



RISING AFRICA SERIES

Thought Leaders Nigeria: a celebration of thought leaders, innovators, thinkers, problem solvers, and drivers of growth and development.

The Thought Leaders series is dedicated to promoting excellence in global leadership development. The series is aimed at young people that aspire for leadership and entrepreneurship roles in all sectors of the economy and the public sector. Through one on one interviews with leaders around the world, aspiring leaders can learn valuable insights and advice from those who have walked the path they want to take. We are currently focused on entrepreneurs and creatives who continue to forge ahead in spite of challenges to continually inspire us to forge ahead.

THE GAME CHANGER

Ugo Udezue was a successful NBA agent working for BDA Sports in the United States with a roster that included players such as Andre Roberson, Nenê and Festus Ezeli. However, he dreamt of creating and promoting a professional basketball league for talented players. That dream brought him back to his homeland of Nigeria where he created the Continental Basketball League (CBL).

The CBL presented Udezue with another opportunity in the form of AFA Sports, one of the fastest-growing sports merchandising companies in Africa. AFA Sports, which means “Africa for Africa” has proven effective in creating a wide range of sports apparel and shoes tailored for sports and athleisure from an African context and terrain. Udezue serves as the company’s CEO.

WHAT IS THE VISION OF AFA SPORTS?

We want to position the AFA brand to



Ugo Udezue, CEO, AFA Sports

be the premiere sports brand company in Africa. Not only do we want to attract indigenous sport institutions, but foreign brands and investors to holistically develop the African and global sports industry.

Our goal moving forward is to develop a global audience by targeting mainstream sporting institutions in Europe and also developing a fast growing African conscious market.

AFA SPORTS IS FOCUSED ON EMPOWERMENT. WHY SO?

We have proven successful in creating a new industry and market in Africa which has in a relatively short period of time aided in creating employment, business, and investment opportunities for Africa and its people. We have poured our energies into providing talented African basketball players an arena to showcase their talents, and we have given sports teams a distinct and unique brand

identity recognized by their growing fan base.

One of AFA Sports most recent achievements towards enhancing sports development in Africa was the sponsorship of the Nigeria Women’s Basketball team - D’Tigress. D’Tigress broke the record by being the first African team to qualify for the quarter-finals of the just concluded FIBA Women’s Basketball World Cup and this had a turnaround on the AFA Sports brand, expanding our foothold globally.

BEYOND BECOMING A RECOGNIZED CONTINENTAL BRAND NAME, WHAT ARE AFA SPORTS PLANS?

AFA Sports currently has a flagship store in Victoria Island, Lagos, with plans of expanding to Abuja and Accra.

Beyond continuing to expand our sports merchandise offerings, we hope to prove instrumental in continuing to encourage and develop more sports programs across Africa. We are particularly focused on countries that have suffered from a lack of investment in the past as we see the most opportunities to



HWP GROUP PARTNERING FOR SUCCESS



Uyo Ogbemor and Ayo Akinbode, Co-Founders, HWP Group

IGNITING NIGERIA
 HWP Group is on a mission to become the leading media, entertainment and hospitality company in Nigeria by 2025. The company appears to be well on its way to achieving that goal. Founded in 2014 by partners Uyi Ogbemor and Ayokunle Akinbode, the company operates several successful subsidiaries.

Several diverse, but complementary businesses operate under the HWP umbrella. Moscow Underground, a unique nightclub in Abuja, is known for its distinctive air of luxury. The restaurants Chow by Moscow and Tiki Cultures tantalize the taste buds with a variety of distinct signature dishes.

To ensure all enjoy luxury hospitality, Hotwire Development focuses on building world-class luxury resorts, hotels, and luxury terrace apartments, one of which is called Swiss Cottage, currently under construction in the high profile Wuye neighborhood in Abuja. The company is planning a five-star resort and is currently waiting on governmental approvals to commence construction in 2019. Brand management projects are under Hotwire



Members of the HWP Group



Moscow Underground, a nightclub in Abuja

Media which provides digital media strategy and execution services for companies operating in both domestic and international markets.

Committed to giving back to the community, the company also operates the Hotwire Foundation. The foundation presently runs an Eye Care Reach-Out program in Ondo State, Nigeria, for

indigent patients.

An innovator in the tourism and entertainment sector, the company serves over 20,000 customers and employs around 200 people in the greater Abuja area. HWP's strength lies in its partnerships, some of which include GDN LVMH (Louis Vuitton Moët Hennessy), British American tobacco, and Trace Nigeria.



Q

&A with Uche Okafor , Country Manager, Taxify Nigeria

What is your vision for Taxify in Nigeria?

By improving the user experience and creating social value, Taxify has been able to build an open, efficient and sustainable transportation ecosystem.

With hundreds of thousands of riders using the platform and the best arrival times in the cities within which we operate, we're fast becoming the most efficient ride-hailing platform in the country and the preferred way to move around the city.

We want to build the future of transportation in Nigeria and lead the vision to transform the country into a mega-nation. This doesn't happen overnight, but we believe in the power of technology to transform the way that we think about moving.

Taxify is very focused on meeting the

demands of its customers. To that end, what strategies has Taxify put in place to attract customers and ensure their satisfaction?

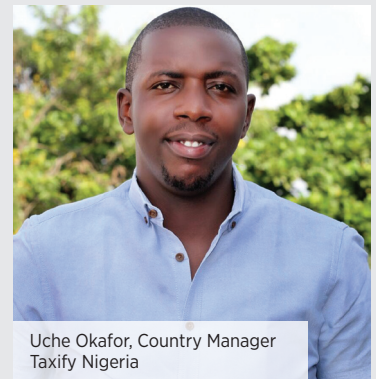
A key selling point for Taxify is our availability. Nigerians have a go-getter spirit and are always on the move.

This means that time and convenience are key factors in becoming a preferred brand. It is important to provide efficient support and service recovery for both our riders and driver-partners.

Additionally, we are always working to build value-added partnerships that ensure that everyone that chooses Taxify gets the best out of our platform.

Taxify also offers high quality, safe and comfortable rides. All of these things add value and ensure our riders enjoy superior experiences on every trip.

How does Taxify Nigeria's dynamic team contribute to its success?



Uche Okafor, Country Manager Taxify Nigeria

We all come from different backgrounds and cultures and are as a result, able to bring different perspectives to the table.

We all believe in a bigger vision and that our task is not just to build the future of transportation but to change the way that people move in cities across Nigeria and Africa.

A huge part of our jobs is to create an environment where flexibility and diversity are not only encouraged but celebrated. That has contributed to our innovative and forward-thinking approach that has led to our success.



WHERE DO YOU WANT TO GO TODAY?

Use promo code **"RIDENIGERIA"** and get **₦2000** off your first ride.



THE FINE AWARDS
BEST HOTEL OF THE YEAR 2018

AV ANGLE VILLA

Luxury | Style | Comfort

100BUNGHE STREET, LEKKI PHASE 1, LAGOS NIGERIA

CONTACT US:
INFO@ANGLEVILLA.COM
RESERVATIONS@ANGLEVILLA.COM
WWW.ANGLEVILLA.COM

CALL US:
+234 818 888 6640, +234 818 000 1129

THOUGHT LEADERS IN GHANA

Q &A with Julian Kingsley Opuni, Deputy MD, Fidelity Bank

You are known for excellence in creating international partnerships, joint ventures and synergies within the international business community, how has this process evolved over the years?

Our vision is to create a world-class bank in Africa. In 10 years, we have become the largest Ghanaian, private sector bank in Ghana. This journey has not been achieved on our own. We are built on partnerships. When we needed technology as our operations expanded, we partnered with IBM, a global leader in technology, to stabilize our technology platform. We also bought Pro Credit in 2014 in our quest to expand our branch network and to strengthen our SME business.

Our core mission is how we impact the people and communities around us, and so we have partnered with several developmental organisations such as USAID, Financial Sector Deepening Africa, GIZ, Solidaridad and SNV to impact many lives in remote rural locations with financial services. As we advance into the digital era, we will continue to lead that charge through partnerships with various fintech and telcos. Products such our Yello Save, which is a partnership with MTN, will help us provide financial services quicker and faster to more people.

Looking back on the first decade or so with your firm, what have been the most significant developments in your bank?

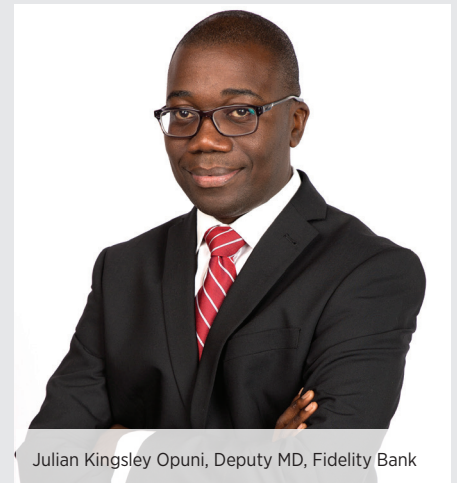
Fidelity Bank's strength in an arguably challenged banking environment is grounded firmly in the quality of our balance sheet and the adequacy of our capital. We were ranked 2nd among the top 10 banks (by balance sheet size) in terms of capital adequacy ratio in 2018.

Over 75% of our balance sheet was in liquid and near liquid investments. We understand the trade-off between liquidity, risk and return, and our tactical strategy has been to make the necessary re-balancing adjustments to remain profitable and strong.

Fidelity Bank has embraced the digital landscape, offering a myriad of products and services for both Corporate and Personal Banking customers. Our most popular digital solutions for individual customers, is the Fidelity Mobile App which was built with the customer's most important needs in mind. It is super easy to use, fast and very secure. You can generate eStatements, perform FX sale, make card limit requests, QR code to merchants, make internal transfer or transfer money to any mobile money wallet.

In our quest to make the society and the world at large a more sustainable place to live, we were awarded the Best CSR Bank for the second time at the 2015 Ghana Banking Awards. In 2016, we also won the best CSR Bank in the Sixth Ghana CSR Excellence Awards (GHACEA).

Ghana has one of the poorest sanitation records in Africa. To provide supply side solutions to sanitation, Fidelity Bank partnered with the Embassy for the Kingdom of Netherlands (EKN) and SNV Netherlands Development Organization to improve Water, Sanitation and Hygiene (WASH). With the support of USAID, the SMART Agri finance project was actively implemented with our field partners, SNV.



Julian Kingsley Opuni, Deputy MD, Fidelity Bank

This was primarily to raise the awareness of a savings culture through the use of digitized payment systems among small holder farmers (especially women). We provided over 2,600 farmers financial education, about 65% of them were women.

How do you impart knowledge to the younger generation?

We believe that the best way in which we can support the younger generation is through financial empowerment.

We do that by developing innovative financial products that allow younger people to access easily finance.

Our Smart Account and Agency banking proposition has enabled many young people to receive their first bank accounts. These accounts go with financial education materials that allow them to understand how to use their accounts.

Cocoa is the mainstay of our economy, yet the average age of a cocoa farmer is over 55 yrs. We are working with Solidaridad with support from the MasterCard Foundation to deliver financial education to many young people to encourage them to take up cocoa farming.