



PAFO-COLEAD INNOVATIONS SERIES:
Innovations and successes of African farmer-led businesses and SMEs

SESSION N°18

Innovations in packaging: opportunities for African entrepreneurs and SMEs

Wednesday 24 April 2024 – 12:00-14:00 UTC (14:00 - 16:00 CET)

Online ([Zoom](#))

English-French-Portuguese interpretation available

BIODATA OF THE SPEAKERS

ISOLINA BOTO – HEAD OF NETWORKS AND ALLIANCES, COLEAD

Isolina Boto is the Head of Networks and Alliances at COLEAD, a non-profit Association of private sector operators in the agrifood sector active in the EU, Africa, the Caribbean and the Pacific (ACP) regions. Isolina has more than 25 years of experience in agricultural development. She started her career with the European Commission and has also worked with various ACP embassies and NGOs in areas related to food security, rural development and trade. Before joining COLEAD, she was the Manager of the Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA) Brussels Office (2004-2020) implementing policy initiatives related to the ACP-EU cooperation in the field of agricultural and rural development. She has led agribusiness projects in support of capacity development of SMEs, entrepreneurs and farmers organisations across Africa, the Caribbean and the Pacific.



CHICHI ERIOBU – CEO, PHRONESIS FOOD, NIGERIA



Chichi Eriobu is the Founder and CEO of Phronesis Foods Nigeria Limited, a food processing, packaging and export company, creating new food product lines from existing raw materials. Her vision is to build a globally recognised solution-based business and to impact other young entrepreneurs.

Chichi's consistency with growing her company with very minimal funding has gained both her personal and business brand a global recognition. In 2020, Phronesis Foods Nigeria Limited was recognised as one of the top 6 businesses to get into Entrepreneurship World Cup (Nigeria) and in 2021 the company was selected top 14 agri-businesses across Africa by GoGettaz Africa.

A multiple award-winning entrepreneur, Chichi was awarded Best Female Business Speaker of the Year (Leadership Mind Awards, 2017) and Outstanding Entrepreneur of the Year Award (BAOBAB International Awards, 2018). In 2020, she was appointed to the Board of Crown Point College of Health Sciences and Technology, Ogun State, Nigeria. The same year, she emerged first runner-up from season 7 of the entrepreneurial reality TV show named *The Next Titan*. In 2021 she won an award for influence through Business & Entrepreneurship, presented to her by FBI Awards.

Chichi also mentors hundred entrepreneurs on business and entrepreneurship and teaches other small businesses on how to leverage grant funding for their business growth, hence her first eBook is titled *How to Pitch Your Business*.

JOAN INES HENRY GAD – GENERAL DIRECTOR, JHINES FACTORIES, BENIN



Joan Inès Henry Gad is an agronomist by training and promoter of JHINES Factories, a food and cosmetics company specialising in tomato processing. She has a solid background in project management and has attended the training in active pedagogy organised by the Regional Leadership Centre (Centre Régional de Leadership, CRL) YALI in DAKAR, Senegal.

Joan Inès is an awarded social entrepreneur and has extensive international experience in agricultural entrepreneurship (various internships and training courses), notably as part of programmes such as the Young African Leaders Initiative (YALI) of the African Centre for Advanced Studies in Management (Centre Africain d'Études Supérieures en Gestion, CESAG), Young Leader of Benin of the Friedrich Ebert Foundation, Ecobank's Youth Business Bootcamp, and the international conference on youth employment in agriculture.

Joan Inès is the Benin President and Global Secretary General of the World Union of Women Entrepreneurs (Union Mondiale des Femmes Entrepreneures Engagées, UNIMFEE). She also leads the UBUNTU CAMP initiative in Porto-Novo, Benin, which provides entrepreneurial training to disadvantaged young people and adults. She has also been deputy treasurer of the Benin YALI Alumni Association, mentor for the African Women in Europe (AWE) programme and for the Mastercard Foundation's BAOBAB programme.

Her passion for sustainable agriculture and processing and her wealth of training experience make Joan Inès a committed entrepreneur and skilled trainer.

TOM OWUOR – DIRECTOR, DIRENE PACKAGING AND BUSINESS ADVISORY SERVICES, KENYA

Tom is a certified trainer in packaging and holds a Bachelor of Science and MBA in Strategic Management. He is the founder and Managing Partner at Direne Packaging and Business Advisory Services and is among the very few packaging experts certified by the United Nations (UN) through the International Trade Center (ITC), Geneva, Switzerland, to offer packaging advisory services to enterprises in Africa.



Tom brings a lot of experience in packaging having worked with multinational packaging companies both in Kenya and South Africa. Tom also served as the General Manager for Interlabels Africa, one of the leading label printers in Africa. This combination of packaging and label industry experience creates a unique portfolio that has been leveraged to create value in packaging and branding advisory to enterprises in Africa. He has in the past consulted for Japan International Corporation Agency (JICA) and ITC on packaging.

At another level, Tom has consulted for the National Geographic Alliance of the USA as Judge in the design track to identify investable solutions to improve Food and Beverage Packaging and Containers. He is currently consulting for COLEAD on market access covering fresh fruit and vegetable operators in Africa, Pacific and the Caribbean.

DR. BABAFEMI OYEWOLE – CEO, PAFO

Dr. Babafemi Oyewole, the CEO of Pan African Farmers Organization (PAFO), is a tri-sector executive and professional with experiences in the public, private and non-government sectors, and a veteran in the management of international institutions. Prior to his appointment at PAFO, he was the CEO of the African Agribusiness Alliance; former CEO of African Cashew Alliance; former Executive Director/CEO of African Energy Investment Corporation (AEICORP); Deputy Secretary General of the West African Bankers Association (WABA); General Manager, Banque Internationale du Benin, and Senior Economist with the Bank of Industry, Nigeria. He is a member of Africa Regional Experts on Policy Dialogue on Natural Resource-based Development at the Organisation for Economic Cooperation and Development (OECD).



Dr. Oyewole was a Chevening Scholar for his PhD in development economics at the university of Bradford, United Kingdom, and obtained an MBA in Technology, Marketing and Business Strategy from Olabisi Onabanjo University, Nigeria. He has published articles in international journals and made conference presentations on development policy, banking and finance, agriculture, agribusiness, and sustainable development issues.

DERRICK SARFO – CEO, DERCOLBAGS PACKAGING LTD., GHANA

Derrick Sarfo is the Founder and CEO of DercolBags Packaging Limited Company, a packaging firm with a mission to empower women entrepreneurs to replace single-use plastic packages with eco-friendly packages for a cleaner environment. With more than half a decade of experience as an entrepreneur, Derrick leads an amazing team at DercolBags Packaging with a collective professional experience of 40 years covering fields like sustainable packaging design, environmental protection, circular economy, project management, social enterprise, community engagement, technology, and business development. Together with his team, they are committed to a lifetime mission to eradicate single-use plastic pollution from their communities by engaging and empowering all stakeholders, especially women and the youth, to bring about the positive changes they desire to see in their communities.



Derrick is an Orange Conner's Alumni, and Because International Corp. (USA) Certified Entrepreneur. He is also a Fellow of the Miller Center for Social Entrepreneurship (USA), and of Westerwelle Foundation's Young Founders Program (Berlin, Germany).

ZIPPY SHIYOYA – DIRECTOR, INSTITUTE OF PACKAGING PROFESSIONALS KENYA (IOPPK)

With over two decades of experience in the packaging industry, Zippy currently serves as Director at the Institute of Packaging Professionals Kenya (IOPPK). Her background includes a pivotal role at a Swedish-Swiss multinational food packaging and processing company, where she managed design projects and led printing initiatives at a major converting factory in Kenya. This role deepened her understanding of skill challenges in emerging markets.



Zippy specialises in packaging design project management, driven by a passion to empower Micro, Small, and Medium Enterprises (MSMEs) through enhanced skills and innovative solutions, enabling them to navigate and thrive in challenging market conditions.

Zippy holds a diploma in Graphic Arts and Production-Reproduction Management from Mohawk College, Ontario, Canada, which underpins her professional expertise with solid academic grounding, allowing her to contribute significantly to the development and innovation in the packaging sector.



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