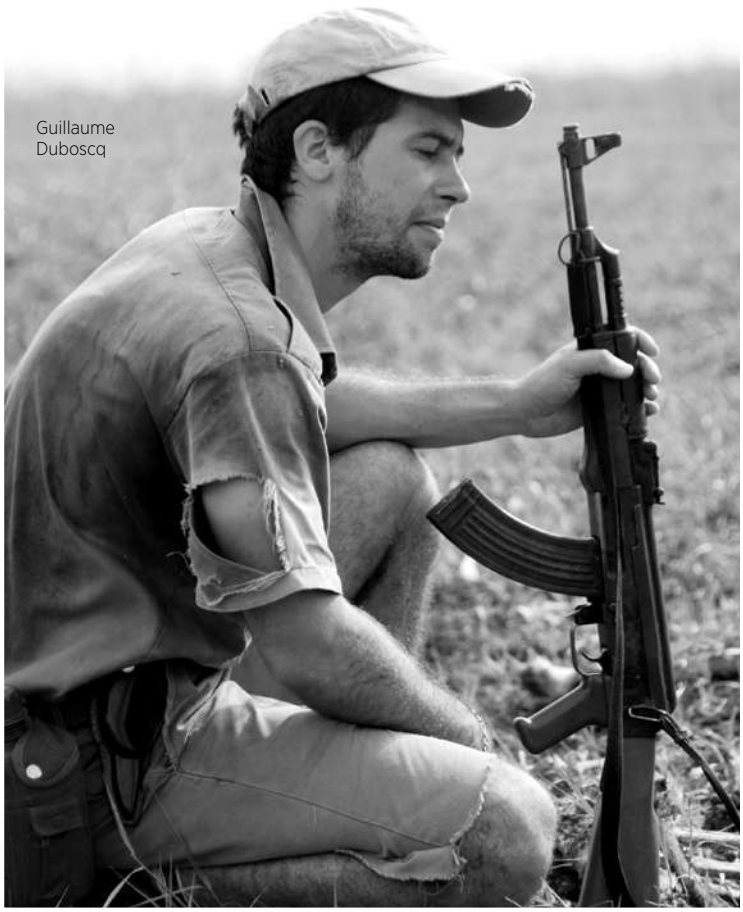
A. I was fortunate to work for Haider El Ali, who is one of Africa's best-known environmentalists. Approximately 133,000 acres of mangroves disappeared in Senegal between 1980 and 2005, according to a study by FAO. To help fight against mangrove degradation, Ali, through the NGO Oceanium, organized massive



replanting efforts with hundreds of villages in Casamance, the country's breadbasket. Countless villagers helped replant about 35,000 acres in Casamance, and another 2,500 acres were replanted elsewhere in Senegal. It has been one of the largest mangrove replanting efforts in the world. I was in charge of seed collection and distribution.

Q. I was in the Casamance last year on an exploration from Saloum Delta and the upper reaches of the Gambia River. Mangrove forests seemed to dominate the delta. How did the seed collection effort become an anti-poaching effort?
A. I also worked briefly in a small park called the Fathela Reserve in the Saloum Delta of Senegal where, by chance, I met Jean-Marc Froment of African Parks Network. While he did not promise me a job, he connected me with Jan Stevenson, the manager of the newly-formed Omo National Park in Ethiopia who then hired me as an unpaid volunteer.

Q. It must have been exciting to get this break...
A. Absolutely! Romance aside, it is also one of the most remote parks on earth. Spanning over 4,500sqkm, it is one of the hardest places to reach on earth with no roads or any form of infrastructure nor any support for travelers. I was tasked with training the locals as rangers, setting boundaries by GPS-mapping and managing human activity within the park where the ancient pastoralist Mursi tribes had a man-animal conflict. I was finally made Field Operations Manager with anti-poaching training responsibilities. Between 2005 and 2008, we patroled 8,000km by foot. What made it special for me is that my father, a former member of the French Special Forces, volunteered to teach military tactics and shooting instructions for the rangers. It was a special place inside a UNESCO world heritage site where the fossil remains of *Homosapiens* from over 195,000 years ago had been discovered. It felt as though I was as many years away from civilization.



Guillaume Duboscq

Q. Did you have access to cold beer or air-conditioning? When did you leave Omo?
A. Such luxuries were only available during an annual trip to Addis Ababa. I left Omo when African Parks stopped working in Ethiopia in 2008.

At that time, they sent me to a very challenging place, the Garamba National Park in the Democratic Republic of the Congo near the conflict-ridden South Sudan border, and the troubled regions of Uganda where 20,000 elephants had been slaughtered in previous two decades. Here, the poachers typically included gunmen from South Sudan, the Janjaweed and members of the Lord's Resistance Army (LRA), a militant rebel group and renegade elements of the Congolese army.

In one skirmish with poachers, park guards had to protect themselves from hand grenades thrown by southern Sudanese poachers, some of who were wearing military uniforms. The LRA attacked the park's headquarters, killing 15 employees and family members in 2009. Just two days prior to the attack, I took off with a colleague in a Cessna aircraft out of the park. I learned that young boys kidnapped from Uganda and Sudan were part of the attacking force. I was determined to help rebuild the Garamba force's morale during when Congolese and park forces and units from the U.S. military's African Command helped in supporting the anti-poaching efforts.

Q. Since then, have you feared your life is in danger?
A. In this profession, one is always motivated to do better, especially given the commitment of our managers and field rangers. After shoring up the

Photo by Ramdas Iyer; Photo by Guillaume Duboscq

staff training in Garamba, the World Wildlife Fund (WWF) asked me to be an advisor in their effort to protect the Congo basin forest and wildlife in six countries. It is known as the TRIDOM; transfrontier parks covering 10% of the Congo basin.

During that assignment, I spent between 2010 and 2012 in Minkébé National Park in Gabon, abutting the Cameroon border where 25,000 forest elephants were poached in just 10 years, the largest elephant decimation ever. About 60 to 70 elephants were killed daily in 2012. Gold mining, bush meat trade, elephant poaching and ivory trafficking were rife in Minkébé, with cross-border networks operational here. Elements of the Al-Shabaab terrorist group were also present.

Q. It seems the most beautiful places on earth have the worst problems. What do you believe was your contribution to the WWF at TRIDOM?

A. Based on my decade of experience in African parks, I am a big believer of foot patrols and community engagement. Not only did we have to worry about ivory poachers but also that the market for elephant bush meat is becoming popular.

The local pygmies, who are subsistence hunters, can't find elephants for their consumption in the wake of professional hunters who clear entire areas with automatic rifles. As a professional anti-poaching advisor, I provided training and education so the locals realize poaching is not a sustainable resource.

Q. You have maintained a very positive approach to conservation. I believe you were in Central African Republic (CAR) in the amazing Dzanga-Sangha National Park these past four years. What were your contributions there?

A. I managed 120 rangers and fully immersed myself in GPS-mapping, sniffer dog usage and anti-poaching training to protect some of the largest herds of elephants left in Africa.

Nowhere in Africa is ivory trade more intense than in Central Africa. The extent of this senseless killing is dramatic. The heart of Dzanga-Sangha is an area of 1,260sqkm; the protection of nature is the highest priority – any other use is excluded.

We also created a 500sqkm area for hunting for the local Baaka Pygmies and other inhabitants. North of the parks is the special Dzanga-Sangha Special Reserve with over 4,000 elephants in an intact forest environment with an area of over 3,500sqkm. My sworn priority was to protect it. The Dzanga-Sangha Park, together with the neighboring parks in Cameroon and the Republic of Congo respectively, form the core of the TRIDOM-Sangha Tri-National (TNS) Protected Areas complex, designated a World Heritage Site in 2012. Together with its forested buffer zones, the TNS landscape consists of 25,000sqkm of tropical forest – a last bastion for gorillas, elephants and other endemic species. My greatest success was to see only three elephants killed in all of 2019 in this area.

We were doing something right.

Q. You have just finished your contract at Dzanga-Sangha. What's next?

A. I am nearly 35 years old and have been moving around and feel the need to settle down. Currently, I am between jobs, enjoying my favorite pastime of game fishing after which I will visit family in France. I'll be back in Africa sometime late 2020 to start another job.

> **"From what I can recollect, a kilogram of ivory is worth $60 in CAR, $250 in Cameroon and $1,500 in China. Of course, poverty makes people blind to animal welfare.**

Q. What do you think are the main problems in wildlife protection in Africa?

A. There is no doubt that there is serious corruption in all the countries due to poor ministerial actions. It is hard to recruit rangers since they are only paid around $150 per month. In this job, they encounter many risks including animal attacks, terrorists and poacher-shootings. The mortality rate is quite high. Large international agencies provide firearms and food to the locals to collect bush meat and animal products.

From what I can recollect, a kilogram of ivory is worth $60 in CAR, $250 in Cameroon and $1,500 in China. Of course, poverty makes people blind to animal welfare.

Q. What then is the solution and what drives you to continue in this profession?

A. Working with amazing professionals from both Africa and internationally who believe strongly in animal conservation is certainly a motivator. We have seen that community involvement and tourism helps in controlling poaching.

We are getting involved in many communities surrounding the parks by offering employment, training and education to reduce poaching efforts.

Q. Everyone blames China for doing very little about the trading in animal products. What can be done to improve that position?

A. Lately, the governments of China, Vietnam and Thailand have started banning ivory products which is a good start. China is beginning to clamp down on elephant trade but as a large country, it is slow to be effective. Many Chinese NGOs have started donating for conservation measures in Kenya.

The Paradise International Foundation in China has initiated an African Ranger Award for 50 top rangers in various countries. In 2018, Jack Ma, the founder of Alibaba, gave $3,000 each to 50 rangers from 17 countries on behalf of the foundation. In fact, I was in Beijing talking to the Paradise Foundation that year.

Q. What will the national park landscape in Africa be in the next 50 years?

A. While our effort seems to have some impact on the decline, it's likely that there will be several parks professionally managed. Visitors will have to pay large sums of money for safaris in those parks. The mountain gorillas in Uganda, Rwanda and the DRC Congo were saved because of such measures.

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A WINE TOWN AND A BILLIONAIRE'S GAME

Newly-formed Stellenbosch FC, backed by South African billionaire Johann Rupert to create a professional game for youngsters in the winelands, have lofty ambitions to become one of the biggest footballing brands in South Africa.

BY NICK SAID

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Photo by Shaun Roy/Gallo Images; Photo by Ashley Vlotman/Gallo Images

THERE ARE TIMES IN BUSINESS AND in life where success comes quicker than you expect, forcing you to reevaluate your position and work out a new plan to go hand-in-hand with this accelerated growth.

That is the story of newly-formed Stellenbosch FC, who have lofty ambitions to become one of the biggest footballing brands in South Africa, but never expected to have made such rapid progress towards that goal in such a short space of time.

The club was formed in 2016 when the franchise of National First Division side Vasco da Gama was sold, the team relocated to the Cape Winelands in South Africa, and rebranded with the name of their new town.

They set a five-year plan to win promotion to the Premier Soccer League (PSL), the highest division in South African football, but managed it in just three, leaving even their coach, Steve Barker, somewhat surprised.

"We didn't expect it to happen so quickly, so obviously that has affected our plans," Barker tells FORBES AFRICA.

"I would not say it came as a shock, but it was a surprise and we suddenly saw ourselves in the PSL with a squad that had not been developed yet for that league. So it meant the first months of the season, until we could bring in some reinforcements, were quite challenging."

But Stellenbosch have held their own and by mid-February were punching above their weight in mid-table.

The club has a heavyweight investor in Remgro, whose interest can be traced all the way up to South African billionaire Johann Rupert, who grew up in Stellenbosch and still resides there.

Rupert, 69, who is the chairman of Swiss luxury goods firm Compagnie Financiere Richemont best known for the brands Cartier and Montblanc, has an estimated net worth of $5 billion, as of mid-March, according to *Forbes*.

His fondness for sport is well-documented and visible through his Twitter handle @Cutmaker.

So it is clear that Stellenbosch have financial resources at their disposal, which could potentially catapult them to the top of the game, with the club already flexing their muscles in the January transfer window to bring in heralded Zambia international midfielder Nathan Sinkala, a major coup for Barker.

"He is a big signing for us, it is massive in fact to have a player of his caliber here. We hope it is the first of many, and the start of us being able to attract top players to the club.



"Nathan Sinkala is a big signing for us, it is massive to have a player of his caliber here. We hope it is the first of many, and the start of us being able to attract top players to the club.
– Steve Barker

"We want young players to look at Stellenbosch, look at what we are achieving and our trophy cabinet, and want to come and play here because we are a successful club. That is what we are working towards," adds Barker.

But there is a lot more to the ambition of Rupert than winning trophies, he brought the club to Stellenbosch because he wanted to create a pathway to the professional game for youngsters in the Winelands.

"We want to be a homegrown club in that most of our players come from the area and that is a project we are building towards. We are creating opportunity for kids and showing them the path to the PSL," Barker says.

"With the world-class facilities we have at the High Performance Centre in Stellenbosch, we can compete with anybody on that level. This is an exciting project with great support and I firmly believe we can become a top club in this country."

Stellenbosch's rapid elevation to the PSL has had one negative effect, the club have had to play their home matches in Cape Town, some 45 minutes away from their local support.

That is because their Idas Valley home does not meet the minimum requirement of the PSL in terms of infrastructure to host top-flight matches, but Barker hopes they will be back in Stellenbosch soon.

"When you are involved in tight games and you want that crowd support behind you like we would have at Idas Valley, so it has been disappointing for us.

"But we are hoping to play the last few home games of this season in Stellenbosch and we will definitely be there permanently from the next campaign. Then look out!"



THE ASCENT OF A NEW SPORT

The Tokyo 2020 Olympic Games is only three months away, even as the coronavirus threatens to disrupt it. If it goes head, the Games will debut a new event called sport climbing, which is slowly gaining ground in Africa.

BY NICK SAID

WHEN THE LIST OF EVENTS AT THE 2020 Olympic Games in Tokyo were announced, one caught the eye immediately, not because it is debuting in the competition, but rather because of its obscurity.

Sport climbing will be new to many Olympic fans, but has actually been in existence since the 1980s and has something of a cult following around the world.

The International Federation of Sport Climbing (IFSC) estimates that 43 million people across the globe are active participants, even if it is struggling to get a foothold on the African continent.

"Africa is our weakness," IFSC President Marco Scolaris tells FORBES AFRICA. "Although the sport is developed and growing in South Africa, there is very little activity on the rest of the continent and that is something we are trying hard to change.

"We have an opportunity during the 2022 Summer Youth Olympics in Senegal, where it will be one of the sports, and of course the Olympics in Tokyo gives us a chance to showcase the sport to a global audience of some two billion, many in Africa.

"A number of Olympic committees in various African countries have started to show an interest now that we are an Olympic sport."

Scolaris explains the attraction of the sport and how it has developed from humble beginnings.

"We believe that climbing is an instinct for humans, everyone climbs at least a few times in their lives, especially when you are a child, to see the world from a higher place. It is one of the best pursuits for motor skills.

"Sport climbing started on rocks in nature, but later we had purpose-built plastic or wooden walls in urban areas that opened up the sport in the cities and created a boom of interest.

"We believe it is now a powerful social tool that can promote a healthier lifestyle and in certain instances provide a purpose for the youth.

Although Scolaris says sport climbing is "for everyone, from the age of six to 90", athletes who compete at the Olympics are likely to be around the age of 20, showing it to be a young person's activity on a professional level.

Sport climbing had been petitioning the International Olympic Committee (IOC) for some time to get into the Games, and Scolaris reveals they got their break when current IOC head Thomas Bach was elected in 2013.

"There was this willingness to rejuvenate the Olympic Games and

change something that had worked for over a century, but which needed some cosmetic alterations in the form of new sports.

"We were invited to showcase for the 2014 Youth Olympics and two years later were accepted into the full Summer Olympic Games for Tokyo. It is proposed that we will stay for the 2024 Games in Paris, but this has yet to be confirmed by the IOC and will be evaluated after Tokyo."

So how will it work? There are only two gold medals up for grabs, one each in the men's and women's competitions.

There will be 20 participants in each competition and they are challenged by three separate disciplines – bouldering, lead climbing and speed climbing.

The total points gained across the three disciplines are used to determine who will take home the gold, silver and bronze medals.

Bouldering sees competitors compete without support ropes. They must navigate various different set-ups and have four minutes to complete as many as they can.

Lead climbing sees competitors tackle a wall of around 15 meters high, with an overhang of some seven meters. Climbers must reach a certain point where they hook on to complete the course.

They are not allowed prior sight of the course, or to watch other competitors take part, meaning the first time they see the wall is when they take part in their climb.

Finally, speed climbing sees competitors navigate a wall that is set at a five-degree angle, and the aim is simply to get to the top in the quickest time.

This is also over a 15-meter course and the world record currently stands at 5.48 seconds, which means a climb of a little under three meters per second.

"The sport is very well-developed in the United States, where it is really booming. But also Russia, China, Japan, South Korea, Germany, Italy, France and the United Kingdom," Scolaris says.

"Then we have smaller countries like Austria and Slovenia that have been able to produce champions in the last few years.

"It is also a sport that has a tradition of full gender equality, because since the very beginning, the number of female athletes is about the same as the male."



"Climbing is an instinct for humans, everyone climbs at least a few times in their lives, especially when you are a child, to see the world from a higher place. It is one of the best pursuits for motor skills.
– Marco Scolaris, President, International Federation of Sport Climbing

THREAT TO TOKYO?

The 2020 Tokyo Olympic Games remain under threat following the coronavirus outbreak, but both the Local Organising Committee and the International Olympic Committee (IOC) have insisted, for now, that the Games will go ahead as scheduled from July 24 to August 9.

The biggest threat to a successful Games could yet be the fact that so many qualification tournaments are likely to be cancelled across the world in the coming months, providing athletes with little or no chance to earn their place in Tokyo.

Scolaris hopes their Olympic debut will open the sport to a wider audience, in Africa and beyond.

"There are two big benefits to us competing at the Olympics, which is firstly to grow a passion for the sport. Hopefully, the next day after our competition, a lot of kids will ask their parents to try sport climbing.

"Secondly, the commercial exposure to companies. Everybody will be watching us and we hope that companies see the value that partnering with us can bring, as a sport that promotes good motor skills and a healthy lifestyle.

"That is important because we do not have the resources that other sports do. We would like to do more in Africa, but it is difficult for us to fund projects. Hopefully that will change after Tokyo."



Photos by Eddie Fowke; Photo by Christopher Jue/Getty Images



‘THE 2019 RUGBY WORLD CUP WAS HARD WORK’

How a small-town girl came to be an elite member of the squad that lifted the 2019 Rugby World Cup.

BY TANUSHREE PILLAY

The writer was born in Asherville, Durban, South Africa. She was a physiotherapist to the South African team that won the 2019 Rugby World Cup. She obtained her PhD in 2014 and her thesis investigated protocols for rehabilitative injury prevention among netball players. She currently lives in Paris with her family.

MY DRIVE TO pursue a career in physiotherapy stemmed from my school days. I had participated in a number of community projects while at school and enjoyed the rewards of helping and understanding people. I saw physiotherapy as a career that would allow me that sense of fulfilment. I also saw that sports built communities and men and women were able to achieve their dreams.

On completion of my community service year, I was unsure of my career path and applied for the PhD scholarship, VLIR-UOS, a Flemish program funding research studies in Africa and other developing countries. Very little research had been done on netball players in South Africa. The sport was also female-focused. My study was a window to empower women and highlight the sport, using it as a platform to build an injury prevention program in a South African context. I wished to give athletes and coaches, who didn’t necessarily have the tools, the information they required in a usable format to be able to reach the grass roots and empower young girls to play the sport whilst also minimizing injuries.

I started at SA Rugby in 2005, with the Springbok women, U20 Women and 7’s Women teams. In 2016, I was appointed as a physiotherapist for the Springboks. I think sport is a calling.

It’s one of those professions where doors open, opportunities come, but you have to work hard, do your best, stay focused and success will follow.

Whilst the job does seem glamorous, the 2019 Rugby World Cup was definitely hard work. It commanded selfless dedication and focus. There is a joke in the team that the physio room runs like American convenience store 7-Eleven. Each physio runs his/her own clinic, in a sense, with the client base. We usually start with treatments around 7AM. The only time we are not treating is when the players are at meetings. We attend all training sessions, where the focus is more on strapping, on-field injury management and keeping the players hydrated. On return from the training sessions, we resume the physio clinic and continue with injury management and recovery.

I feel very honored to be a part of this united, successful team.

Rassie Erasmus (the Springboks’ head coach) and Siya Kolisi (the team’s captain) have crafted a fairy-tale ending to this incredible journey.

One of the highlights was definitely witnessing how the Japanese embraced the South African team. It was so humbling to see how the school kids even learned the South African national anthem, and had posters of our flag made. They really made it feel like a home away from home.

I would definitely advise that you need to have the passion and drive to be committed at an international level, to become the physio of elite teams. It’s long hours and hard work. When doors open, you have to take your opportunities with both hands.

I have a very understanding husband, who also comes from a sports background, and he has supported me through my journey. When with the team, I work hard, and when I am with my family, I am very strict about family time. Generally, I feel I’m able to strike a balance. I love to travel, plan holidays and sometimes just Netflix and order in food.

My grandmother ‘Aya’ was probably my biggest influence. She raised eight children on her own, selling samosas in a market and she educated every one of them.

She taught me precious lessons in life and I have my best memories with her. I give credit to my parents for providing a studious environment at home. They were always supportive and also gave me the opportunity to attend good schools.

I would describe myself as determined. No matter how long or tough the journey may seem, if I have committed to it, I give it my all.

To feel the patriotic love amongst South Africans has been so emotional post the World Cup. It proves that we can be united in our diversity. My message would be to say thank you and hold these sentiments close, to build a brighter future. It doesn’t matter where you come from, what your creed or color is; you can achieve even what seems impossible.

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Why It's Imperative For Universities To Teach AI To All Students



BY TSHILIDZI MARWALA

The writer is a professor and Vice-Chancellor of the University of Johannesburg. He deputizes President Cyril Ramaphosa on the South African Presidential Commission on the Fourth Industrial Revolution

IN FEBRUARY THIS year, telecommunications company Ericsson announced that it had launched artificial intelligence-powered Energy Infrastructure Operations. This energy management system would leverage artificial intelligence (AI) to optimize energy consumption across the network infrastructure for communications service providers. Not only does this reduce operating costs and carbon dioxide emissions, but it also maximizes site availability. AI is a technology that capacitates machines to be intelligent.

The International Energy Agency (IEA) has observed that increased energy consumption resulted in all-time high carbon emissions from fossil fuels in 2018. Even utility companies have cottoned on to AI solutions. For instance, AI can improve the reliability of solar and wind power by analyzing meteorological data and utilizing this information to make predictions.

AI is the most significant technology in the Fourth Industrial Revolution (4IR). The 4IR is an industrial age where production is enhanced using intelligent machines, powered by AI. In the 4IR, people and technology are increasingly becoming one system. The 4IR encompasses the entire wave of disruptive techniques such as 5G networks, autonomous vehicles, 3D-printing and the internet of things (IoT).

These substantial disruptions are affecting all industries and entire systems of production, management and governance and will undoubtedly transform all aspects of 21st-century life and society. For us to prepare the African continent for this new wave, it is now becoming imperative for universities to begin to teach AI to all students irrespective of the courses they are studying.

Three elements are essential in teaching AI, and these are AI theory, AI coding and AI applications. The AI theory explains the mechanism of AI, how it is evolving, its structures, and how to make AI learn. For people in humanities and social sciences, we can teach AI theory using visual aids and lots of verbal and accessible explanations. For people in science, engineering and technology (STEM) disciplines, we can teach AI theory using mathematics and algorithms. Algorithms are a set of instructions that programmers give to computing devices to perform particular instructions.

AI coding is about how to take an AI concept and program it on a computing device. For people in humanities and social sciences, there are already computer programs written that require minimal programming skills. For example, Microsoft Excel and associated plugins, which are relatively easy to use and is familiar to people in humanities and social sciences, now have AI features. For people in STEM disciplines, there are existing AI programs that require the ability to interface different AI modules to build robust AI applications. One of these AI programs is TensorFlow, which was developed by the company Google and is available for free. TensorFlow requires knowledge of a computer language such as Python and C++. Microsoft has its own AI suite called Microsoft Cognitive Toolkit.

AI applications are on how AI technology can be applied to various areas. For people in humanities and social sciences, we should teach them about various AI applications using just words and everyday activities. For example, we can use the tapping of clay pots and listening to them to explain using AI to monitor the safety of buildings. For people in STEM disciplines, we should teach them how actually to build applications using data and AI programs.

The University of Johannesburg (UJ) in South Africa has now introduced a compulsory course on AI for all students. This is to respond to the need that universities should shift their roles towards a focus on emerging requirements of business, governments and society, which increasingly necessitate knowledge of AI.

Resolution Circle (RC), a Johannesburg-based company of UJ, is a technology entity that is a conduit between industry and communities and provides 4IR short-learning programs in AI. RC's goal is to upskill the people of Africa and thereby increase their competitiveness. More courses on AI offered by UJ include Masters in Artificial Intelligence, Masters in Financial Engineering, and continuing education programs, for example, in Computational Intelligence.

To quote the 19th-century theologian John Henry Newman on defining the role of a university, "It is the education which gives man a clear, conscious view of their own opinions and judgements, a truth in developing them, an eloquence in expressing them, and a force in urging them."

Let us offer all Africans a clear view of AI.

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THE 'LAZY KID' WHO ACHIEVED PLATINUM SUCCESS

Entrepreneur and DJ Zinhle Jiyane shone in the spotlight at the 2020 FORBES WOMAN AFRICA Leading Women Summit, talking about her journey from rock-bottom to record-breaking.

BY BUSI LETHOLE

AS THE WOMAN RESPONSIBLE FOR SOUTH Africa's chart-topping *My Name Is* song makes her way on to the stage, there is rapturous applause from the power-packed audience, gathered at the Durban International Convention Centre for the 2020 FORBES WOMAN AFRICA Leading Women Summit.

Zinhle Jiyane, popularly known as DJ Zinhle, walks up to the solo stage with her four-year-old daughter, Kairo Forbes (*pictured*), who she calls one of her "biggest achievements".

And South Africa's award-winning DJ presents an inspirational speech during the summit's Spotlight session.

"You're lazy. You're extremely lazy," cites Zinhle as the words that shaped her into becoming the woman she is today.

As a child, Zinhle, who hails from South Africa's KwaZulu-Natal province, was heartbroken each time she was called that.

"I knew I was a creative at heart. My lack of interest in limited career options and the mundane robotic task of drying the dishes didn't really appeal to me. That's the thing that got me the title *vila voco* (meaning an extremely lazy person)."

Despite that, Zinhle went on to pursue a BCom in marketing at the University of Johannesburg. Graduating at the top of her class gave her the first dose of confidence.

"It was possible. Although *vila voco* might have been ringing in my head, at least I knew it was possible to put in the hard work and get good results. That gave me all the confidence I needed to take over the world. And that's exactly what I did."

Her newfound self-assurance propelled her to do more.

"In 2009, I launched Fuse Academy, the first and only DJ female academy in South Africa. Ten years later, the academy has produced working DJs in the industry that have contributed largely to the overall entertainment industry." After years of resilience in the music industry, she finally scored her big break. "I had a song called *My Name Is* featuring Busiswa which became one of the biggest songs in 2012, not only in South Africa, but in most parts of Africa. This song was special to me because for the first time, I knew what real success was. It was an exciting time for me as a woman."

Music has always been the DJ's first love, so while one hand was on the decks, she tried the other at entrepreneurship.

"In 2013, I launched my jewelry business, Era By DJ Zinhle. Seven years later, my pride and joy is the first black female-owned business to distribute through American Swiss."

The hitmaker has been vocal about the importance of female empowerment. Her involvement in a project seeking to do just this inspired her to put pen to paper.

"In 2017, I joined a very important project called *It Takes A Village* on *SABC1* focusing on 11 young women who needed to deal with the demons of their past. My role was to help them through this process, and find a better future for themselves. Spending time with these incredible ladies inspired me to write a book."

Along with Nokubonga Mbanga, Zinhle published the book, *Meeting Your Power*.

Her new hit *Umlilo* featuring Mvzzle & Rethabile is her latest achievement. The song, which means 'fire', was one of the biggest hits to come out of South Africa in 2019. "I'm very proud of it. *Umlilo* was out for three months and had already reached platinum. It had over five million streams in two months. Over and above that, it was crowned the crossover song by Metro FM and many other radio stations. The last time Metro FM had a female-led song as the crossover song of the year was in 1997 when Brenda Fassie took it with *Vulindlela*."

When asked about the future of music in Africa, she tells FORBES AFRICA: "I travel overseas and realize people want African content, African art, African fashion and African music. So if you're African and doing something truly authentic and truly you, you are definitely something the world wants. We just have to have faith in what we do and continue creating sounds that speak to us. That's what the world wants. They don't want us to sound like them. And that's what is special about us." And what is the legacy she wants to leave as an entertainer and businesswoman? "For me, the legacy is female empowerment, paving the way for other women, especially DJs. I want to be known as someone who made it look possible for women."

Photo by Darren Stewart/Gallo Images via Getty Images

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