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SMEs:
**Carefully Navigating
The Loan Agreement**
Morenike Okebu

**Black Women Are Leading
The Charge For Equity And
Inclusion.**
Dorinda Walker

Interview with
Najwa El Iraki
CEO AfricaDev
Consulting Ltd

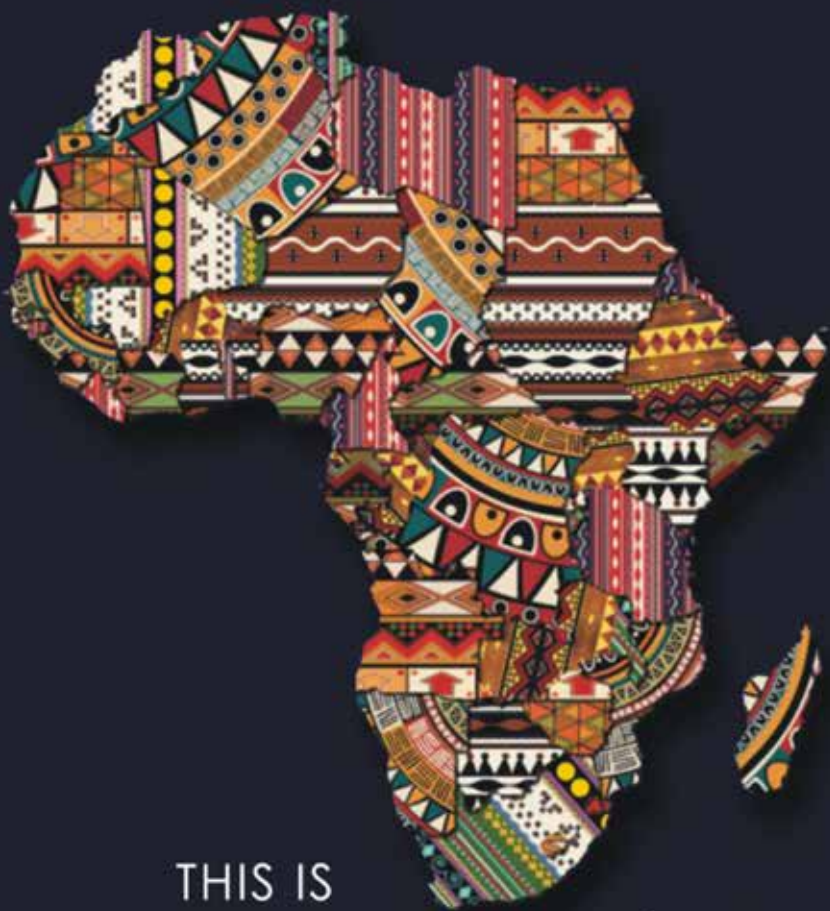
CYNTHIA M. WRIGHT

**On Becoming A Successful Keynote Speaker,
Business Mentor And Organisational Strategist.**



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Cake-Baking Etiquette!

(Do It Yourself)



Cake-Baking Etiquette!

(Do It Yourself)

There's nothing quite as special as pulling a freshly baked cake or tray of cookies out of the oven, and seeing people enjoy the results of your hard work.

However, as with all skills, you can't just get from here to there in your baking adventures. Assess your skill level realistically and be honest about what you can do right now.

It's not uncommon to get excited about a recipe that you want to try, only to find that you don't have some of the equipment or ingredients required for it. For this reason, it's important for an aspiring home baker to know the truly essential items to have in a baking pantry.

Essential Baking Tools

1. **Oven:** This is the single most important tool that you'll need for baking. There are different types of ovens at different price points. Make a choice based on how much baking you think you'll be doing.

2. **Digital scale:** It's preferable to measure baking ingredients by weight for accuracy and consistency.

A basic digital kitchen scale toggles between grams and ounces for flexibility. The tare function allows you to reset the current weight to zero, so you can add new ingredients without emptying out the bowl. And, it can measure up to 5kg/ 11lbs.



3. **Oven thermometer:** This will ensure that your baked goods cook at the correct temperature.

4. **Measuring cup & spoon set:** Measuring spoons are best for small quantities of different ingredients such as salt, leavenings, flavourings or oil.

With measuring cups, it's easy to over- or under-measure some ingredients such as flour or cocoa powder. Still, they're a good tool to have on hand, especially if used in the correct way.

5. **Mixing bowls:** You probably already have different sizes of mixing bowls at home, so you may not need to purchase new ones.

6. **Sieve:** A sieve helps to aerate and combine dry ingredients. Sieving your dry ingredients before use will break up lumps and keep impurities out.

7. **Baking pans:** You'll need at least four types of pans:

Cake-Baking Etiquette!

(Do It Yourself)

II. A loaf pan: For quick breads such as banana bread or apple bread.

III. A baking tray: For cookies and pastries.

IV. A cupcake pan: This also doubles as a muffin pan. Of course, you'll need cupcake liners for this.

8. A handheld electric mixer: While you can mix almost any cake batter or cookie dough by hand, an electric mixer will do a better job in half the time. That's always a good thing.

9. A wooden spoon: On the other hand, when you have to mix by hand, or the quantity is too small for an electric mixer, a wooden spoon can be your best friend.

10. Spatulas: These are useful for scraping down the sides and bottom of a bowl while mixing, folding dry and wet ingredients together, or getting every bit of batter out of a mixing bowl.

11. A cooling rack: All baked goods need to cool down once they come out of the oven. A wire rack helps baked goods release steam, and also allows air circulate around and under your baked goods to cool them evenly.

Before buying any of these tools, take a look around your home for items that can serve as a good alternative.

Do you have an unused wire fridge rack? That's as good as a cooling rack! Some microwave ovens are powerful enough to bake a small cake.

When I started baking, I frequently used old Danish cookies tins and Quality street chocolate tins as my baking pans.

As your skill and confidence grow, you can then add more specialised equipment to your baking arsenal.

IG: Jb bakers
Genro .o. Temitope



Cynthia Musafili Wright

Ambition and motivation are an essential driving force for success.

For Australia Day Ambassador, Organisational strategist, Social Entrepreneur and Global Purpose Leader Cynthia Musafili Wright, this internal drive spearheaded her career from nursing in Aged Care to a well-known consultant in the field. Like a renaissance woman, Cynthia spread her interests and with a healthy dose of enthusiasm became a successful keynote speaker, career and business mentor, global purpose leader as well as an organizational strategist.





My Career

Cynthia Musafili Wright is a leader. Finding a better way was always one of my qualities since I arrived in Australia. I started as an assistant in nursing in Aged Care, and in a couple of years; I became a registered nurse and then a clinical nurse manager, then a clinical consultant.

I tried to broaden my areas of expertise and got familiar with healthcare management, regulation compliance, and Meditech fields. All this opened the gate for Aged Care business model consultant career.

Passion for Aged Care and Mental Health

Understanding the challenges of Aged Care business from top to

bottom in developed countries helped me turn-around several facilities that failed to achieve outcomes of the Aged Care National Standards successfully.

My experience in organising clinical management teams came to fruition and helped in restructuring.

In all my actions, I try to have a positive impact. Being around Aged Care organisations naturally led me further in that direction, and as for mental health, I recognised in many ways the importance of mental wellbeing and decided to make it my course also. I go by the motto, "if we don't feel right in the head, we can't function well physically". As officially defined by the World Health Organization, health is a state of complete physical, mental, and social well-being, not merely the absence of disease or infirmity.

Life as an African Diaspora

I was born in Zambia and migrated to study in Australia at age 19. Being in Australia didn't make me forget about my African roots. That is why I founded my social enterprise - Regions International once my career took off. The organisation provides mentorship and advice for startups and SME who want to scale up into the African market. Regions International collaborates with global organisations to host meaningful events to foster dialogue and discussion about investments, capacity building and socio-economic development for the African Continent.

Another vital role for Regions is fostering sustainable corporate social responsibility projects in Africa and Australia.

Promoting Africa

I'm the country leader for Australia for an organisation called Innovative Africa. In this role, my team and I connect the tissue between the two continents. We aim to help incubate and birth real success stories of innovations that will touch the lives of Africans by providing an African Market Entry Solution and growth structures that will help drive prosperity into the African continent.

The innovate Africa global team lead by Founder and Global CEO Dotun Adeoye and Paulo Mukooza – Global Commercial Director, continues to work across many countries as a support framework for entrepreneurs looking to bring their market-creating innovation to life and companies looking to expand into the African continent.

Leadership journey

One thing is sure, Cynthia Wright won't be outspoken. I think I'm dynamic, try to be educational, and above all, inspiring in my work. My leadership journey goes beyond the titles I wear, it is quantifiable. As a leader, the main aim should always be moving forward that which has been given to you.

If you are not moving things forward, then you cannot quantify your impact. I do a lot of speaking and I am privileged to speak to crowds on topics that have been strongly influenced by my path. Topics such as Leadership and Purpose, I strive to inspire personal growth and build

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Social issues are also part of my most inspiring speeches, where I have talked about migration, inclusion and diversity. Creating leaders is something I'm passionate about.

Key to Success

The key to my success both in career and business is centered on the ability to maintain partnerships and collaborations. Creating connections and understanding that it's a give and take relationship contribute to success in so many ways. That social component, as well as constant learning and hard work, shaped me into the person that I am today.

I'm the Australia Day Ambassador, where I participate in awarding new Australian citizens, providing support in



understanding civics and citizenship, active citizenship and promoting the Australian brand. On these occasions, I am honoured with the role of a keynote speaker where I talk about Resilience, Skilled Migration, Leadership, Active Citizenship, and other relevant topics. I also work with Tedx, a global brand. I am the TEDx Perth partnership manager. This role allows me to create partnerships and collaborative approaches to achieving excellent goals and outcomes for our global viewership. I have many other roles that I am fully engaged in. more can be found on my website www.cynthiawright.org

Projects in Africa


Through the Regions Foundations, I work with local Zambian hospitals to improve and enhance the best clinical practice. We also support rural Zambian hospitals with necessary clinical supplies and connect them with Australian clinical and hospital stakeholders. Regions also provide hospital-grade linen, wheelchairs, hospital beds and surgical supplies to rural hospitals and orphanages in Zambia.

Apart from my philanthropist projects, I have recently been engaging African talents in IT and graphic designing for all my upcoming projects and I am so excited to share this with my tribe in the next coming months. Without revealing too much information, I am also working on an infrastructure project for Ghana – where we intend to build

a city for the future. More on this to come in the following months. Watch this space.

Who I am

Fearless. Most of us know what to do, but don't take the actions to follow through on our goals. We tell ourselves that we are not smart enough, not strong enough or brave enough. What hold us back are not our capabilities; it's the fear of failure. It's okay to be afraid, but it is not okay to let fear stop you. I have learnt to set goals, identify what was holding me back, and learn to move past fear.



**IF WE DON'T
TELL OUR
STORIES THE WAY
THEY SHOULD
BE TOLD,
NO ONE WILL.**

Changing the narratives

By owning my African heritage story and telling it loud and clear in my own works and through my work time and time again. We are our own best media, if we don't tell our stories the way they should be told, no one will.

That is why I founded Africa writes Australia; a platform focused on promoting positive narratives through story telling. More about Africa Writes Australia; www.africawritesaustralia.com.

2020, the change I want

2020 is in four months. I think the change I would make is to use my voice to speak more about love and honour for each other as human beings. Without love, all this is meaningless.

Advice

Invest in the African people. They are your best and only asset.

Collaborate and engage with the African diaspora, they are a great addition to the needed skills and knowledge to foster economic development and help implement strategies for future growth.

For investors, you would be crazy not to consider the African market for scaling up your business.

Cynthia Musafili Wright





Black Women Are Leading the Charge for Equity and Inclusion

A manager once told me that my peers didn't respect me because I self-identified as "Black" first, and a "Woman" second. I know... I know, it sounds ignorant and crazy, but it really happened. It's just one of the many micro-aggressions that I and many women of color experience in the workplace.

My response was that of a samurai warrior! My tone was even but stern, and my tongue was slick and cut like a knife, to the point that tears began to roll down the face of the person attempting to demean and degrade me. The one thing that person underestimated was my lifetime of experience as a Black woman, which inevitably gave me the strength to combat this divisive and racist behavior.

I am proud to be part of the esteemed group of Black women who are unapologetically bold about who they were born to be. This doesn't mean that we are not accepting of other cultures

and races, it simply means we are proud of our heritage and ethnicity.

During the past few weeks, I've been reminded of the power that lies within Black women leading the charge to drive diversity, equity and inclusion in their respective industries and communities. I had the pleasure of attending the Harlem Fashion Row's (HFR) Fashion Show and Style Awards founded by Memphis native Brandice Daniel, a creative and passionate force for change within the fashion industry. Brandice made a call to action asking the attendees to wear "everything black", meaning wardrobe curated by Black designers.

HFR provides a platform and support for black designers who are underrepresented in the fashion industry. Brandice founded the company in 2007 and has made great strides in advancing black designers and their work. Most notable is the collaboration with Nike and LeBron James to design James' first women's sneaker, the HFR x LeBron 16 and the recent announcement of HFR's new "In the Black" e-commerce site. It's an online boutique introducing curated merchandise from select designers of color. Make sure

you check it out!

I left that event, which was held at the top of the World Trade Center Observatory, feeling so proud of Brandice and all that she has accomplished to ensure that black designers receive their fair share of equity in the fashion industry. She has overcome obstacles that would cause many to give up, but she kept, and keeps going. A true warrior in the fight for inclusion and equity!

I also attended the 2019 ADCOLOR Conference and Awards, founded by a Black woman trailblazer in the advertising industry, Tiffany R. Warren. What I love and admire about Tiffany is that she drives strategy by focusing on the intersectionality of diversity, and all of the different aspects we should consider when championing for true equality beyond race and gender. It was my second time attending the conference and awards of the premier organization that celebrates and advocates diversity in the creative and technology industries. I first attended in 2016. Not only was I blown away by the growth of the conference over the years, I was equally impressed by the content, speakers, and the work

that Tiffany and the ADCOLOR team had done to #TakeAStand for more equity and inclusion in the advertising industry.

My greatest take away from my ADCOLOR experience was that diversity is a given. It's time we move beyond counting people and checking the box on quotas. We must ensure that women and people of color not only have a seat, but a valued voice at the table. One of many memorable quotes from the conference was, "Our activism can't just be on Twitter; it has to match who we are in the workplace. Your character at home needs to align with your character at work" – Angela Rye. If we are fired up about injustice and inequality at home, we need to bring that fight to all aspects of our lives. We shouldn't be required to silence our values when we step inside the workplace.

This leads me to the next event I had the pleasure of attending, Diversity Honors. Created by another dynamic Black woman Dee C. Marshall, CEO of Diverse and Engaged in collaboration with Full Color Future, a think tank and

advocacy organization committed to changing the narrative about people of color in media, tech, and innovation. Dee is a force all by herself. She's been known to be a policy influencer, and female members of Congress call on Dee to co-convene women's initiatives, strategic planning on mobilization of women, and gathering local women leaders whenever they need a young fresh perspective on connecting with women.

The event was designed to recognize diversity leaders, game-changers, and corporate leaders across industries and sectors, as well as community representatives who have moved the needle and made bold moves to advance marginalized and underrepresented people in workplaces and common spaces. The theme for the event was "Diversity is Multidimensional; People of Color cannot be Forgotten."

The theme speaks to the fact that many companies are attempting to make women their area of focus for their diversity and inclusion efforts, counting the advancement of white women as their big accomplishment. If they only propel white women in the organization, it does little to nothing to build a culture of inclusion in the workplace.

Minda Harts addresses this in her new book "The Memo: What Women of Color Need to Know to Secure a Seat at the Table." A recent Harvard Business Review article Minda stated, "Many senior leaders are not comfortable talking about race and they are doing their talent a disservice by ignoring racial equity in the workplace." I wholeheartedly agree. I am baffled by senior leaders who state that they are committed to diversity and inclusion yet are unwilling to discuss the role of race in driving inequity in the workplace. By the way, if you haven't read Minda's book, please do, it's a must read for anyone looking for validation or a better understanding of the experience for women of color in the workplace. You may want to buy a few copies to gift to a few of the managers in your workplace who would benefit. I'm just saying, with my side eye, you know who they are!

Last but certainly not least, I attended the Congressional Black Caucus Annual

Legislative Conference in addition to the Black Women's Agenda annual town hall and luncheon in Washington DC. The content focused on issues that are preventing black progress in this country, and most importantly those issues most concerning to black women.

The fifth annual "Power of the Sister Vote" survey of African American women published by Essence magazine in conjunction with the Black Women's Roundtable revealed the top issues that are of concern to Black women in this country.

- Criminal justice and policing reform.
- Affordable healthcare.
- Rise in hate crimes/racism
- Equal rights and equal pay.
- Gun Violence and Gun Safety.

I left DC with the affirmation of what I already knew; Black Women are fired up, convening, and planning to lead change. So, to my old manager and anyone else who questions why I affirm my blackness or my womanhood... you can have several seats!!! I am proud to be black, a strong woman, and part of the Black Women Leadership Tribe! A huge THANK YOU and much gratitude to Brandice Daniel, Tiffany R. Warren, Dee C. Marshall, Minda Harts, and to all of the countless Black Women leading the charge!

Most importantly, I commit to doing my part towards advancing progress. I know that I was in those rooms for a reason and I don't take that privilege for granted. As a woman of faith, I know that to whom much is given, much is required.

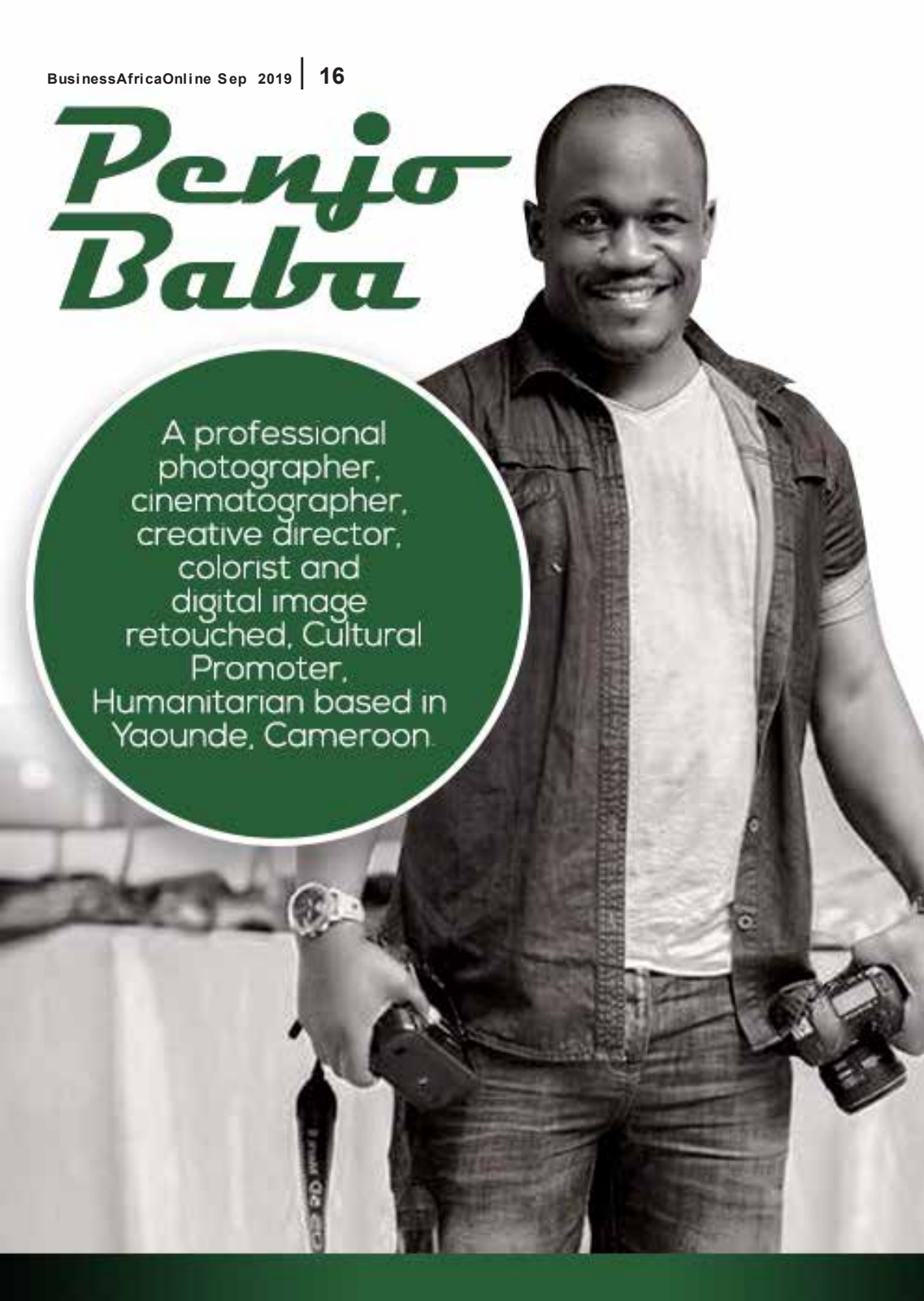


Dorinda Walker

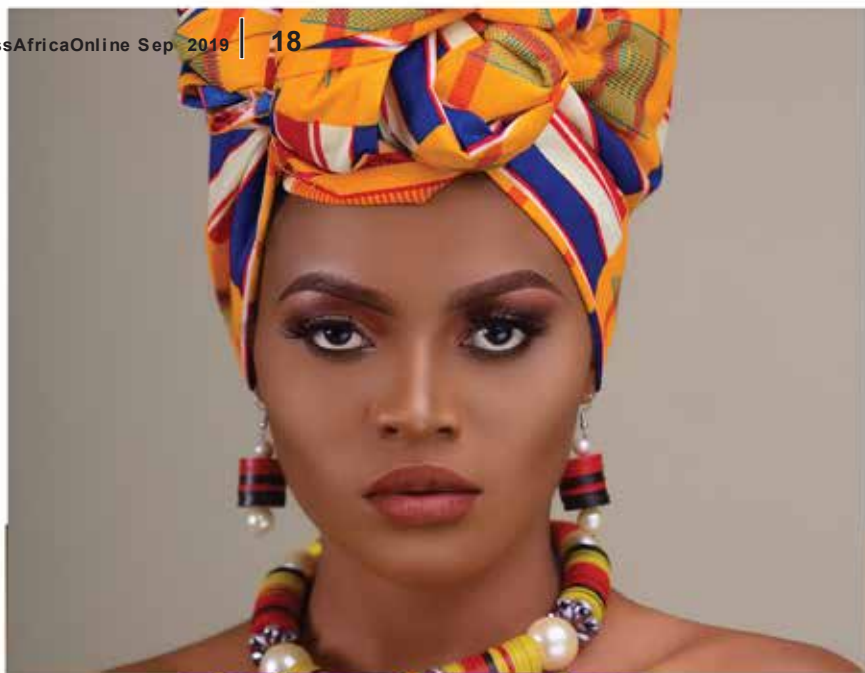
Founder and CEO
of Cultural Solutions
Group

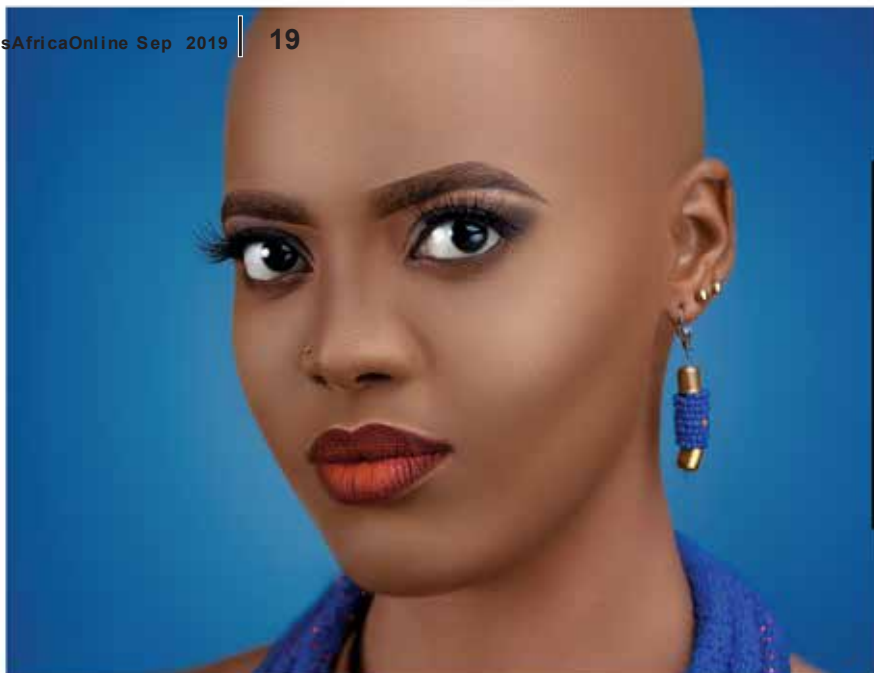
Penjo Baba

A professional
photographer,
cinematographer,
creative director,
colorist and
digital image
retouched, Cultural
Promoter,
Humanitarian based in
Yaounde, Cameroon.



















Penjo Baba

I love traveling around my country's rich cities, communities, villages meeting new people and learning their rich cultures that Cameroon has. I've always loved visiting other African countries to discover what they've got to offer as well. Shooting documentaries, photography, movies and organizing beauty pageants, competitions makes me learn everyday of my life. I travel on our roads more often than staying in my house, and that makes me more proud because I've got to meet new people, visit new places and learn different cultures of Cameroon. Cinematography and entertainment as a whole is what am into, but what I love doing most is when it comes to developing our communities and changing the people's lives by providing them portable clean drinking water. Having two organizations is not that easy running them. Life and Water Development Group Cameroon which has been running now for over 5 years and have saved more than 20,000 lives, and Penjo Entertainment running for 2 years and have done a lot in our country and continent makes it all possible for me to be proud and push more harder.



SMES:

Carefully Navigating The Loan Agreement
by **Morenike Okebu**

If you are an SME owner and you are thinking of taking a loan from a commercial bank, you should read this informative article by Morenike Okebu focusing on the key terms to negotiate. It is necessary to read any legal document before signing it, but reading is not enough, you may have to take things a step further by negotiating the terms to better suit your interest.

One of the documents that most SMES will come in contact with is a loan agreement. In many cases, these agreements will come from banks and would be largely non – negotiable. While this is often the case, this is not always the case. Before you get a loan from any commercial institution it is fundamental that you try to negotiate the key terms. Before you sign any legal

document, I would always advise that you contact a lawyer; the lawyer should review the agreement and explain to you exactly what you are getting into. Having said that there are some key terms that you should focus on in any loan agreement:

1. The time frame for repayment:

Ensure that you understand and can see clearly spelt out the time frame within which you must repay the amount that you have borrowed. If you have discussed one thing with your bankers, and another thing is reflected in the document, this is a BIG deal. The bankers you negotiated with today may lose their jobs and all your oral assurances may go with them, but you will remain bound by your written agreement.

2. The time frame for demand of late payments:

I remember reviewing a loan agreement for a client and the time frame for demanding for late payment was only one week. This was ridiculous, according to the agreement if he missed paying an instalment by one week, the entire sum of money advanced to him would become immediately recoverable and the security he provided would be lost. Ensure you get a fair amount of time. At least a month is reasonable.

3. Waivers of your legal rights:

You will find that in many loan agreements, the bank will urge you to waive rights you have under the Conveyancing Act or Property and Conveyancing Law. Kindly consult your lawyer and see how you can waive as few rights as possible.

4. Rights to direct debit unrelated accounts:

Watch out for any clauses giving the bank the right to debit accounts that are unrelated to the loan transaction which you or other

directors in your company may have in the same bank.

I could write a book about some of the outrageous and unfair clauses included in some of the standard form loan agreements in circulation today. You should obviously pay attention to what happens if you do not timeously repay the loan for example, insurance obligations and so on. Regardless of how desperate you may be for funding, you do not want to do anything that would be counter – productive to your business. Therefore it is important that you negotiate and review your loan agreements properly. If you do it NOW, you will thank me about this later.

If you have questions about loan agreements and how they are reviewed, you can always contact me. An SME owner needs all the legal help they can get to prevent and avoid mistakes and costly litigation.



SMES:

Carefully
Navigating
The Loan
Agreement

About Morenike

MORENIKE OKEBU

is a qualified Legal Practitioner that graduated from the University of Sheffield at the top of her class. She has several years of experience practicing in leading law firm owned by a Senior Advocate of Nigeria and now is a partner in a law firm GM George – Taylor & Co. which powers her own business.

Ren i Legal
(www.renilegal.com)

. Reni Legal is a law business which focuses on uniquely solving the legal problems facing SMES and Start-ups. Send an email to info@renilegal.com and she will be in touch.

Najwa El Iraki is the Founder & Managing Partner of AfricaDev Consulting Ltd., a business development and advisory firm dedicated to the African continent. She is the Managing Director in North West Africa for Opportunity Network, a global business matchmaking platform headquartered in London that connects CEOs worldwide. She is also the General Representative of Lloyd's of London in Francophone Africa.

Prior to this, she was the Head of Business Development at Casablanca Finance City Authority (CFCA), a public-private held organization dedicated to positioning Casablanca (Morocco) as a regional financial center and a premier gateway into African markets for financial institutions, multinationals and international professional services firms. Najwa structured the project from its inception, contributing to the overall strategy for building a regional business and financial centre, advising institutional prospective investors and attracting over 130 international companies.

Najwa has accumulated 15 years' experience and holds a Master's degree in Business Management and Finance from leading French and British business schools (Kedge Business School & Aston Business School). She is a qualified Chartered Accountant (2008), member of both international accountancy and UK tax leading professional institutes (ICAS & ATT). She holds a certificate in leadership management from Harvard Business School (2016) and she is an Alumni of the IVLP - 2019 (International Visitor Leadership Program by the US Government).



**NAJWA
EL IRAKI**

Founder / CEO, AfricaDev Consulting

Najwa El Iraki

Kindly tell us about your company, Africa Dev Consulting and the gap its filling?

AfricaDev Consulting Ltd is a business development and advisory firm dedicated to the African continent. We work with an ecosystem of partners in Morocco and the rest of Africa in various areas to provide one stop shop for investors and we are supported by senior advisors worldwide.

Our services include: representation and business development for international companies; investment and financial advisory services; structuring and establishment services in Morocco; strategy consulting in Africa.

As such we support international businesses in their African expansion success. We play a key role in helping them to grow in the continent by leveraging on a deep understanding of local markets in particular in North Africa, as well as using our network of

partners in SubSaharan Africa. We work mainly with the private sector, which is a driving force of Africa's growth, providing business development for financial institutions, professional services firms and digital services companies.

We also help African entrepreneurs carrying out financial advisory assignments notably mergers and acquisitions (M&A) activities and fundraising for private equity and venture capital as well as helping local SMEs with their international strategy and finding the right international partner.

As a financial expert with experience in Africa, what's the biggest mistake entrepreneurs make when they start or run a business?

Being an entrepreneur is really hard but also really rewarding. Below are some of the biggest mistakes that entrepreneurs tend to make in today's market.

- **Going for the money only:** One of the biggest mistakes that any entrepreneur can make is ignoring their true passion and just opening a company to make money.
- **Expecting success right away:** Patience is key as well as being realistic

about how much money you can actually make at first.

- **Not being adaptable:** You'd need to go with what is working now then always be ready to make changes in the future.
- **Trying to do everything yourself:** You'd need to know how to outsource and delegate to others and focus on the tasks that actually need your expertise and attention.
- **Overestimating initial sales:** This problem often leads to a shortfall in working and permanent capital. It's no wonder that nearly 50 percent of businesses attribute their failure to a shortage of working capital.
- **Ignoring social media:** There is a tech revolutionary and entrepreneurs need to use it!

What's your view on small businesses experiencing cash flow problems, and forecast isn't good. And want to tap into their personal wealth to shore up their emerging businesses?



As an entrepreneur, you are thinking about cash flow all of the time. An entrepreneur should not just think about his personal funds but about different sources of funding being it debt or equity when available including from friends and family as business angels tend to be rare in Africa given the cultural context and aversion to entrepreneurship.

Banks are also cautious because they believe that asymmetric information is too important to get a good visibility on the credit quality of SMEs and startups. Investment funds can have too high entry barriers for SMEs and startups, and microfinance institutions offer low funding resources and prohibitive interest rates.

As such, every business needs to consider its financing needs as part of a business plan. The entrepreneur needs to evaluate his personal tolerance for risk. Most businesses have times where business is more robust than

others and temporary cash flow problems may need to be addressed with personal funds if financing is not available.

At the same time, the owner should be looking to see if any changes could be made to help increase the cash position as well as profits. While the growth rate is slow, the focus of the entrepreneur remains on making his business successful through delivering value to customers, and that is the most healthy approach an entrepreneur can have.

For a small business who have not made as much profit as expected. How can it bridge the gap until it start to make profit? Is profit a key component of a successful business?

A profit typically means your business is financially well off.

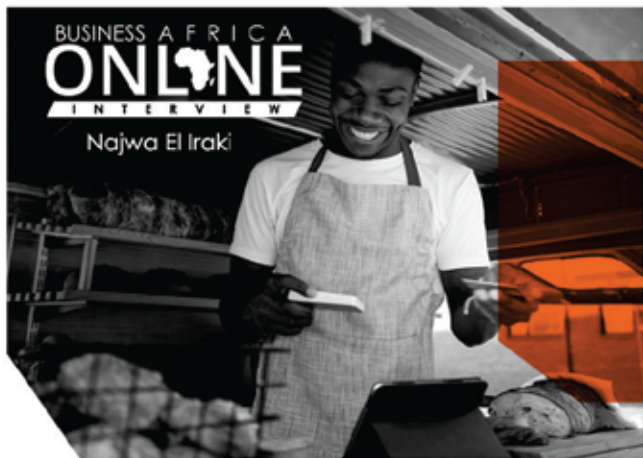
It's important to identify quickly why your business is not

making money. The faster you can discover where the losses are coming from, the faster you can reduce or stop the leak as you can then identify where you need to make changes in your business. There are some common reasons for a small business losing money (e.g. bad or inaccurate accounting, poorly priced products or services, nonexistent investing, etc).

Generally speaking it comes to a strategic use of your cash and investment strategies to potentially provide backup if you find yourself not making a profit. Additionally, there are a variety of available resources one can turn to for lending advice, guidance and support; family members, friends, professional network, financial solutions advisors, small business advocates, online content and more

What is your view about Africa's business ecosystem?

I think that there is still a lot to do based on what I have seen being done elsewhere (in the US for example following the Women Entrepreneurship Program I attended this month as part of



1.2 billion
people and some
of the world's
fastest growing
economies

the International Visitor Leadership Program –IVLP-). In particular building entrepreneurship ecosystems has become an imperative for African governments and business communities.

To create efficient and innovative African Business Ecosystem, there are a number of needed solutions.

First a better government is required. Kenya for instance is the most innovative African country in ICT by far, because they have good regulation and support from the government.

Also there is a financing need. A lot of people talk about venture capital in Africa but not many do much about it. The levels of private equity investment have been increasing in the continent over last decade but most of the investments are in mature companies; only a tiny fraction of them are seed or first-round investments. The problem for African startups is that there are only a handful of true venture funds based in Africa and most U.S. and European VCs don't have the local knowledge and connections, or the right business models, to make a real go of it in Africa.

As for SMEs, on one hand, we

have businesses that complain that there are no financiers interested in partnering with them to grow. And on the other hand, financiers complain about a lack of a deal pipeline, namely viable businesses that can be credibly financed. This has led to the perception that Africa can not absorb the scale of capital theoretically available to the continent. But actually the real issue here is linkages and aggregation. What is required are more platforms and entities that link viable SMEs with interested financiers and aggregate business deals. Which is what our company AfricaDev Consulting helps with.

Then there is the issue of support structures for SME development. So while there is a

financing need, an ecosystem that provides niche expertise, long-term partnership and technological support are also key. Here, large multinationals can have an impact as an ecosystem enabler.

Finally, one of the most important changes that could improve the climate for entrepreneurship is culture. There is a hope that the startup path will be more respected by African families and more compelling to youngsters. If that happens, there will be more entrepreneurs, more success stories and more people willing to take risks. It's a self-reinforcing cycle.

What's your advice for entrepreneurs who want to start a business in Africa?

I would just say that despite many challenges, the African continent, which has a population of over 1.2 billion people and some of the world's fastest

Najwa El Iraki

growing economies, provides entrepreneurs with a very rich ground on which the foundations of a successful venture can be laid down.

As such, the good thing about developing countries is that they are a lot of things that have not been done yet and a lot of problems that need innovative solutions. And this fact alone presents key opportunities for a lot of entrepreneurs to take advantage of.

I would add that there is no one single advice but the following points are worth taking into consideration for a starting business to succeed in the continent:

- Have a clear and adequate vision for your company that you focus on and learn how to communicate it.
- Choose your founding team wisely, which is what many investors are looking for.

Find a way to fund your startup and be aware of those sources of capital that are around us and within our reach. You should remember that if you have no proven track record, only people who know, like and trust you will be willing to take a chance on you in the early days of your business. Another source of finance worth looking into is

crowdfunding.

There are also hundreds of international and local organisations which support businesses that tackle issues such as environmental pollution, illiteracy, disease and other social problems. They usually provide grants, donations, loans, equity or even training and advice.

As previously mentioned, avoid some of the common financial mistakes entrepreneurs make when starting a new business (e.g. cash flow management is key; focus on customer acquisition; establish financial goals which are reachable and measurable).

Finally, achieving your desired success will take time and you have to be patient for it to happen. They are a lot of exciting success stories in Africa. So if they can do it, so can you.

You are also the Managing Director in the North Africa for Opportunity Network. Tell us about this platform and benefits for Africa businesses.

Opportunity Network is an exclusive business match making platform for vetted companies to share and connect to global trade opportunities, as well as strike reliable investment deals. Opportunity Network partners with financial institutions to allow their corporate and SME clients to find their next business partner in over 120 countries in the world. Members can only be invited to join the platform by a leading financial institution, which does a pre-screening of each member of the network.



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Current partners include UBS (global), ABN AMRO (The Netherlands), Intesa San Paolo (Italy), Caixabank (Spain), BCI (Chile), Citizens (USA), Alfa Bank, (Russia), Vietinbank (Vietnam), Eurobank (Greece), Sterling Bank (Nigeria), FCMB (Nigeria), YPO (global), GLG (Global), Entrepreneurs organization (Global)... and many more.

The partnerships we have in Africa form part of an effort by banks to put their African customers on a global platform and enhance their ability to do business in a collaborative manner with other investors across the globe.

For instance, there are existing opportunities for African companies looking for an opportunity to export commodities, or looking for investment to grow. There are also deals for African companies in tech, healthcare, education, oil and gas looking for buyers, suppliers, distributors or clients of any sort.



NAJWA EL IRAKI

Founder / CEO , AfricaDev Consulting

World Pharmacists Day

"Safe and effective medicines for all" is the theme of this year's World Pharmacists Day. (25th September 2019). The theme aims to promote pharmacists' crucial role in safeguarding patient safety through improving medicines use and reducing medication errors.

"Pharmacists use their broad knowledge and unique expertise to ensure that people get the best from their medicines. We ensure access to medicines and their appropriate use, improve adherence, coordinate care transitions and so much more. Today, more than ever, pharmacists are charged with the responsibility to ensure that when a patient uses a medicine, it will not cause harm", says FIP President Dominique Jordan.

I believe Nigerian pharmacists are better placed to safeguard patient

What Nigerian Pharmacists can bring to the table

| Adaku Efuribe

safety through medicines optimisation and patient centered care. I have observed that this service tends to be lacking in our primary and secondary care facilities because there is a lack of multidisciplinary team approach in some settings. We need to start having these

conversations and change the status quo. We need to embrace integrated healthcare. A lot of patients using clinical facilities, do not come in contact with a pharmacist, they do not get their medicines reconciled or reviewed, resulting to exposure to adverse drug-drug interactions and lack of concordance.

As long as we still have some clinicians in Nigeria diagnosing, prescribing, dispensing medication and 'hiding' the name of the medicine from the patient; duplication of therapy, adverse drug reactions and drug-drug interactions are inevitable.

Patients have the right to know the medicines they are taking to help achieve concordance and prevent medication errors and overdose.

Pharmacists led medicines review, reconciliation/optimisation prevents medication errors & adverse drug reactions.

Medicines reconciliation is a process whereby patient's medicines are reconciled as they move between different stages of healthcare, from primary – secondary care interface. Pharmacists are better placed and equipped to complete the medicines reconciliation process. Pharmacist led medication review tends to be more in-depth, capturing all the essence of patient centred care as it offers more time for the patient to ask medicines related questions which enhances concordance.

Medication reviews are needed to highlight issues of blood monitoring, therapeutic drug monitoring for medicines that require special monitoring; like methotrexate,

diuretics, digoxin etc.

According to the Royal Pharmaceutical Society 'Medicines optimisation represents that step change. It is a patient-focused approach to getting the best from investment in and use of medicines that requires a holistic approach, an enhanced level of patient centered professionalism, and partnership between clinical professionals and a patient'.

I believe medicines optimisation is about ensuring that patients receive the right kind of medication at the right time.

It focuses on making patients get the best out of their medicines. Evidence has shown that a good number of medicines prescribed end up not being taken due to lack of concordance and compliance.

My experience with patient returned medication has shown that patients who do not understand the rationale for prescribed medication are more likely not to use the medication. Also medication used for preventative measures are at a higher risk of non-compliance as patients do not appreciate the benefits of taking such medication.

The gains of patient centered care cannot be overemphasised, all medical needs have to be tailored to the individual patient, considering their personal circumstances, other co-morbidities, and sometimes frailty comes into consideration for some elderly patients as well. In some clinical settings, a lot of patients do not know what regular medicines they are taking or the reason why it has been prescribed, their indication or side effects to expect and they have never had their medication reviewed by a pharmacist since their

long term condition was diagnosed.

Part of the role of the pharmacist in a clinical setting is to complete medicines reconciliation and medication reviews especially for patients taking regular medication for long term condition like Hypertension, Diabetes, Arthritis, Asthma etc. We need to create the enabling environment for this to be achieved.

For instance, a patient living in Kaduna with a history of hypertension, takes antihypertensive - Calcium channel blocker (CCB) - amlodipine tablets prescribed by his local doctor.

Patient travels to Lagos on official assignment and

falls ill, patient gets admitted to a hospital, diagnosed with very high blood pressure (HBP), patient receives treatment and gets discharged with three other medicines which includes another -CCB-Nifedipine, without being asked about his past medication history or told what medicines to stop/continue.

Patient continues to take two CCB - nifedipine and amlodipine at the same time and suffers hypotension (low blood pressure), which makes his condition worse.



Patient is re-admitted to hospital in Kaduna, his medication is reviewed by a pharmacist, and he is told to stop Nifedipine and continue taking only Amlodipine.

Learning points- We need to utilise the expertise of pharmacists in all clinical settings.

A medication reconciliation process with a pharmacist during the hospital admission/discharge process in Lagos could have prevented the hypotension resulting from a duplication of therapy.

Evidence has shown that when patients

understand the side effects of the medication they take, they are more likely to comply with the dosage regimen.

The gains of patient centered care cannot be overemphasized; all medical needs have to be tailored to the individual patient, considering their personal circumstance. Pharmacists are better placed to

undertake this piece of work.

In the course of completing a medication review with one of my patients, It came to light why patient's chronic obstructive pulmonary disease (COPD) was not well managed. This patient happened to be visually impaired and was unable to read the small typed instructions on the dispensing label and so assumed tiotropium capsules needed to be swallowed whole and not inserted into the inhalation device. After I offered education, guidance and support to this patient, the patient was able to use her inhaler as intended and her COPD symptoms were well controlled eventually. In this case a possible COPD exacerbation or even hospital admission/death was prevented.

Medication reviews are needed to highlight issues of blood monitoring, therapeutic drug monitoring for medicines that require special monitoring; like methotrexate, diuretics, digoxin etc. Annual blood tests are routinely checked because if dosage regimens are not adjusted or vital blood checks are not made, this may lead to increased harm to the

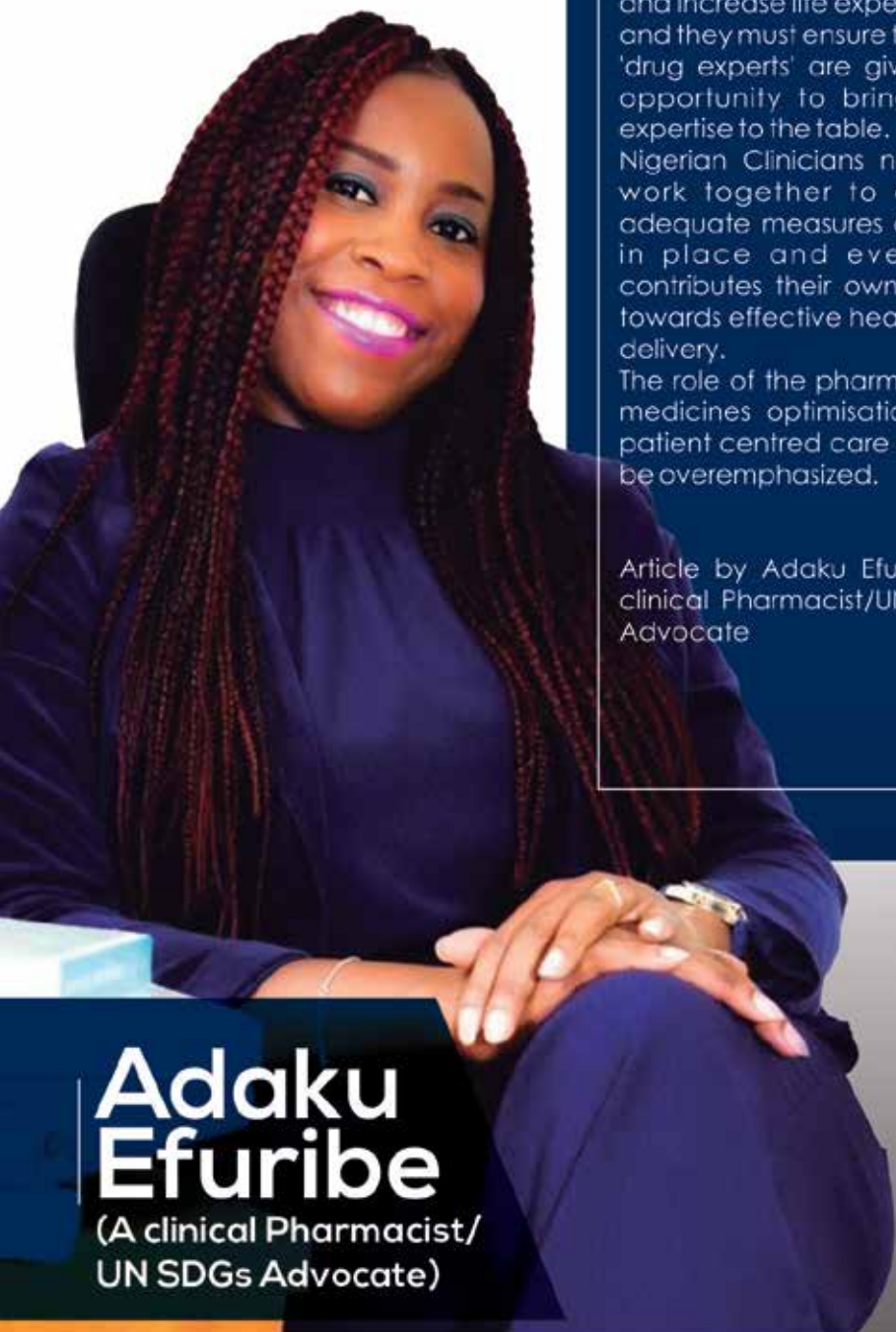
patient or even death.

As we work towards achieving SDG3 and universal health coverage in Nigeria,

The following simple steps could help reduce the risk of medication errors and medicines related deaths in Nigeria:

- ***We have to develop and implement a nationwide strategy which will bring about the desired change in the healthcare system.***
- ***We need to optimise integrated healthcare and patient centred care using a multidisciplinary team approach.***
- ***We need to begin to put the patient at the centre of care and utilise the pharmacists expertise and input if we must provide safe and effective medicines for all***

The Ministry of health needs to develop and enforce policies around medicines reconciliation and medication reviews especially for patients with long term conditions who need regular medication to



to improve their quality of life and increase life expectancy and they must ensure that the 'drug experts' are given the opportunity to bring their expertise to the table.

Nigerian Clinicians need to work together to ensure adequate measures are put in place and everyone contributes their own quota towards effective healthcare delivery.

The role of the pharmacist in medicines optimisation and patient centred care cannot be overemphasized.

Article by Adaku Efuribe- A clinical Pharmacist/UN SDGs Advocate

Adaku Efuribe

(A clinical Pharmacist/
UN SDGs Advocate)

Blockchain-based Innovations
Embraced and Celebrated at

Crypto Fest ⁱⁿ SOUTH AFRICA



CRYPTOFEST 2019

A one-day event recently held in Cape Town by Bitcoin Events (Pty) Ltd which also runs the popular Blockchain Africa Conference, was a non-traditional exhibition style event. The theme was "Immersive, Interactive, Innovative" and in true fashion, the event unfolded as such.

Crypto Fest in SOUTH AFRICA

The ground-breaking festival was engaging, thought-provoking and provided quality content on three stages to a diverse audience which included blockchain industry veterans, new entrants and attendees who were simply interested in learning more about the burgeoning blockchain and crypto sector.

The laid-back atmosphere at the vibrant Shimmy Beach Club in Cape Town where Crypto Fest took place, with its picturesque backdrop of the ocean, created the perfect festival setting. Attendees were well-catered for and drinks flowed along with the stimulating conversations around the sometime controversial subjects of cryptocurrencies and blockchain tech.

It was a well-balanced mix of business and networking. There was plenty of meaningful discussion and debate on how best to accelerate global adoption of cryptocurrencies. The Bitcoin Events team's vision to bring cryptocurrencies to life through immersive activities and a showcase of real-world applications to bring awareness was fully realised at this stunning event.

The festival presented engagement opportunities through lively crypto debates, including a Bitcoin vs Gold debate which was moderated by podcaster Grey Jabesi, a Director of Marketing and Communications at



the United Africa Blockchain Association. The speakers at the event were lively and the line-up included some captivating appearances by the likes of Rocelo Lopes, CEO of Stratum and representatives from Huobi, SA Crypto, and BitGive Foundation among many others. Sponsors of the successful event included AltCoin Trader, Luno IG, Okex, and Sun Exchange. "There was a lot of interaction and activity – crypto debates and educational dialogue around blockchain and cryptocurrencies," said Richard de Sousa of AltCoin Trader. "The event was the first and a great success, we hope to be part of the next," he added.

Other exciting elements to the festival format included the crypto games, giveaways and fun competitions which were part of the event. Attendees could utilize augmented reality games that rely on geolocation to manipulate physical reality with tech-discoverable crypto. People could get airdrops of Ripple tokens courtesy of Xago and Bitcoin airdropped at the event by Bitdropgo. Working with Heath Muchena of Proudly

Crypto Fest ⁱⁿ SOUTH AFRICA

Proudly Associated, a company that advises international blockchain companies developing technologies which have use cases focused on emerging economy development, particularly in Africa, Bitdropgo was able to bring some live gaming elements to the event.

"We see Africa as a growth market with massive potential for adoption of products and solutions that integrate both blockchain and AR technologies. Our unique interactive marketing model is an ideal fit for consumers on the continent who are largely mobile-centric, and businesses that are willing to explore new innovations and embrace new technologies more readily," said Jonathan Eagleton, CEO of Bitdropgo. Attendees of Bitcoin Events hosted Crypto Fest could also download wallets such as the Centbee app and receive free Bitcoin.

The festival ended with an after party which was a highlight all on its own. Entrepreneurs, crypto-enthusiasts, educators and learners alike mingled and connected. What was most fascinating about the general sentiment around CryptoFest was the fact that much of the dialogue that could be heard around the event was around the potential that blockchain has in playing a major role in the technological and economic transformation needed to make Africa a force to be reckoned with on the global stage.





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