



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

SESSION N°19

Online agrifood marketplaces:
presence of African entrepreneurs and smallholders
Wednesday 19 June 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.



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BARAKA CHIJENGA – FOUNDER AND CEO, KILIMO FRESH FOODS AFRICA, TANZANIA

Baraka Chijenga is the CEO and founder of Kilimo Fresh Foods, Africa's largest food distributor and a main contributor to reducing food waste and streamlining farm-to-market process. The company leverages technology and logistics to efficiently aggregate produce from smallholder farmers and distribute them to B2B and thousands of informal retailers in Tanzania.



Baraka worked as a finance officer prior to 2015 when he co-founded Eliminex Tanzania Limited and served as managing director focusing on providing cleaning, pesticide, and agro-related services. Baraka holds a Bachelor's degree in Entrepreneurship Development from the Mzumbe University, Tanzania.

EBUBE AKAH – FOUNDER AND CEO, AGA'S WHOLESOME FOODS LIMITED, NIGERIA

Ebube Akah is the founder and CEO of Aga's Wholesome Foods Limited, an agro-processing company that manufactures natural, allergen free beverage powders and low sodium seasoning powders from nutrient dense crops grown in Africa. The Aga's Wholesome Foods Limited journey started in 2015 after Ebube had her first baby and was determined to lose the post-partum weight, by dabbling into the healthy lifestyle.



Ebube previously worked as an audit consultant and manager at KPMG, a global network of professional firms providing audit, tax and advisory services. She holds a Bachelor's degree in Accounting from the University of Nigeria in Nsukka. Ebube also attended many courses, such as the "Advanced Food Safety Certification Program" and the "Food Allergen Awareness - Restaurants, Catering & Retail" certifications.

MODOU NS NJIE – FOUNDER, FARM FRESH, THE GAMBIA

Modou NS Njie is a distinguished figure in the field of entrepreneurship and technology, known for his innovative contributions and leadership in The Gambia. As the founder and CEO of Farm Fresh, a pioneering agribusiness in The Gambia since 2014, Njie has significantly impacted the local agricultural landscape. His company focuses on producing and distributing fresh, organic products, promoting sustainable farming practices, and improving food security in the region. Njie's vision and dedication have garnered him recognition as a leading entrepreneur in Africa. He is celebrated for his ability to merge traditional agricultural methods with modern technology, enhancing productivity and market reach for local farmers. His efforts extend beyond business, as he is actively involved in various community initiatives aimed at fostering economic growth and development. Through his work, Modou NS Njie continues to inspire and drive positive change, making a substantial difference in the lives of many in The Gambia and beyond.



MOSES OWINY – DIGITAL FOR DEVELOPMENT EXPERT D4D, BELGIAN DEVELOPMENT AGENCY

Moses Owiny serves as Sector Expert Digitalisation with the Belgian development agency (Enabel) in Kampala, Uganda. Prior to this role, he served as Technical Advisor, Rural Development, and later as Advisor, Digitalisation with GIZ Uganda (the German Development Cooperation) under the strengthening Civil Society in Uganda Support Programme (CUSP).



Moses holds Bachelor of Arts in History and Economics and a Master of Arts in International Relations & Diplomatic Studies, International Relations and Affairs from Makerere University in Kampala, Uganda. Some of his most recent research works focused on “cybersecurity and institutional capacity of the state in Uganda”, “an assessment of how internet shutdowns in the Democratic Republic of Congo, Tanzania, and Uganda undermine cyberstability” and on “influence of cyber norms in fostering Uganda’s bi-lateral and multilateral relations for responsible state behaviour in the Cyberspace”.

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 was a Regional Consultant on natural resources management policy in African countries with the United Nations Conference on Trade and Development (UNCTAD). 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 attended several management and executive development programmes in top universities including Lagos Business School, Nigeria, and Harvard university, United States. He has published articles in international journals and made conference presentations on development policy, banking and finance, agriculture, agribusiness, and sustainable development issues.

ABEL SILESHI – MARKETING OFFICER, HELLOMARKET, ETHIOPIA



Born in Ethiopia, background in marketing management and design. Abel started working in HelloMarket as a marketing officer, content creator, graphics designer, social media manager and videographer for the past 4 years working in the e-commerce sector. HelloMarket is an online shopping platform which offers a variety of products which can be easily searched and bought. The platform was developed by BelCash Technology Solutions PLC, an Ethiopian company that provides cutting-edge technology platform to (non-) financial institutions. BelCash owns the “Hello” brand known by the end-users to provide reliable, accessible and affordable services, such as HelloMarket, HelloCash and HelloSolar. HelloCash is a mobile and agent banking platform for the Ethiopian population to access basic financial services. HelloSolar facilitates access to sustainable energy and connectivity through decentralized off-grid solar systems that are affordable and operate in a pay-as-you-go basis.

YVETTE UWIMPAYE – FOUNDER AND CEO, MURUKALI, RWANDA; MEMBER OF THE UNCTAD E-TRADE FOR WOMEN COMMUNITIES



Yvette Uwimpaye is the Founder and CEO of Murukali, Rwanda’s first online grocery store that was created in 2015 and later evolved to be a marketplace. Murukali’s philosophy is to help clients get shopping services easily, and affordably. Through Yvette’s outstanding leadership, she managed to raise Murukali to 9 years of successful experience, and one of the best e-commerce businesses in Rwanda. Yvette is also a Board Member to Rwanda ICT Chamber, an arm of the Private Sector Federation (PSF) of Rwanda and the leading partner for organisations to share experience, network and expand their operations. Yvette specialised in Economics in her undergraduates, which opened her mind to the growth of Rwanda’s income through e-commerce.



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