



5th Edition

**mlc**

Made in Africa  
Leadership Conference

**GHANA - HYBRID 2023**

**SUMMARY REPORT**

**Making Africa Work  
for Africans: Collaborations  
and Partnerships**



14TH – 15TH JUNE 2023



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01

**Overview of  
the Conference**

The Made in Africa Leadership Conference (MLC) is an international conference and was first held in Kigali, Rwanda in 2019. Its primary purpose was to support African leaders to solve African problems. It succeeded in gathering leaders from 29 African countries in the course of mobilizing the leaders' efforts to discuss the continent's pressing issues. After a successful number of conferences, the 5th edition of MLC took place in Accra, Ghana, from 14th to 15th June 2023. This hybrid conference was hosted by the originators of the conference, BCA Leadership. BCA Leadership is Africa's largest network of executive coaches and leadership enhancement engines.

MLC Conferences gather like-minded leaders, innovators, and entrepreneurs to spark new ideas, forge new partnerships, and catalyze social, financial, and mind-shift change for leaders in Africa. This year, the conference gathered 300+ leaders and several others online for the 5th edition of MLC under the theme, "Making Africa Work for Africans: Collaborations and Partnerships". With speakers from varied industries of expertise such as banking, trade, education, fin-tech, and many more, the sessions held at the 5th edition highlighted key action points for

emerging leaders to aid in resolving Africa's pressing challenges. A vital component of the conference was its peer learning lab sessions which encouraged young leaders to share perspectives on their major topics of focus. These topics spurred discussions on coaching for emerging leaders, handling adversities, transformations in the educational space, the role of the church in creating global footprints, and requirements for CEOs.

With a perfect networking opportunity, delegates did not only learn nuggets for effective leadership but also engaged in fun and interactive sessions such as the industry site visits and the bonfire night. Thus, the conference encouraged both the formal and informal exchange of knowledge to create growth opportunities. A lasting impact was left at the launch of the first series of the book, "Leadership Made in Africa", by Dr. Modupe Taylor-Pearce. With delegates empowered with knowledge, networks, and a book full of guidelines for successful leadership, the conference encouraged its 300+ delegates to create impact through coaching.







02

# Day 0 – The Akwaaba Tour (13th June)







The conference kicked off with a welcome tour of the lovely city of Accra, Ghana's capital, with MLC participants discovering the country's capital and its prestigious history. Participants left the Accra Marriott Hotel, the point of departure, at 3:18 pm, and the atmosphere bustled with excitement as guests introduced themselves to one another. The tour guide, Ronny, gave a description and a brief history of a few prominent sites that participants saw en route to their first destination. One of such places was the 37 Military Hospital, which is Ghana's largest military hospital dedicated mainly to its military personnel.

The first stop was the Ghana National Museum. There, guests were educated on the history of the slave trade in Africa and learned that slavery began with the Arabs. Participants then learned about the institution of the clan, which is an important institution in traditional Ghanaian society, bound together by family ties and ancestry. Clans are extended family systems of people who trace their ancestry to a common ancestor. Ghanaian clans typically identify with unique ancestral symbols known as 'totems', usually represented

by animals. These totems are believed to offer protection to their respective clan members. The group also learned the meanings behind Ghana's various types of Kente, the institution of naming in Ghana, the institution of enstoolment, puberty rites, and fertility dolls known as 'Akua Mma' dolls.

The second destination was Independence Square. Here, three notable Ghanaian monuments are preserved – The Independence Arch, The Liberation Day Monument, and the Black Star Square. A statue facing the Arch, referred to as the "unknown soldier", represents the soldiers who lost their lives fighting for Ghana's independence.

The final site visit was Jamestown in Accra, which is Accra's oldest settlement. It was named after King James II of England and is inhabited by the indigenous Ga people, who were believed to have migrated from, Ile Ife, Nigeria. This settlement houses the James Fort, which served as a prison where Dr. Kwame Nkrumah was confined before being released and becoming Ghana's first president.





03

# Opening Ceremony



The founder and president of HuD Groups, Dr. Yaw Perbi, officially opened the conference on Wednesday, 14th June 2023. In his opening remarks, he reviewed some pertinent issues concerning African leadership to set the pace for subsequent discussions. It was realized that leadership in Africa is deeply malnourished to the point where several people lose their lives and face dire economic situations. An example was cited of two 14-year-olds who died in the landing gear of an air fly as they sought refuge in Europe from harsh living conditions in Africa. He further explained that good leadership qualities are not taught at school, which has massively affected certain leaders' attitudes as portrayed at the workplace and home. This poor leadership training has implicated the youth's personalities, negatively impacting African leadership prospects. It was established that leadership begins at a personal level. Thus, it takes deeply transformed leaders to deeply transform society. Dr. Perbi explained that societal transformation cannot be sustained without the transformation of its leaders. He also asserted that there are principles of leadership, particularly ones that align with an individual's true north, that are no respecter of persons. To ensure authentic leadership, it begins by aligning one's heart and mind with that true north.

Following the eye-opening conversation, Madam Charity Lumpa, the Board Chairman of BCALeadership, addressed the attendees at the ceremony. She spoke about the state of leadership in Africa and her journey as an African and Zambian leader. She highlighted that the demands placed on leadership are highly complex, especially considering the aspects of dealing with people.

*"Effective leadership requires communication and adaptability of continuous learning and growth"*

Thus, effective leadership requires both resilience and adaptability. She explained that leadership is not only a skillset but a deeply personal and transformative journey that requires the willingness to continually reflect, learn, and grow. She described leadership as a journey from expressing authority to dialogue to teamwork. Above all this, authority never goes away, but you must learn how to handle authority so as not to appear authoritative. Madam Charity also accentuated the need for women on corporate boards and high decision-making tables as their presence correlated positively with a firm's performance and encouraged women to recognize their empathetic and cooperative nature in leading teams. Nonetheless, leaders were reminded not to forget these five attributes of a leader:

*"Leadership is not a skill set"*

**Visionary leadership** – Clear forward-thinking motives, to inspire the group goals. There must be a blend of corporate and personal goals to create balance in the business ecosystem.

**Confidence** – Complete confidence must be exhibited in the abilities of the leaders because, in the long run, it breeds trust in the team.

**Empathy** – One hallmark of the leadership landscape is the eagerness and willingness to embrace the emotional needs of others.

**Decisiveness** – The point of leadership where one makes a timely and right decision, and this prompts a culture of positive feedback (constructive criticisms and laudable comments).

**Communication** - This involves the leader's ability to talk less, listen more, and reconcile views that appear dissenting to propel progress.





***"Polarization causes leadership to fail"***

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***"Learn to ask the right questions"***

Her speech on coaching underpinned the fact that, one can identify a leader's strength through an increased self-awareness scheme. Coaching, in the past decades, has provided an enhanced decision-making process to leaders, strengthened their relationships, and improved performances. She reiterated that coaching requires resources, and relationships and it is one of the best management tools needed in Africa to develop a beautiful and promising continent. One call to action was to encourage the attendees of the MLC conference to take advantage of learning from effective and efficient leaders to create positive changes in the workplace and communities.

***"We need to understand that coaching is not a one-time event, but an ongoing process that requires commitment and active engagement"***

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***"Coaching is not consulting neither is it therapy"***

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***"Never mind what happens to you at the personal level, change begins with you"***

The session climaxed with an interview with Dr. K.Y Amoako, the President and Founder of ACET. He mentioned the need to believe in oneself to avoid looking outwardly for solutions and informed the audience that a leader must have a clear vision, believe in him/herself, collaborate with others, and govern selflessly for a successful leadership journey. Africans working together in an enabling environment can tremendously promote African unity and regional integration. This was in relation to his topic of discussion, which was Partnerships and Collaborations in Africa. His emphasis was based on leadership and believing in yourself, and that is how you influence others to believe in you and work towards a common goal. He informed the audience that, for a successful leadership journey and to get everyone pursuing your shared dream, you must have the following listed out:

- A vision that is clear and understandable.
- Let others believe in you as much as you believe in yourself.
- Collaborate with others and build consensus.
- Governing selflessly and holding yourself with everyone else accountable.

***"Leadership matters everywhere, especially in a poor country"***

Collaborations and partnerships matter a lot in any environment you find yourself in because, in the long run, it breeds consensus. On various occasions, you find yourself with major competitors and focal players that may seem unhealthy tactics if you want to solely compete with them, instead, build partnerships that would develop consensus. He addresses the issue of political actions and plans interfering with individual initiatives and developments, and



one way to ensure that there is no conflict of interest is through communication and realigning your vision with the overall country's agenda, such as the proposed initiative he wants to undertake which is the Compact for Ghana's Political and Economic Transformation - centered on creating a vision for Ghana, proposing a consensus-based response to the nation's greatest problems, and establishing benchmarks to measure progress towards the agreed-upon vision.

*"Leadership matters everywhere, especially in a poor country"*

*"If you know the beginning well, the end shall not trouble you"*

He has been working endlessly to a better Africa, especially having stated that his vision for Africa is to see a Prosperous & United Africa, and this can be achieved by structurally changing the macro and micro-economic indicators of the continent.







04

# Sessions and Site Visits





The conference consisted of virtual and in-person peer learning labs led by guest speakers, site visits to the host organizations of the conference for a first-hand understanding of their operations, a fireside chat on how to make Africa work for its youth, and a panel discussion on trade and collaboration in Africa.



## Peer Learning Labs One



**Speaker: Prof. Sir Tumani Corrah**

*Founder & President, Africa Research Excellence Fund*

### **Africa's health is Africa's wealth**

Professor Sir Tumani Corrah, the Emeritus Director of the Medical Research Council Unit, The Gambia at the London School of Hygiene and Tropical Medicine, led the conversation on the need for Africans to take an interest in scientific research into improving the health of African people. In his discussion titled “Africa’s health is Africa’s wealth”, he identified that the health of a nation lies within its people, and the most precious thing about the people is their health. Professor Corrah noticed a trend – diseases discovered in Africa tend to go unnoticed until they appear outside the continent; only then do people begin the search for a cure. He cited the example of HIV, Zika virus, Monkeypox, and Ebola. These diseases were first discovered in Africa, but research into developing treatments began many years after their





discovery when cases were identified in non-African countries. African governments must realise that until the whole world is affected by a problem, Africa is left alone to fight its battles.

Professor Corrah pointed out that 50% of the world's disease outbreaks are in Africa, yet only 3% of the total research output is African. In 2018, out of 6,040 scientists worldwide, Africa's contribution towards it was only 15 scientists. This tells us that the formula used to develop African scientists is not working. Many African scientists have solid research ideas but lack the rigorous design approach and the ability to demonstrate how they will deliver on their research proposals. Additionally, he mentioned that some researchers have the

soft skills to execute excellent research proposals; however, these individuals lack the funding and opportunity to do so. With all these in mind, Professor Corrah took the bold step to begin a charity in 2015 called the Africa Research Excellence Fund (AREF). AREF develops African research scientists and aids them in getting the funds they need. This is done so they can work in Africa and develop health solutions to the continent's various diseases.

Professor Corrah concluded by saying that each of us has a role to play, either by raising awareness, encouraging more research in Africa, or providing funds to support African researchers to stabilise the continent's health.



**Speaker: Catherine Musakali**

*Founder, Woman on Boards Network*

## From Reporting to CEO to becoming CEO, Leadership Transitions and Transformations

Madam Catherine Musakali, the founder of Women on Board Network, shared insights into strategies one could employ to successfully transition from the second-in-command position to the CEO position of a company. She defined a Chief Executive Officer as one who sets and puts strategies into action, shaping the organization's culture, and thus steering the company in the right direction. She also mentioned that the CEO requires the right people with a good skillset on the company's board to aid decision-making, and regardless of their internal communications with the board, the CEO needs effective external engagements to strengthen external relations. Mrs. Musakali further stated that the best CEOs consistently assess themselves, identify leadership gaps and

build their competencies to best aid the company. They must be committed to three key things: the purpose of the firm, its vision, and its mission. This commitment would aid CEOs in thinking about the growth of the firm rather than the power they hold and their rights. A vital discussion of the session revolved around the network needs of a CEO. Ms. Catherine established that the best CEOs network is at the right level and has support structures both with their families and with corporate individuals. Thus, every CEO requires a coach who is either at the same level or higher to guide him or her in administration.

Ten recommended skills for a CEO in 2023 were listed: Analytical thinking, Creative thinking, Flexibility, Resilience and Agility, Motivation and Self-awareness, Curiosity and Life-long learning, Technological knowledge, dependability and attention to detail, empathy and active listening, leadership, and social influence. From a close analysis, it was recognized that most of these skills encapsulated the concept of emotional intelligence. Mrs. Catherine exclaimed, “A good CEO needs very strong emotional intelligence skills, and the beauty of emotional intelligence is that you can learn it any day and anytime”.

## Learning to let go: Leadership Transformations



### Speaker: Yaw Nsarkoh

*Portfolio Investor. Advisor. Director*

Mr. Yaw Nsarkoh addressed the topic of leadership transitions and leadership in the broader context. Leadership is a point of view about the future, and it is essential because the end goal of leadership is to achieve and deliver a result, therefore, for every goal you want to achieve, you need to take a point of view about the future. He detailed some points of view one must look out for when viewing leadership through a broader perspective such as the demographic shape of your strategy, the inbuilt succession plan, the geopolitical factors, the influence of technology, the income distribution of the proposed leadership plan, and finally determine whether your leadership plan will materialize. As a leader, if you are driven by the need to secure the long-term health of society, then most likely, your plan will be beneficial to the status of society. Strategy and execution must not be separated since they are both equally important. You must think strategically about how you deliver your goals, but equally important is that you have to deliver your “execution”.

Ahead of that, he mentioned that the decision of leaders to permit certain personalities into their circle must be carefully examined because some people



come into your life to corrupt you. Leaders must surround themselves with people who will challenge them to go beyond their comfortable limits, although they might make you uncomfortable for a period, they will force you to do the right thing, take the right decision, and at the right time. As leaders, we must rise for political commitments, societal commitments, and the change that the people require of us. We live in a world of doubting systems, and binary complexity, where cause and effects are not linear but are found in moving with time and space such that when leaders take some actions today, the repercussions await us, or our generations in some years to come.

***"Often in life at critical times, all what is left is "will". Pessimism of the intellect, optimism of the will"***

He echoed that the world has never experienced a single country of more than 1 million people heading to development and prosperity, even in the case of countries in Europe and Asia. It is only China that has made significant progress by elevating more of its population from poverty. The West thrived on colonialism and the trans-Atlantic slave trade to foster development, they also leveraged their Western systems for economic research and development, and African leaders are blindly copying. It is important to note that systems and mechanisms that worked in other parts of the world, like China, Singapore, Malaysia, and the Middle East, might not work for Africa. He mentioned that Africa should work in a team and embrace change because factors like geopolitics, technology, income distribution, gender equality, and climate change are all changing. We have arrived at the point where our environments are being threatened, and necessities like water and food are hard to come by. He further

mentioned that land reforms must be revised by chiefs to enable the government to undertake structural-developmental projects since the current chieftaincies are loosely regulating the activities of the land and subjecting it to serious environmental crises. He ended his speech by challenging African leaders to take critical steps in building good governance through ways such as:

- Competence - The state (government) must be competent to ensure that the private sectors are not overworked to uplift the country.
- The leaders must put in the right infrastructure of enforcement and decentralizing authority because African leaders are comfortable with blaming others for the actions of the society.
- As a country, you must have fundamental principles on which you are built, using Singapore as a case study, that they are built on "Hard work and Conformity".
- There must be a change in the African educational system because it has lost the real radical African history to the Western systems.
- African leaders must stop the habit of "Procurement Democracy", where they turn towards benefactors for assistance, and they get chased out.

***"A key Leadership transitions principle is wherever we go there we are"***

We need more of a patriotic and development narrative that will educate us, and when you put all of that together, it should contribute to structural change and not leaders exhibiting existentialism. He further stated that, in his entire professional



career, including management and leadership, there is one central principle, the biggest driving factor of organizational culture which is the “Observed behavior of leaders”. It is not what they say, but what they do and that is what influences the behavior of others.

***"It is the pulpit that makes the pew"***

## Leveraging Technology for a working Africa



### **Speaker: Jacques M. Jean**

*CEO & Founder, TechFides LLC*

Mr. Jacques Jean started by addressing the measures that Africa needs to be able to unite and grow stronger in its digital and economic operations. By having a conversation with the clients or any stakeholder, you must be willing to influence

them on what the vision represents. The three important agenda that Mr. Jacques Jean encapsulated in his speech were: The digital infrastructure connectivity that is required to propel us to success, the skill development necessary to aid the younger and existing generation to understand and catch up with technology and finally, he mentioned that we must foster entrepreneurship. He mentioned that for the younger generation to create, manage content and enable society to operate in a digitally inclined manner, they need the investment and infrastructure to reach that potential. He said we must look beyond just infrastructure and investment to another essential aspect which is knowledge transfer and capacity building. The universities must play a major role in providing the requisite ability and skillset, with an enhanced curriculum that will elevate the competence of the young ones in their ability to serve the world at large. Notably, African systems have had a long history of unchanged curricula, and the danger of this unchanged curricula is that the individuals become less relevant due to the changing demand for job roles. He identified a major problem in Africa, and this was centered on the disintegrated 54 African countries, with different laws, and different systems of operations. Countries such as India and China did not have the problem of disunity in systems because of autonomous government decision-making policies. Interestingly, African children and adults are heading the market space (entertainment focus) for content creation





on the various social media platforms, surpassing countries like India, and Africa needs to take advantage of that to generate focus for development and skills exploration in acting and creativity.

He concluded by highlighting the common challenges in the financial sector of most African countries, especially, the income inequality gap, poor financial literacy skills, and the preference of individuals to stick to the traditional method of keeping cash. Technology, in terms of developing the quality of life, can ensure that people have access to the services of banks, get reliable verification, and deposit funds for investors who need funds for their operations get

access to these funds. When access to finance is expanded to everyone through technology, some issues about access to financial funds will be mitigated. He admonished entrepreneurs to explore other forms of resources other than capital, although it is equally important. With access to resources like coaches, entrepreneurs are likely to benefit through upliftment, networking, and vital information required to cushion their businesses. When we think about embracing the future of Africa, we must look through the lens of education, entrepreneurship, and other facets that trail change.

## Making Africa work with Technology



**Speaker: Prof Ndubuisi Ekekwe**

*Chairman, FAMSICRO Group*

During his speech, Professor Ekekwe emphasized the transformative power of technology in Africa. He discussed the challenges and opportunities present in the continent, highlighting the need to unlock the abundance of latent opportunities and build a promising future for all Africans. Professor Ekekwe explored how technology systems can be leveraged to redesign and restructure the existing architecture, creating opportunities for young people and addressing pressing issues like clean water access, electricity in rural communities, maternal mortality, and inadequate infrastructure. He emphasized the importance of market systems in providing solutions to these challenges. By encouraging entrepreneurship and the creation of products and services, market systems can help overcome the barriers and solve problems. He also acknowledged the imperfections of markets and the need for perturbations to facilitate the convergence of supply and demand. Using the analogy of searching for food in a city without restaurants, he highlighted the problem of information asymmetry that prevents transactions from occurring. This



emphasized the significance of bridging gaps in knowledge and communication to enable successful market interactions. Technology, as a viable tool, can enhance market systems and improve efficiency in executing business processes. He stressed the significance of knowledge acquisition, risk-taking, and continuous improvement in driving innovation and addressing societal problems. He also emphasized the interconnectedness of people, tools, and processes in solving market challenges, with technology serving as a facilitator. Another key insight shared by him was that technology can transform Africa from being perceived as a hopeless continent to a land of opportunity. He acknowledged that technology pioneers and advancements in knowledge have contributed to improvements in certain pockets of African communities. He highlighted the rise of FinTech startups in Africa, some of which have received significant investments from foreign entities. This demonstrates that Africa is no longer solely seen as a continent in despair, but rather as a region with immense potential and opportunities for growth and development.

Furthermore, Professor Ekekwe focused on the transition from an invention society to an innovative society. He presented a historical perspective by comparing the GDP trajectories of the United States and China over the past 2,000 years. Prior to the last 500 years, the GDP of both

countries remained stagnant, leading to a deceleration in per capita income and widespread poverty. This period was referred to as the invention society era, where societies had numerous ideas and identified problems but lacked the capacity to produce effective solutions. Professor Ekekwe emphasized that Africa is currently in the invention society era, where people possess great ideas but struggle to translate them into tangible products and services that can address societal problems. He drew parallels with historical figures in fields like physics, chemistry, and mathematics, who pioneered groundbreaking concepts but often lived in poverty due to a lack of resources and support. However, he highlighted a shift toward an innovation society era, characterized by exponential GDP growth and the ability to overcome societal frictions through innovative solutions. Africa's challenge lies in transitioning from the invention society era to the innovation society era, similar to how China and the United States have done.

He concludes by posing the question of how Africa can replicate the transitions made by China and the United States. By exploring the foundations of physics and the Greek philosophers' quest for understanding the universe, he highlights the importance of innovative thinking and problem-solving to propel Africa's development forward.





# Industry Site Visits

## Zipline: Topic | Building robust health systems with drone delivery.



Mr. Mawuli Atiemo, Zipline General Manager, welcomed the team that paid a visit to the Zipline company at Omenako station. Concerning the impact of Zipline, its profile, and environmental conservations, he stated that Zipline International Inc. ("Zipline\*") is a logistics company that warehouses and delivers lifesaving medical supplies to hospitals and health clinics using autonomous unmanned aircraft systems (UAS).

Impact: He further mentioned that Zipline's service empowers health systems and their supply chains to improve health access and enable more agile and just-in-time delivery. Today, Zipline is the primary supplier of blood products to hospitals outside Rwanda's capital and the primary supplier

of vaccines, essential medicines, and rare pharmaceuticals in several ex-urban areas in Ghana. Externally validated research indicated Zipline's centralized on-demand blood delivery reduced blood expiries by 67% improving the optimization of scarce resources. In Ghana, Zipline's services also contributed to reducing stockouts and improving the variety of vital health supplies stocked at service delivery points. Currently, Zipline has 10 operational hubs in Africa and the United States, with 7 new hubs launching in 2022 on both continents and in Asia. "We are expanding our efforts to ensure that no one is left behind", as mentioned by Mr. Mawuli.



## Kasapreko | a leading beverage producer in GHANA



The visitors were welcomed by the team at Kasapreko and were oriented on the day-to-day operations conducted in the company. Kasapreko, which translates to "speak boldly", is the leading manufacturer of alcoholic and non-alcoholic drinks in Ghana. The company mainly produces its own raw materials to cut costs, and the group was taken through the processes involved in manufacturing raw materials, such as preform to produce their bottles. The team was then taken to the factory's Carbon dioxide (CO<sub>2</sub>) section and learned the process of CO<sub>2</sub> production until its final use. The Carbon dioxide is either placed in

the drinks to keep them fizzy or is exported to neighbouring countries. It is noteworthy to mention that the locals set up all the machines in the factory, and the largest CO<sub>2</sub> plant in all of Ghana is found here.

Kasapreko offers a wide selection of drinks from diverse categories. Initially operating solely in Ghana, the company expanded to the global market, distributing its products to over 26 countries worldwide. Its flagship brand, Alomo bitters, has gained massive popularity in Ghana and many parts of the world.



## Ashesi University | Amazing school infrastructure and learning curriculum (africa's harvard)



This section talks about the site trip to Ashesi University. The purpose of the trip was to explore the university campus, and academic programs, and engage with faculty, staff, and some students to gain insights into the educational environment an initiative.

The team was welcomed by Mr. Casper Annie, the Director of Logistics and Facilities, and Dr. Nathan Amanquah, the dean of Engineering. The tour began from the Archer Cornfield Courtyard, alongside the various lecture halls then to the bioengineering labs. There, the team met Elena Rosca, a faculty of Ashesi who gave the team a summary of Ashesi's participation in the upcoming IGEM competition in France. After, the team moved to see the various hostels and

cafeterias on campus, the research building, and then the fabrication laboratory. The next session was a peer learning session that was organised in one of the lecture halls. That was where Ashesi's impact so far was highlighted. Ashesi University excels in education, ethical leadership, and character development, preparing graduates for successful careers and future endeavours. The university emphasises values like integrity, accountability, and empathy, preparing students for ethical governance and community development. Additionally, Ashesi University fosters an entrepreneurial mindset, enabling students to develop sustainable businesses and startups, with graduates making significant contributions to their respective fields.



## Delta paper mill | supplier and manufacturer of high-grade paper in the industry



At the team's visit to Delta Paper Mill, Mr. Mark Scaf and his team welcomed the delegates and introduced them to the chocolate and tissue factory. The chocolate processing factory, a ten-year-old factory, showcased the smooth flow of chocolate from simple raw materials into cooled and packaged chocolate. The CEO, Mr. Mark Scaf, emphasised the continuous regulation of the temperature of the chocolate to avoid the segregation of ingredients. This taught participants the importance of exercising caution and thinking deeply about the long-

term impacts of their decisions. Participants also learned the essence of considering factors such as power stability and access to the market in determining new sites for business location. At the production site for flora tissues, participants learned a key lesson on waste management in production. As Delta Paper ensures the recycling of their waste tissues, participants were encouraged to think of the environmental impact of their decisions as leaders.



*“Every leader  
needs a coach;  
every leader  
needs to  
coach.”*

*Dr. Yaw Perbi*



05

**Cocktail with  
Fireside Chat**



## Topic | How to make Africa work for its youth.

Day 1 of the conference concluded with an engaging fireside chat on "How to make Africa work for its youth". To set the wheels in motion, Mr Kwesi Baiden, Deputy CEO of Margins group, delivered an impactful presentation on how Africa can work for its people. In his address, Mr Baiden emphasised the need to foster a paradigm shift among African people – a key antecedent to transforming the continent. He fervently advocated for the educational system to be aligned with the vision mapped out for the continent and for the youth to be armed with the relevant knowledge and mindsets to unearth their talents. Lastly, Mr. Baiden underscored the importance of deploying technology and harnessing its full potential, expounding that Africans must embrace this powerful tool and use it to overcome challenges, innovate, and uplift their societies. He ended with a quote saying that "The continent that takes charge of its destiny paves the way for a brighter future, and it starts with leadership: and for us to lead ourselves, we must liberate our minds".

The evening's discussion began with Yawa Hansen-Quao introducing the panelists for the discussion – Dr Sangu Delle, CEO of CarePoint, Saana Benchekroun, the head of HR and Communication, Majorel – France-Africa-Benelux region, and Abena Amoah, MD of the Ghana Stock Exchange.

*"We cannot entrepreneur our way out of bad governance"*

Dr Sangu Delle highlighted the need for improved education and training systems in Africa, highlighting the country's disproportionate burden of diseases and underdevelopment. He further stated the massive negative impact of this problem on the continent, leading to an increased mortality rate and underdevelopment. There is a high likelihood that the shortage in healthcare personnel will force the indigenes to mobilize the old systems of





doing things. He urged Africans to rethink their education systems and training for the new Africa. The global presence of artificial intelligence, quantum systems, technology and great forces will disrupt our economies and what Africa is doing towards it. He made an analogy to the aftermath of World War II and the Marshall Plan, saying Africa needs significant investment to revitalize the continent like Europe and Japan did after World War II. African should not celebrate little things in mediocrity because celebrating little things and thinking little things will always keep Africans at the bottom. About encouragement, he admonished the entrepreneurs not to blame themselves for their hard work because the economic environment and stability are not enabling enough to skyrocket entrepreneurial efforts and investment. The African system allows corrupt leaders to escape their actions and inactions without being held accountable. He concluded by saying the change starts with us, as Africans.

***"It is not in school that children are going to learn about decency and morality but at home, build the leadership, ethical values and morality curriculum at home"***

Sanaa Benchekroun informed the attendees that Africans must be aware that they have a promising and big treasure: their youthful population. Her encounter with Africans showed they are resilient, hardworking and ambitious. Africans need to respect the youth as human beings who can work for the betterment of society and not as a tool to be exploited. She reiterated that the youths are the continent's future; for this reason, it is beneficial if they are involved in the country's decision-making. Although Africans prefer to focus on building a world of great possibilities, they should create a balance in their lives. A balance

of professional and personal life fosters healthy thinking and active decision-making. Authority comes from added value and building examples that are worthy of emulation.

***"We have to be aware that Africa has a big treasure, which are young people. They are resilient, and hard working"***

Abena Amoah delved into the topic of financial inclusion and the way out for youth in these times of high unemployment rates. She emphasized that the educational model in many African countries requires a fundamental shift, directing greater attention towards vocational, technical, psychology, and STEM (Science, Technology, Engineering, and Mathematics) education tailored for Africa. She highlighted the importance of integrating psychology education into the curriculum, considering that digital solutions and content creation play a pivotal role in today's world. Importantly, Amoah touched on the need for every African youth to possess financial literacy skills to understand the principles of savings, effective wealth management, and risk mitigation while upholding ethical conduct.





06

## Panel Discussion – Trade & Collaboration in Africa





This session involved Madam Beatrice Chaytor, the head of the division of trade in services at AfCFTA, Mr. David Meek Jah, the Chief Executive Officer of CADAP World, and Dr. Edward Brown, the Senior Director of Research, Policy, and Program at ACET. The topic that was discussed was trade and collaboration in Africa, which was facilitated by Susan Banda Mudiwa, a professional coach and a strategic leadership consultant. The session was on the current state of trade amongst African countries, the root causes of the current state, and the possible solutions that could help improve trade amongst these countries.

Beatrice began with an overview of the African continent. Africa has fifty-five countries. 15 of these African countries are landlocked. Trade only happens if there is a product or a service. The first problem that was mentioned as affecting trade was the inadequate collaboration among Africa countries. The fundamental principle of AfCFTA is anchored in a fundamental principle of collaboration. Just 12-15% of trade is intra-Africa. Meek Jah also added to this by saying that there was a bit of a disconnect when it came to trade in Africa. Hence, it was suggested that there was a need to break barriers and see how trade could be facilitated among countries. It was also suggested that the soft infrastructure work with hard infrastructure to make trade seamless. Finally, it was recommended that there was a need to realign policy to practice especially since events like wars and political instability make the business context chaotic. Policies need to be domesticated so that there will be a connection between policymaking and implementation. With regards to the less privileged like women, provision for women. There has been the development of a protocol for women and youth in trade.

***"Here is a disconnect across continents because there are no soft infrastructure working with hard infrastructure in Africa to make trade seamless"***

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***"There is the need to realign policy to practice"***

During the question-and-answer session, Madam Beatrice Chaytor, the head of trade services for AfCFTA, mentioned that the vision of AfCFTA, which is to create one African market is outlined in 2063. This includes the pan-African payment and settlement system to reduce transaction costs. This has ensured that there is predictability and stability in the system to enable trust among countries, an example is settling disputes.

***"African businesses need to find ways to collaborate to develop the regional value chain to enable African businesses to compete on the global scale"***

---

***"Businesses in Africa want consistency in trade agreements so that they don't have to deal with different regional blocks. It breeds predictability"***



# Peer Learning Labs Two

## The impact of coaching on leaders in Africa



### Speaker: Dr Dumisani Magadla

*Chair, ICF Global Board of Directors & Malcolm Fiellies (PCC) - Regional Development Manager EMEA, International Coaching Federation*

Mrs. Catherine Engmann facilitated this peer learning lab with Dr. Dumisani Magadla (Chair, IFC Global Board of Directors) and Mr. Malcom Fiellies (Regional Development Manager EMEA, International Coaching Federation) being the speakers for the event. The session highlighted the essentials required for effective coaching for African leaders since every leader requires a coach.

To commence, Mr. Malcolm Fiellies mentioned the essence of trust in coaching relationships. He spoke of three components that a coach needs to develop to ensure the client's trust: competency, character, and consistency. He explained that, first, a coach requires competency in communication and writing. He also defined character as an individual's mental and moral qualities, essential to developing trust in a coach-client relationship. Finally, consistency was emphasised as a vital component to trust as the skill and behaviour a coach portrays proves to the client the calibre of coach he or she has. Thus, coaching is not a one-time performance. Additionally, he highlighted the difference between psychology, mentorship, and coaching. He defined mentorship as leading someone to be like you or be in your current position but defined coaching as guiding a person to identify the potential in him or herself. Hence, coaching allows for a relationship with a coach outside one's field.

*"When you coach, you don't coach a problem, you change people"*

Subsequently, Ubuntu was discussed. This concept implies that "I am because we are". It was discovered that this concept enables a sense of entitlement to ensure the community is better for everyone. Thus, a coach's ability to lead clients successfully would mean that the client would contribute positively to society, ultimately affecting the coach. Finally, the audience was left to ponder this question in selecting a coach: "Are you comfortable with relating to your prospective coach?"



## Quality in the face of Adversity: Leadership Lessons



### Speaker: Allan Kilavuka

*CEO Kenya Airways*

As leaders face daily challenges, this peer learning lab focused on understanding the place of excellence and productivity despite hindrances. As Dr. Sharon Munyaka facilitated the session, the CEO of Kenyan Airways, Allan Kilavuka, shared his perspectives on the subject matter. Allan Kilavuka raised the discussion on how leaders can maintain a steadfast commitment to quality while navigating turbulent circumstances: how one maintains a long-term focus when their short-term boat is sinking. Delving into the background behind how he became the CEO of Kenyan Airways, he described how amidst the crises resulting from the Covid-19 pandemic, he and the managers of Kenyan Airways saw the opportunity for

them to ask themselves how they could improve things.

On this basis, he highlighted ten pointers on ways in which leaders can maintain quality amidst adversity:

- Leaders must understand that learning is a lifelong process, and always be open to new challenges.
- Fail to try – if leaders try, they may succeed, but if they do not try, they will never succeed.
- Ask Why – Allan’s philosophy was that if one asks why three consecutive times, he or she will get to the bottom of things.
- It is all about relationships – When running organisations and dealing with people, one needs to master the art of empathy.
- Leaders need to know who they are and find suitable sets of people to be vulnerable to.
- Integrity is about being in sync with oneself. There should be no internal conflicts within a leader’s mind, body, and soul.
- There is nothing new under the sun: Form is different, but the substance remains constant.
- A leader should recognise what success means to him or her. Instead of searching for happiness, which is fickle and fleeting, a leader should always look out for meaning.
- Every African leader is a Pan-Africanist for a reason.
- It is never about the leader: It is very easy for a leader to refuse to grow up and keep thinking everything is about him or her – It is not always about you; it is always about us.

These were some percipient lessons Mr. Allen highlighted regarding quality in the face of adversity.

## From Impact to Legacy: Transforming Education



### **Speaker: Patrick Gyimah Awuah Jr**

*Founder & President, Ashesi University*

*"People should not be paid  
by how much they work but  
by how much they are worth"*

Dr. Awuah embarked on a remarkable journey fueled by his unwavering passion for the development of Africa by emphasizing the exigency for transformative education. It was during his contemplation of the continent's suffering, including the devastating wars in Somalia and Rwanda, that he made a courageous decision. Departing from his prestigious software engineering role at Microsoft, he resolved to settle in Africa and establish a software development company. Recognizing the immense challenge of finding qualified software engineers, Dr. Awuah astutely identified the root problem in the education system itself. Realizing that leadership is the problem of most African countries and that most of the leaders emerged from such a rigid and problematic education system. He decided to tackle the problem from the root. With a determination to address this issue at its core, he embarked on a transformative mission. This led to the inception of Ashesi University, a pioneering institution focused on reforming the education industry and nurturing the future leaders of Africa.

Dr. Awuah's address centered on the concept of multi-generational development, underscoring the notion that we are not simply heirs of this world, but rather temporary custodians, borrowing it from future generations. He skillfully connected his speech to the ideas presented in Professor Gyakye's influential book, which delves into the pressing issue of Africa's development. Drawing inspiration from this work, Dr. Awuah stressed the importance of adopting a philosophical approach to our endeavors, particularly when it comes to contributing to Africa's progress. He urged stakeholders to delve into the fundamental



questions that underpin our work, encouraging thoughtful contemplation and reflection. By embracing this mindset and engaging with deep philosophical inquiries, we can effectively shape a path toward multi-generational development in Africa. Dr. Awuah effectively demonstrated the alignment between his work and the needs of his customers, namely parents, employers, and other stakeholders. He emphasized the importance of understanding their desires and what they are willing to invest in. Moreover, he underscored the significance of stakeholders who support Ashesi graduates' businesses and their specific expectations.

*"We should all be engaged in the moral education of students; it is a responsibility for all and not only the school, parents, and even the church"*

Shifting gears, Dr. Awuah identified the central question of our era as the pursuit of "development" and the establishment of a society characterized by high trust, integrity, and performance. He highlighted the need to build a society that represents the interests of all its members. To illustrate this point, he emphasized the value of proactive planning as a guiding principle toward achieving development. He acknowledged that obstacles and unforeseen circumstances may arise, causing some to question the relevance of these plans. Drawing parallels to Ashesi, Dr. Awuah outlined six key elements that currently inform the design of academic programs. These elements serve

as a framework for long-term projects and provide a sense of urgency in shaping the institution's plans for the next 30 years.

*"If you keep people accountable for what they do, the problem diminishes; if you don't, the problem grows"*

### **Six Guiding Elements.**

- Population Increase.
- Climate Change.
- Pandemic (Covid-19, Ebola, etc.).
- Continental free trade movement in Africa.
- Technological revolution.
- Africa to become a major manufacturer.

Universities must prioritize ethics as a central component of their work to raise a new set of generational leaders who will foster global tolerance, and advocate for an upright way of leading. Dr. Awuah made a call to action on the need to embrace a multi-generational approach and keep the future in mind, with this universities can navigate the opportunities and challenges that lie ahead.



## Creating African/global footprints using the church's playbook



### Speaker: Apostle Eric Nyamekye

Chairman, The Church of Pentecost

*"Don't depend on foreign donors. When you do that, you'd only be a slave to the master"*

The church forms an essential aspect of leadership in Africa. It holds a key influencing factor for individuals in African society. As the Chairman of the Church of Pentecost, Apostle Eric Nyamekye shared his leadership journey and his management style, which ensures as much impact in Africa as possible.

He commenced by describing the structure of the church of Pentecost as one which relied on the strength of the lay people. Thus, the lay people, rather than the clergypersons, influence decision-making to ensure the church is democratic. Apostle Nyamekye described that every church leadership which desires expansion should not depend on foreign donors. Institutions primarily relying on donors for financing only become slaves to the donors. Apostle Nyamekye further described his emergence as a leader. He emerged to become a better Christian, a more tolerant person, a disciplined individual, and a leader with better organisational capabilities. This implied that leaders ought to monitor their growth in their leadership journey, to ensure feedback systems for improvement.

*"The strength of the Church of Pentecost is in the lay people, not the clergy"*

Consequently, Apostle Nyamekye shared critical lessons for business leaders and public sector organisations. He admonished that business leaders should learn to grow their key people to fit the firm's vision. It was also noted that firms must set high standards as institutions without strong values face destruction. As well, the business structure of firms must be strengthened to ensure accelerated growth. Above all, Apostle Nyamekye admonished all Christians that they were created to manage God's world. Thus, the responsibility of the church should be towards working to see a better environment and to impact society.

*"Church is not about being in the auditorium; it is a way of life"*





07

**Closing Ceremony,  
Awards, and Book  
Launch**

## Closing Ceremony, Awards, and Book Launch



**Speaker: Dr Modupe Taylor-Pearce**

*When you develop apathy,  
you give away your power*

The core theme that resonated throughout this session was the significance of awareness. Mr. Modupe's business ventures in Sierra Leone had failed due to a lack of awareness, highlighting the crucial role this element plays in achieving success. He stressed the need for leaders to be mentally nourished through coaching and peer learning, enabling them to overcome challenges and make informed decisions. Highlighting the importance of having a coach, citing the challenge individuals face in recognizing their mental malnourishment. He supported his argument with statistical evidence showing that 75%

*"Don't ever underestimate  
the power you have because  
the only person who can give  
away that power is you"*

of Fortune 1000 CEOs have coaches. By comparing African-owned companies to non-African-owned companies, he highlighted the significant impact of mental malnourishment on business growth. African business owners, lacking coaching and peer learning, experienced slower growth rates compared to their non-African counterparts. In response to his experiences and the awareness gap prevalent among leaders, Mr. Modupe established BCA. This organization serves as a platform to equip leaders with the necessary tools and knowledge to navigate the complexities of leadership effectively. By addressing the awareness deficit and providing coaching services, BCA strives to empower leaders and transform their chances of success.

*"Recognize that you plus  
God equals majority"*

Throughout the conference, Mr. Modupe mentioned chapters from his book that had elicited significant responses. These thought-provoking chapters explored topics such as the challenges faced by African leaders and the role of church leadership. By raising uncomfortable truths and prompting critical dialogue, these chapters serve as catalysts for introspection and growth. Another key insight shared by Mr. Modupe was the importance of leaders retaining the support of those who helped them reach power. Surrounding oneself with trusted advisors during governance is crucial, as it safeguards against internal threats and ensures the stability of administrations. By nurturing a reliable team,



leaders can maintain effective governance and protect their vision. Moreover, Mr. Modupe emphasized the urgent need to preserve and share leadership knowledge in Africa. Recognizing the transitory nature of experience and the inevitability of generational shifts, he advocated for the collective effort to create a repository of leadership insights. By writing books and inviting contributions from other leaders, a wealth of knowledge can be amassed and passed on to future generations, ensuring the continuous development of African leadership. Furthermore, Mr. Modupe drew inspiration from the movie "The Matrix" to highlight the importance of accelerated learning and efficient education. With limited time available, leaders must seek practical tools and success strategies to expedite their growth. This necessitates moving beyond traditional educational approaches and embracing innovative methods that condense learning into shorter time frames. By doing so, leaders can avoid repeating mistakes and develop their leadership skills more rapidly.

*"There's nothing dark about our continent except perhaps the colour of our skin"*

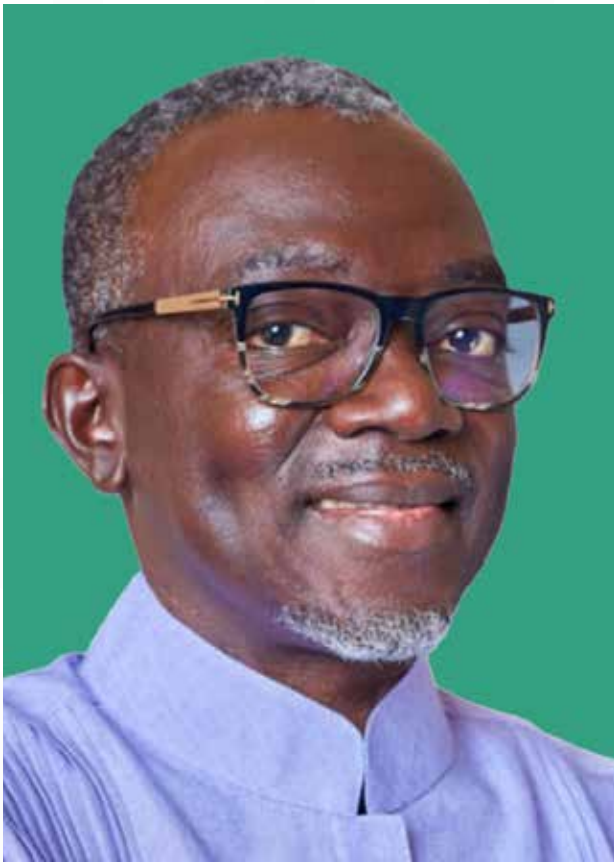
*"The biggest lie that the enemy wants you to believe is that you cannot do all things. The truth is you can do all things through Christ who strengthens you"*

In conclusion, Mr. Modupe's conference highlighted the importance of empowering leadership in Africa through various means. It emphasized the significance of awareness, coaching, shared knowledge, and individual empowerment in enabling leaders to navigate challenges effectively. By fostering a collective commitment to personal growth and embracing innovative learning approaches, Africa can nurture a new generation of capable leaders. The conference concluded with recognition and awards presented to Mercy, the conference manager, as well as the leaders and board of BCS, acknowledging their contributions to the event's success. Through such initiatives, the conference aimed to inspire hope and foster a brighter future for Africa by nurturing and empowering its leaders.





## Panel Discussion | Moving Forward on making Africa work for Africans: Reflections and Commendations



**Panelist: Prof. Douglas Boateng**

*Industrialist, Engineer, Strategist*

*"Stay relevant and to really stay relevant, you have to read"*

In the panel discussion, Prof. Douglas Boateng emphasised a major challenge faced by Africans: the tendency to perceive ourselves as separate countries rather than as a unified African community. He pointed out that artificial borders divide us, hindering progress. As Africans, we have the capability to take action without waiting for external guidance. Prof. Douglas highlighted his contributions through widely used books and expressed the belief that we, as Africans, can and should solve our problems. Taking into account the next generation, he stressed the need to change our mindset and continually reinvent ourselves. By adding value to ourselves, we can remain relevant and contribute to building our communities.







**Panelist: Madam Regina Mulenga**

*Vice Chairman, Zambia National Commercial Bank*

Madam Regina Mulenga, as the Vice Chairman of Zambia National Commercial Bank, echoed the sentiment that Africans possess the necessary intelligence, knowledge, and resources to bring about the change we desire. She acknowledged the existence of obstacles and emphasised the importance of communication, urging everyone to stop complaining and instead become the agents of change we seek. She referenced Nelson Mandela's quote, highlighting that "it is possible until it is done," and expressed belief in our ability to accomplish our goals. Madam Regina stressed that if we do not take action, others will continue to exploit Africa's resources, resulting in ongoing struggles. She urged the utilization of our skills and knowledge as thought leaders to implement actionable policies that will drive the desired change. The session concluded with a commitment to mutual accountability and a shared dedication to being the change we aspire to see.



DR. MODUPE TAYLOR-PEARCE

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08

## Insights and Action Plans



The insights listed below give an overview of the key lessons and points of view of the speakers about Africa's vision and prosperity.

- Africa's youth population requires leadership engagement through education, skill development, and entrepreneurship for effective development and fresh perspectives.
- Investing in leadership development programs is crucial for nurturing visionary, ethical leaders. These programs enhance leadership skills, promote ethical values, and foster a culture of service and accountability. Collaborative efforts between governments, civil society, and educational institutions contribute to effective leadership capacities.
- Strengthening regional cooperation and integration is crucial for sustainable development, improving governance, infrastructure connectivity, and trade opportunities.
- There are three key areas for universities to address: Equipping students with essential skills and technology, nurturing positive character and ethics, and providing infrastructure, resources, and technology for effective communication.
- We must embrace a multi-generational approach and keep the future in mind, universities can navigate the opportunities and challenges that lie ahead.
- Numbers and technology are fundamental elements in advancing society and businesses. Understanding and making sense of data and numbers are crucial for progress in various sectors.
- Technology, particularly mobile internet and digital platforms, has the potential to transform industries such as e-commerce, real estate, logistics, and finance in Africa.
- Tech companies and startups in Africa are leveraging technology to better understand customers and provide improved products and services. This leads to increased opportunities and efficiency in solving problems.
- Africa needs to embrace technology and leverage its power to drive economic growth and development. By utilizing technology, Africa can tap into a range of opportunities and push towards a more prosperous future.
- The destination of progress lies in knowledge-based companies driven by technology and numbers. Africa has the potential to follow a similar path as countries like the United States, transitioning from infrastructure-focused enterprises to knowledge-driven ones.
- Government should provide enabling environments for entrepreneurs and businesses to invest in infrastructure and technological advancements. Market systems and competition can lead to lower prices and improved services.
- While progress is being made, there is a need to ensure stable electricity and network infrastructure to support the widespread adoption and usage of technology.

These insights highlight the transformative potential of technology in Africa and the importance of embracing it to drive economic growth, improve services, and create opportunities for shared prosperity.

## Action Plans

For an African renaissance and enhancement of partnerships and collaborations, the proposed action plans were discussed in the conference to accelerate efforts to meet Africa's goal.





- Strengthen governance, accountability, democratic institutions, the rule of law, and citizen participation in decision-making processes.
- Invest in education and skills development, coaching, focusing on teacher training, curriculum enhancement, vocational training, and promoting employability for marginalized groups.
- Implement policies and initiatives promoting gender equality and women's empowerment in leadership positions, create youth engagement opportunities, and address barriers to participation in education, employment, and decision-making.
- Promote regional integration, strengthen institutions, and facilitate knowledge-sharing and best practices exchange for enhanced trade, infrastructure, and investment opportunities in Africa.
- Foster a Pan-African Identity by encouraging individuals to see themselves as Africans first, transcending national borders. Promote unity and collaboration among African countries, emphasizing the shared goal of progress and development.
- Empower the youth by establishing coaching and mentoring programs to support and guide the younger generation. Provide them with the necessary skills, knowledge, and opportunities to contribute to the growth of their communities and the continent.
- Encourage the purchase and consumption of locally produced goods and services. By supporting local industries, Africans can contribute to the sustainability and economic growth of their countries, reducing their dependence on imports.
- Implement Empowering Policies for SMEs: Identify and prioritize policies that empower small and medium-sized enterprises (SMEs). Educate government leaders on the effective delivery and implementation of these policies, ensuring they foster an environment conducive to the success and growth of SMEs.
- Promote Resilience and Peer Learning: Foster a culture of resilience and belief in oneself and others. Encourage coaching and peer learning at various management levels to enhance skills, knowledge sharing, and collaboration among professionals. This will contribute to personal growth and organizational development, driving positive change in African communities.
- We must unlock the key African potentials, the digital skillsets, encourage healthy public and private partnerships or intra-private/public partnerships and collaborations, and digital inclusion of gender to enrich Africa and make it successful.





09

## Media Reach





## Story Angles/Headlines

Accra hosts 5th edition of 'Made in Africa Conference' on June 14

5th edition of 'Made in Africa Conference' comes off on June 14-15 in Accra

Leadership Conference: 5th Leadership confab slated for June

5th Edition Of 'Made In Africa Conference' Set To Come Off On June 14-15 In Accra

5th Made in Africa Conference slated for June in Accra

Leadership, collaboration remain key to Africa's growth

BCA Leadership to organise 5th Made-in-Africa confab

Leaders with exceptional skills, key to Africa's economic development



# Media Analysis

MEDIUM	DATE	REACH
B&FT	March 8 – 20 2023	80,000
Ghanaian Times		90,000
Daily Guide		90,000
Daily Graphic		100,000
Finder		60,000
Investment Times		5,000
Business24		54,000
Ghanaweb.com		17.9M`
Citinewsroom.com		1.5M
msn.com		747.6M
Peacefmonline.com		863.0K
Thebftonline.com		106.2K
Pulse.com		595.8K
Graphic.com		766.2K
Businessghana.com		134.3K
Amayawdebrah.com		99.5K
jblutse.com		5K
Ghanaiantimes.com		56.2K
theleadnewsgh.com		5K
Investmenttimesonline.com		5K
newsghana.com	131.5K	
Techfocus24.com	5K	
Issuu.com	31.1M	





MEDIUM	DATE	REACH
Dailyguidenetwork.com	March 8 – 20 2023	108.8K
Okayfonline.com		5K
Hellofonline.com		5K
neatfonline.com		5K
Newsghana.com		131.0K
Myinfo.com		115.4K
Allafrica.com		1.1M
ghanamma.com		88.2K
3FM FM		Regional
TV3		Nationwide
Citi TV		Regional









**Headline:** Leadership, collaboration remain key to Africa's growth | **Publication:** B&FT | **Page:** 16 | **Reach:** 80,000 | **Date:** March 10, 2023

**Headline:** 5th edition of Made in Africa Conference set to come off on June 14-15 in Accra | **Publication:** Investment Times **Page:** front & 3 | **Reach:** 5,000 | **Date:** March 2, 2023



**Headline:** BCA Leadership to organise 5th Made-in-Africa confab | **Publication:** FINDER | **Page:** 11 | **Reach:** 60,000 | **Date:** March 2, 2023



**Headline:** 5th edition of Made in Africa Conference set to come off on June 14-15 in Accra | **Publication:** Ghanaian Times | **Page:** 22 | **Reach:** 90,000 | **Date:** March 3, 2023



**Headline:** Accra Hosts 5th Made in Africa Conference | **Publication:** Daily Guide | **Page:** 14 | **Reach:** 90,000 | **Date:** March 3, 2023





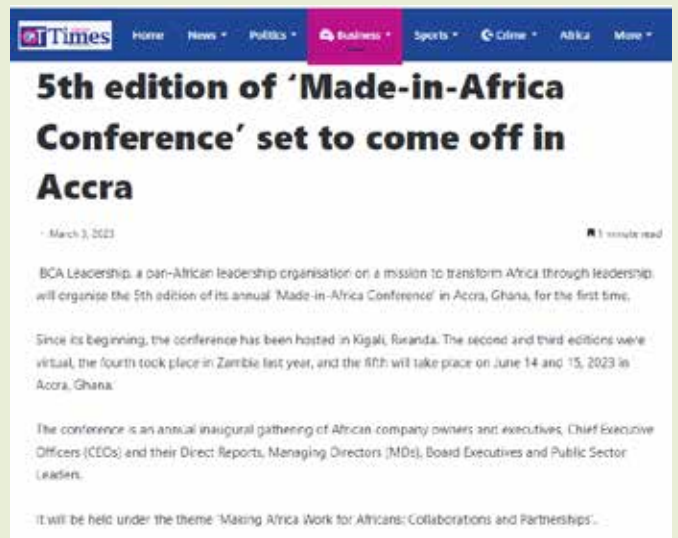
**Publication:** TV3 | **Date:** March 12, 2023  
 | **Web:** [https://www.facebook.com/watch/live/?mibextid=NTYt4NCaJ0jmxhox-&ref=watch\\_permalink&v=1389298191837169\(41:47 - 44:50\)](https://www.facebook.com/watch/live/?mibextid=NTYt4NCaJ0jmxhox-&ref=watch_permalink&v=1389298191837169(41:47 - 44:50)) | **Headline:** Leadership Conference: 5th Leadership confab slated for June



**Publication:** Citi TV | **Headline:** Leaders with exceptional skills, key to Africa's economic development | **Web:** [https://www.youtube.com/watch?v=Ec-B5tnmG9c&ab\\_channel=CitiTube/](https://www.youtube.com/watch?v=Ec-B5tnmG9c&ab_channel=CitiTube/) | **Date:** March 10, 2023



**Web:** <https://www.ghanaweb.com/GhanaHomePage/NewsArchive/5th-edition-of-Made-in-Africa-Conference-set-to-come-off-on-June-14-15-in-Accra-1724150>  
**Publication:** www.ghanaweb.com



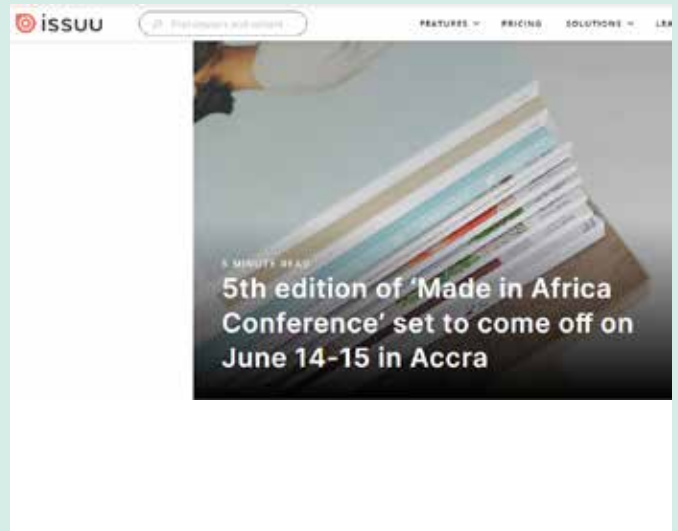
**Web:** <https://www.ghanaiantimes.com.gh/5th-edition-of-made-in-africa-conference-set-to-come-off-in-accra/> | **Publication:** www.ghanaiantimes.com







**Web:** <https://allafrica.com/stories/202303030379.html> | **Publication:** [www.allafrica.com](http://www.allafrica.com)



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**Web:** <https://investmenttimesonline.com/2023/03/02/5th-edition-of-made-in-africa-conference-set-to-come-off-on-june-14-15-in-accra/> | **Publication:** [www.investmenttimesonline.com](http://www.investmenttimesonline.com)



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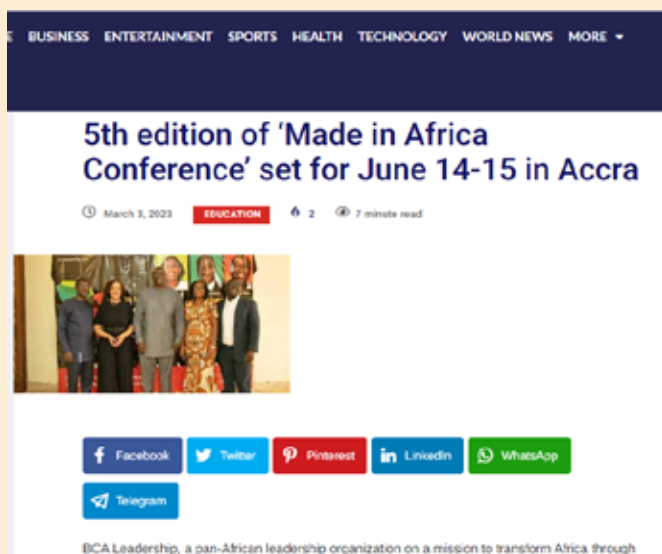
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**Web:** <https://www.techfocus24.com/5th-edition-of-made-in-africa-conference-set-for-this-june-in-accra/> | **Publication:** [www.techfocus24.com](https://www.techfocus24.com)

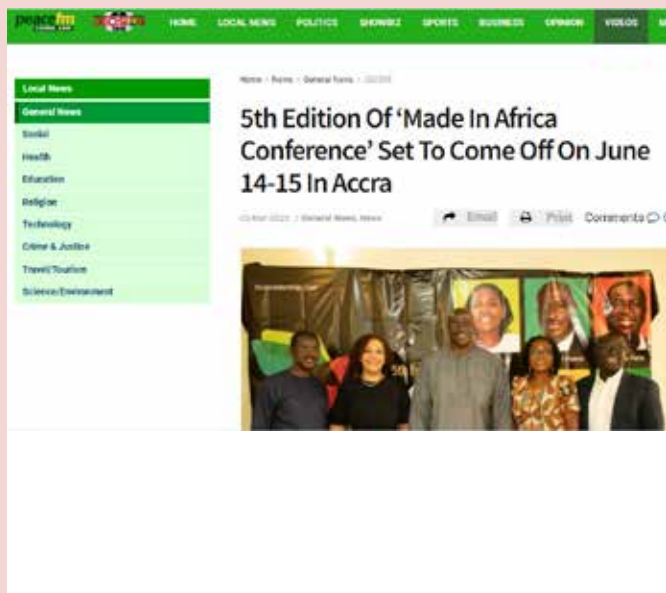


**Web:** <https://www.graphic.com.gh/news/general-news/5th-made-in-africa-conference-slated-for-june-in-accra.html> | **Publication:** [www.graphic.com](https://www.graphic.com)



**Web:** <https://www.pulse.com.gh/lifestyle/events/5th-edition-of-made-in-africa-conference-set-to-come-off-on-june-14-15-in-accra/2h9lcm2/> | **Publication:** [www.pulse.com](https://www.pulse.com)





**Web:** <https://www.peacefmonline.com/pages/local/news/202303/484107.php?storyid=100&> | **Publication:** [www.peacefmonline.com](http://www.peacefmonline.com)



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**Web:** <https://www.businessghana.com/site/news/business/281116/5th-Made-in-Africa-Conference-slated-for-June-in-Accra#>  
**Publication:** [www.businessghana.com](http://www.businessghana.com)



**Web:** <https://dailyguidenetwork.com/accra-hosts-5th-made-in-africa-conference/>  
**Publication:** [www.dailyguidenetwork.com](http://www.dailyguidenetwork.com)





**Web:** <https://www.msn.com/en-xl/news/other/accra-hosts-5th-made-in-africa-conference/ar-AA18bjMW?OCID=newswrap/>  
**Publication:** www.msn.com

**Web:** <https://newsghana.com.gh/5th-edition-of-made-in-africa-conference-comes-off-on-june-14-15-in-accra/> | **Publication:** www.newsghana.com







**Media Coverage during  
and post conference.**



# Story Angles/Headlines

Poor leadership is the continent's problem - Charity Lumpa

Citizens must hold stakeholders accountable - Dr Amoako

African economies not transforming, leaders must dialogue to profess solutions selflessly

Experts call for new leadership to unlock Africa's economic

Actionable insights from BCA Made-In-Africa Leadership

MLC2023: Experts call for leadership paradigm shift to unleash continent's potential

Embrace coaching for business growth – BCA boss tells African leaders

Initiate strategies to transform Ghanaian economy – Dr K.Y Amoako

Ghana IMF Programme: Gov't urged to cut down on expenditure manage it debt

Made In Africa Leadership Conference: African urged to formulate better policies

African Leaders urged to avoid over dependence

Intra African Trade: Leaders encouraged to address challenge AfCFTA to ensure success



## Summary of Radio & TV Hits

MEDIA	PROGRAMME	DATE	TIME
3FM	Evening News	June 16 - 30, 2023	6pm
Joy FM	Joy business report		1pm
Citi FM	Eyes witness news		6pm
Peace FM	Akan News		6pm
TV3	Midday News		12pm
Metro TV	News Flash		6pm
GTV	News Hour		7pm
Joy News	Prime Business News		7pm
Citi TV	20/20 News		7pm

## Media Analysis

MEDIUM	DATE	REACH
B&FT (2x)	June 15 – 30, 2023	80,000
Ghanaian Times		90,000
Daily Graphic		100,000
Business24		54,000
Ghanaweb.com (3x)		17.9M
Thebftonline.com		106.2K
Graphic.com		983.8K
Businessghana.com		92.5K
Issuu.com		37.4M
Asaaseradio.com		116.7K



MEDIUM	DATE	REACH
GNA	June 15 – 30, 2023	138.4K
ghanabusinessnews.com		110.2K
Mylibertynews.com		28.8K
Ghheadlines.com		37.7K
Ghanaweb TV		Streamed
Ghanaiantimes.com		56.2K
Newsghana.com		131.0K
Myinfo.com (3x)		115.4K
Allafrica.com		1.1M
theghanareport.com		124.5K
3FM		Regional
Asaase Radio		Regional
Peace FM		Nationwide
Joy FM		Nationwide
Citi FM		Regional
TV3		Nationwide
Metro TV		Regional
Joy News		Nationwide
GTV		Nationwide
Citi TV		Regional





# Press Clippings



**Headline:** MLC 2023: Experts call for leadership paradigm shift to unleash continent's potential | **Publication:** Business & Financial Times | **Page:** front & 3 | **Reach:** 80,000 | **Date:** June 16, 2023

**Headline:** Initiate strategies to transform Ghanaian economy – Dr K.Y Amoako  
**Publication:** Ghanaian Times  
**Page:** 20 | **Reach:** 90,000  
**Date:** June 16, 2023



**Headline:** Embrace coaching for business growth – BCA boss tells African leaders | **Publication:** Business24 | **Page:** front & 3 | **Reach:** 10,000 | **Date:** June 16, 2023

**Headline:** Experts call for new leadership to unlock Africa's economic potential  
**Publication:** Daily Graphic  
**Page:** 39 | **Reach:** 100,000  
**Date:** June 27, 2023







**Headline:** Actionable insights from BCA Made-In-Africa Leadership Conference 2023  
**Publication:** Business & Financial Times | **Page:** 9  
**Reach:** 80,000 **Date:** June 29, 2023



**Publication:** Joy News | **Date:** June 17, 2023  
**Web:** [https://www.youtube.com/watch?v=jrBZGJ64oxo&ab\\_channel=JoyNews](https://www.youtube.com/watch?v=jrBZGJ64oxo&ab_channel=JoyNews) (19:26 – 22:20) | **Headline:** Ghana IMF Programme: Gov't urged to cut down on expenditure manage it debt



**Publication:** GTV (News Hour) | **Date:** June 15, 2023  
**Web:** <https://web.facebook.com/gbcghana/videos/233391002799150> (33:30 – 44:50) | **Headline:** Made In Africa Leadership Conference: African urged to formulate better policies



**Publication:** TV3 | **Date:** June 18, 2023  
**Web:** [https://web.facebook.com/watch/live/?-mibextid=TQi3BacyrYqMRoHa&ref=watch\\_permalink&v=1643817962795790](https://web.facebook.com/watch/live/?-mibextid=TQi3BacyrYqMRoHa&ref=watch_permalink&v=1643817962795790) (41:55 to 43:45) | **Headline:** African Development: Leaders urged to transform economies



**Publication:** Metro TV | **Date:** June 21, 2023  
**Web:** <https://web.facebook.com/metrotvgh/videos/1654044115059994> (15:02 – 17:48)  
**Headline:** African Leaders urged to avoid over dependence





**Publication:** Citi TV | **Date:** June 17, 2023  
**Headline:** Intra African Trade: Leaders encouraged to address challenge AfCFTA to ensure success



**Publication:** Ghanaweb TV | **Date:** June 16, 2023 | **Web:** [https://www.youtube.com/watch?v=jN3jxj0bxVw&ab\\_channel=GhanaWebTV](https://www.youtube.com/watch?v=jN3jxj0bxVw&ab_channel=GhanaWebTV) | **Headline:** Citizens must hold stakeholders accountable - Dr Amoako



**Publication:** Ghanaweb TV | **Date:** June 16, 2023 | **Web:** [https://www.youtube.com/watch?v=phZOZO15t20&ab\\_channel=GhanaWebTV](https://www.youtube.com/watch?v=phZOZO15t20&ab_channel=GhanaWebTV) | **Headline:** Poor leadership is the continent's problem - Charity Lumpa



**Web:** <https://gna.org.gh/2023/06/african-economies-not-transforming-leaders-must-dialogue-to-profess-solutions-selflessly/>  
**Publication:** www.gna.org.gh



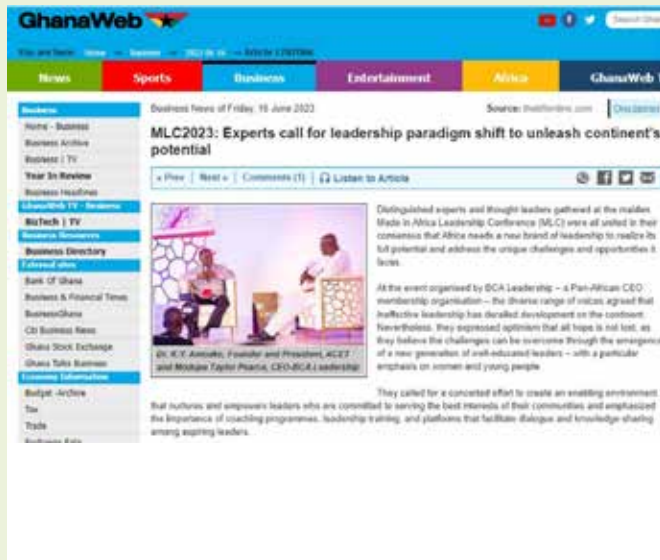




**Web:** <https://www.ghanaweb.com/GhanaHomePage/business/Western-world-ahead-of-Africans-due-to-leadership-Charity-Lumpa-1786466> | **Publication:** www.ghanaweb.com



**Web:** <https://www.ghanaweb.com/GhanaHomePage/business/Citizens-must-hold-African-leaders-accountable-Dr-K-Y-1787234> | **Publication:** www.ghanaweb.com



**Web:** <https://www.ghanaweb.com/GhanaHomePage/business/MLC2023-Experts-call-for-leadership-paradigm-shift-to-unleash-continent-s-potential-1787066> | **Publication:** www.ghanaweb.com



**Web:** <https://thebftonline.com/2023/06/29/actionable-insights-from-bca-made-in-africa-leadership-conference-2023/> | **Publication:** www.thebftonline.com





**Web:** <https://www.graphic.com.gh/business/business-news/experts-call-for-new-leadership-to-unlock-africas-economic-potential.html> | **Publication:** www.graphic.com



**Web:** <https://myinfo.com.gh/2023/06/western-world-ahead-of-africans-due-to-leadership-charity-lumpa/> | **Publication:** www.myinfo.com



**Web:** <https://myinfo.com.gh/2023/06/citizens-must-hold-african-leaders-accountable-dr-k-y/> | **Publication:** www.myinfo.com



**Web:** <https://myinfo.com.gh/2023/06/mlc2023-experts-call-for-leadership-paradigm-shift-to-unleash-continents-potential/> | **Publication:** www.myinfo.com







**Web:** <https://www.ghanabusinessnews.com/2023/06/17/african-economies-not-transforming-leaders-must-dialogue-to-find-solutions/#:~:text=African%20economies%20not%20transforming%2C%20leaders%20must%20dialogue%20to%20find%20solutions,-On%20Jun%2017&text=Dr%20K.Y.,and%20collectively%20find%20solutions%20selflessly./> | **Publication:** www.ghanabusinessnews.com

**Web:** <https://newsghana.com.gh/african-economies-not-transforming-leaders-must-dialogue-to-profess-solutions-selflessly/> | **Publication:** www.newsghana.com

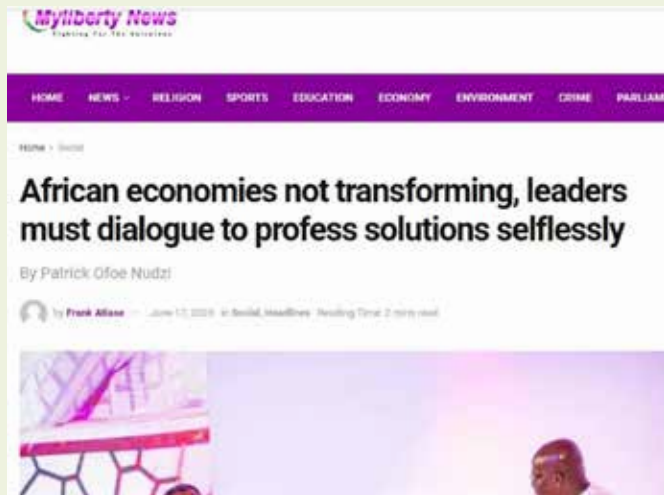


**Web:** <https://asaaseradio.com/acet-african-economies-not-transforming-leaders-must-dialogue-to-profess-solutions-selflessly/> | **Publication:** www.asaaseradio.com



**Web:** <https://www.theghanareport.com/african-economies-not-transforming-leaders-must-dialogue-to-profess-solutions-selflessly/> | **Publication:** www.theghanareport.com

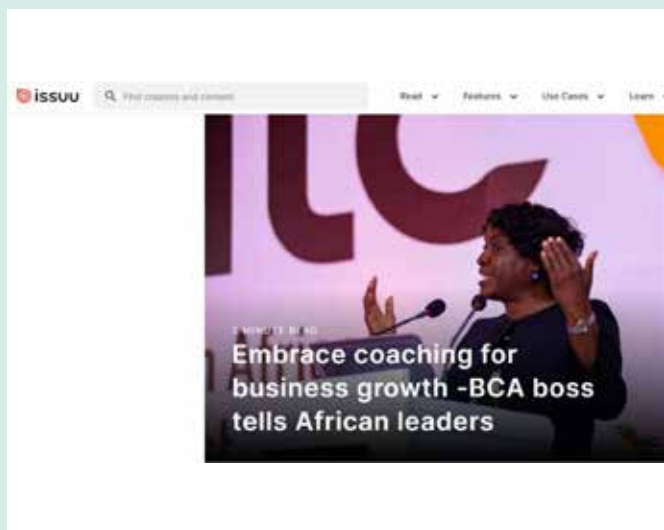




**Web:** <https://www.mylibertynews.com/african-economies-not-transforming-leaders-must-dialogue-to-profess-solutions-selflessly/>  
**Publication:** [www.mylibertynews.com](http://www.mylibertynews.com)



**Web:** <https://www.ghanaiantimes.com.gh/initiate-strategies-to-transform-ghanaian-economy-dr-k-y-amoko/> | **Publication:** [www.ghanaiantimes.com](http://www.ghanaiantimes.com)



**Web:** [https://issuu.com/business24online/docs/16\\_june\\_bus\\_2023\\_compressed/s/26548508](https://issuu.com/business24online/docs/16_june_bus_2023_compressed/s/26548508) | **Publication:** [www.issuu.com](http://www.issuu.com)



**Web:** <https://allafrica.com/stories/202306160292.html> / | **Publication:** [www.allafrica.com](http://www.allafrica.com)







**Web:** <http://businessghana.com/site/news/business/288067/Initiate-strategies-to-transform-economy> | **Publication:** [www.businessghana.com](http://www.businessghana.com)



**Web:** <https://theindependentghana.com/adopt-strategies-to-transform-ghanaian-economy-dr-k-y-amoako/> | **Publication:** [www.theindependentghana.com](http://www.theindependentghana.com)



**Web:** <https://www.ghheadlines.com/agency/ghanaian-times/20230616/161319747/initiate-strategies-to-transform-ghanaian-economy-dr-ky-amoako> | **Publication:** [www.ghheadlines.com](http://www.ghheadlines.com)





10 |

## Testimonials

mic  
Catherine Nussball  
PIN 10262

Without a doubt, it was a great honor to be a part of the "Made in Africa Leadership Conference - #MLC2023." The opportunity to network with renowned scholars, esteemed business leaders, and incredibly talented young individuals from across the continent, all gathered in one place, was truly invaluable. The organization of the conference itself was impeccable, featuring visits to historical sites and engaging interactions with locals, as well as visits to various business facilities where we had the chance to interact with their leaders and staff. Not to mention the countless options of Ghanaian cuisine, delightful restaurants, and the vibrant nightlife in Accra. It was a treasure trove of unforgettable memories!  
#leadership #africa

### - Dede Monfiston

'Last week, I participated in the BCA Leadership Made in Africa Leadership Conference in Accra, Ghana. Running from June 14-15, the conference centred on the theme "Making Africa Work for Africans" and brought together 200+ delegates from the continent and overseas. On the second day, I facilitated a panel discussion on Trade and Collaboration, which is critical for Africa's growth. By promoting regional integration, attracting investment, facilitating technology transfer, promoting sustainable development, and enhancing competitiveness, Africa can unlock its potential and become a major player in the global economy.

The panellists were Dr. Edward Brown Senior Director Research, Policy and Programs at the African Center for Economic Transformation (ACET); Ms Beatrice Chaytor, Head of Division, Trade in Services AfCFTA Secretariat, and DAVID MEEK JAH, the CEO of CADAP World.

A robust discussion was held on issues ranging from the need for Africa to leapfrog her development through the use of data and technology, for countries to

adopt a more regional view with respect to infrastructure development which will enhance intra-African trade, and the roles of all stakeholders in holding governments accountable in developing and implementing frameworks that work for the private sector. Interestingly, and quite significantly too was a challenge to all of us:

Who is currently involved in trading between African countries right now - the "informal" sector, which to a large extent is made up of women?

Does the AfCFTA capture this and provide for enhancing this type of trade? More work needs to be done in this area, as one of the participants rightly put it: most of the trade agreed to focus on the formal private sector, which is relatively speaking quite small compared to this informal economy.

This was a panel that could have carried on for the whole morning as there was so much interest from conference attendees, a clear indication that there is more work to be done by governments, the private sector and regional blocs to address non-tariff barriers to trade'.

### - Susan Banda-Mudiwa

'How do we make Africa work for Africa's youth? At the Made In Africa Leadership Conference #MLC2023 I led a fireside conversation on this topic with Abena Amoah, Dr. Sangu Delle, and Sanâa BENCHEKROUN. Here are some nuggets from the discussions:

1. African youth are entrepreneurial and driven, however, governments must create policy and regulatory environments to enable youth-led enterprises to thrive.
2. We must integrate financial literacy into school curricula to enable youth to have a more solid grounding to manage personal and business finances.





3. Companies have a responsibility to understand and respond to the needs of young talent who bring extraordinary creativity, and fresh perspectives to drive transformation.
4. We must move away from thinking of youth as leaders of the future. They have the capability and drive to lead us NOW. Give them space to do so!

#### – Yawa Hansen-Quao

Zanaco stands ready to support the transformation of Zambia and the continent through various financial solutions for SMEs and women by providing a platform for innovation through the Zanaco Innovation Lab. This was the message by our Vice Chairperson, Regina Mulenga, at the Made in Africa Leadership Conference (MLC) held in Ghana, which attracted leadership coaches, thought leaders, entrepreneurs, and students from the continent and beyond.

Mrs. Mulenga, who was on a panel discussion themed "Making Africa work for Africans", said creating opportunities for SMEs, technology hubs and infrastructure development are cardinal steps in transforming Africa.

#### – Zambia National Commercial Bank, Zanaco

Beyond rhetoric...the what and the how of making Africa work for Africans...inching closer to an Africa that is united and prosperous...solutions beyond borders 🙌  
BCA Leadership #MLC2023

#### – Dr Sharon Munyaka

Yesterday's Made In Africa Leadership Conference was an incredible opportunity to connect with inspiring individuals like my senior brother Modupe Taylor Pearce and elder statesman Dr K. Y. Amoako. Our

conversations left me feeling energized and motivated. Moments like these help me connect the dots and remind me of the significance of the work we do.

#### – Robert Marshall Bennin

The conscious effort to involve the “next-gen.” in such a high-profile leadership conference is worth celebrating.

#### - Apostle Eric Nyamekye, Chairman - Church of Pentecost

Excellent audiovisual experience - very professional experience with multiple cameras showing different views (a top-tier television production).

#### - Miguel Lameiro

MLC is an empowerment platform like no other! The uniqueness is the gathering of several African leaders who are working and motivating others towards transforming Africa into the desired continent we want.

#### - Beauty Beatrice Kwawu

#### Actionable insights from BCA Made-In-Africa Leadership Conference 2023

I took away three actionable insights from the two-day BCA Made-In-Africa Leadership Conference 2023, which took place in Accra on 14 and 15 June 2023. These insights came from my personal conference highlights: (1) a visit to Ashesi University and subsequent interactive session with Founder & President, Patrick Awuah; (2) the session with KY Amoako, Founder and President, African Center for Economic Transformation (ACET); and (3) a plenary session on the African Continental Free Trade Agreement (AfCFTA).

#### Patrick Awuah, Ashesi University



Established in 2002, so now in its 22nd year, the private, liberal arts university with a focus on engineering, computer science, and life sciences is an embodiment of the importance of intentionality and design thinking. It reminded me of the advice from Stephen R Covey in his *Seven Habits of Highly Effective People* book: “Begin with the end in mind”. A beautiful campus tucked away in the Aburi Hills that overlook Greater Accra, everything about this university is impressive. The percentage of alumni now in productive endeavor as employees or business owners; the honor code of ethical behavior that stays with graduates for life; the infusion of critical thinking, leadership, and entrepreneurship into all the courses; the dynamism of the curriculum that responds to prevailing needs.

A breakout session with Ashesi University Founder & President, Patrick Awuah, was a leadership masterclass. Awuah asserts in Africa, we’ve been let down by our leaders, the era of corruption is still with us. Emergence from this era won't come by passage of time or by accident. We'll have to be intentional. He drew on Ghanaian philosopher Kwame Gyekye's work, who authored *The Unexamined Life: Philosophy and the African Experience* (a 1987 lecture subsequently published as a pamphlet) to pose a philosophical question: what does development mean for Africa? According to Awuah, Gyekye rejects a narrow definition of development in terms of economic growth and seeks a more holistic understanding. I was intrigued enough to download Gyekye's book, in which he states: “[D]evelopment is to be seen in terms of adequate responses to the environment in all its complexities, to the existential conditions in which human beings live, move and have their being... as regards human society, development is a behavioural concept which can express itself politically, socially, economically, culturally, morally, psychologically, etc.” [Gyekye, Kwame (1988) *The Unexamined Life: Philosophy And The African Experience*. An inaugural lecture delivered at the University of Ghana on Thursday,

May 7, 1987. Ghana Universities Press. Accra.] Awuah believes we all need to be philosophical about our work. He posed what he believes is the central question of our time around development: how do we build a high-trust society, characterized by high performance?

With Ashesi now in its third decade, the team pondered what next for the university. What will the world look like in the next 30 years? What should they be doing now to be useful and relevant in this yet-to-emerge world? Six trends emerged to guide the thinking about Ashesi's future: (1) In 30 years' time, Africa will be home to 2.5 billion people, 1 billion more people than now; (2) Climate change will shape our world; (3) Africa was poorly prepared and equipped to deal with the COVID-19 pandemic; (4) AfCFTA will be well-entrenched; (5) 4IR (the Fourth Industrial Revolution), including artificial intelligence (AI), will be mature; and (6) Africa will be a major manufacturing hub.

We can of course take Awuah to task on his analysis, but that's neither here, nor there. What is more interesting is his methodology: rooted in African philosophy and a willingness to ask deep, searching questions (what does development mean for Africa?); sowing seeds now to orient toward plausible future scenarios; placing ethical values and leadership at the heart of the endeavor. There is enough here to keep me busy for years to come!

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<sup>1</sup> Gyekye, Kwame (1988) *The Unexamined Life: Philosophy And The African Experience*. An inaugural lecture delivered at the University of Ghana on Thursday, May 7, 1987. Ghana Universities Press. Accra.

## A Compact for Ghana's Political and Economic Transformation

When you land in Accra, you can easily be forgiven for believing that Ghana is in a different stratosphere to Sierra Leone. High-rise luxury apartments, flyovers, a \$300m



relatively new international airport three or four times the size of our new \$270m one, an economy nearly five times the size (in GDP/capita terms) of Sierra Leone's. Yet, talk to Ghanaians, scratch beneath the surface, and you see remarkable similarities between the two countries. A political class oriented around two parties with a common agenda, which doesn't prioritize citizens' welfare over rent-seeking. Little wonder that the veteran development economist and all-round influential African, 79-year-old KY Amoako, Founder & President of the Accra-based African Center for Economic Transformation (ACET) has turned his innovative mind to the question of Ghana's political and economic transformation. This is an attempt to foster top-down and bottom-up change for the better in Ghana. The Compact for Ghana's Political and Economic Transformation is a society-wide consultation and dialogue initiative. Leading Ghanaian think tank studies underpin the effort. The aim is to forge a new social contract that I suspect will attempt to answer Patrick Awuah's question inspired by Ghanaian philosopher, Kwame Gyekye: what does development mean for Ghana and Ghanaians?

Often, where Ghana leads, other African countries will eventually follow. So it's been since Ghana was the first "black African country" to gain independence in 1957 (Sudan gained its independence in 1956, but we don't count this for some reason). There's no doubt in my mind that Sierra Leone desperately needs a similar compact. Each compact would be country-specific, though the basic outlines of the methodology ACET has pioneered make a lot of sense. When I listen to the bickering by members of the political class in Sierra Leone, I struggle to discern fundamental differences between them. Perhaps this means that the prospects for a long-term vision and concerted efforts to transform Sierra Leone are within reach if we can find the common ground and the right mechanisms to hold our leaders accountable for meaningful results. In the

next few weeks, we shall hopefully have a democratically elected government with a mandate and legitimacy to rule for the next five years. This could be a good place to start to assess the appetite for a Compact for the Political and Economic Transformation of Sierra Leone.

### **Prospects for trade integration in Africa: The African Continental Free Trade Agreement (AfCFTA)**

The first thing those who initiated the AfCFTA should have done is to come up with a catchy acronym that works at least in French and English, but ideally in Swahili and Portuguese as well. AfCFTA doesn't roll off the tongue. Nonetheless, trade integration in Africa is a no-brainer. The geopolitical convulsions we've seen in recent years with their repercussions for globalized trade disruptions, reductions in aid flows, and a general retreat from global solidarity and collective action (when we most need it) in favor of narrow national self-interest should be enough to tell us that this huge continent needs to pull together more and unleash its own wealth and potential.

But with AfCFTA, once again, the ghost of Kwame Gyekye haunts us: What does development mean for Africa in the context of trade integration? Who's trading with whom? What trade are we enabling? Who's benefiting from this trade? How is intra-African trade serving the higher purpose of improving the lives of Africans? Most of the AfCFTA treaties, statutes, and regulations focus on formal sector trade. Most of those African traders responsible for an undocumented (but by all estimates large) volume of trade among Africans operate in the "informal" sector (a lot of it dominated by African women). What might an AfCFTA starting from the premise of actually existing trade among Africans have looked like? Why is it that so much of our "development" activity starts from a fantasized version—or at best a partial view—of what happens in Africa? When we discover the exclusionary nature of the results of these development





efforts, we hastily bolt on diversity, equity, and inclusion (DEI) measures to rectify the fundamental alienation at the heart of our efforts. This leaves us running after horses that have already bolted from the paddock.

Come to think about it, some 30 years ago, a Ghanaian, Dr Nicholas Atampugre, and I cofounded a London-based organization—the African Foundation for Development (AFFORD) with a mission to expand and enhance African diasporas’ contributions to Africa’s development. We did so we saw so-called mainstream development efforts proceeding as if Africans lacked agency for their own development. What’s different today?

In 2023, we are still pursuing alienated concepts of development disconnected from the lives of large numbers of African peoples, yet we are curiously perplexed when we discover very little of this is relevant, meaningful, or useful to them. There’s a big disconnect at the heart of our work. We need to hurry back to the drawing board to think and act differently.

### **Conclusion: My call to action**

Little wonder that Patrick Awuah has been named one of the top 20 geniuses on earth (as our session moderator informed us). Awuah’s focus on education is foundational. If subsequent generations of young Africans continue to be mis-educated (for that’s the implications of Awuah’s critique), their orientation is unlikely to be on the right course for the continent’s development. I mean, I only learned of a Ghanaian philosopher called Kwame Gyekye a few days ago. It’s never too late to learn, but my goodness, what a gap in my knowledge! My first actionable takeaway is to ponder this all-important question, what does development mean to and for Africa and Africans, both in Africa and the diaspora? How do we root our concept of development to be more resonant for Africans in their rich diversity,

complex cultures, systems of thought, and varied trajectories?

My second takeaway is to explore the feasibility for a “Compact for Sierra Leone’s Political and Economic Transformation”. At present, our politics and our purported development aspirations are pulling in opposite directions. We have almost perfected our politics to be anti-developmental. What is politically sound militates against development. What is developmentally promising is politically unfeasible. We can’t wish away politics and dream of a denuded form of technocratic development. But we can’t fantasize about development without anchoring it in our politics. Resolving these issues would have been better done as we gained independence, but our post-independence “founding fathers” were pre-occupied with consolidating state power, fighting off insurgencies, outwitting (or being overthrown by) big power spooks, and launching grandiose development projects, many of which failed to ignite endogenous, transformative development.

And third, I shall explore ways to make our trade regional integration efforts much more about the marginal majority (think women, young people especially) rather than ignore them totally or treat them as an afterthought. The welfare gains from a more inclusive intra-African trade regime would be enormous.

My thanks and congrats to the conference organizers. It must have taken quite an effort to get us all there, with such an impressive line-up of speakers. I remain grateful.

© 2023 Chukwu-Emeka Chikezie. Chikezie is based in Freetown, Sierra Leone and works as a private sector development consultant





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## Sponsor Acknowledgements





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We are focused on building physical, virtual, and web-based integration for all SMEs in Africa, providing them with the tools and resources they need to thrive in the digital economy. Our infrastructure is designed to support revenue generation, collection, mobilization, financial inclusion, cross-

border trade facilitation, and real-time data analytics, including aggregate demand data and remote sensing data.

Through predictive analytics, we aim to facilitate investment in MSMEs, SMEs, corporations, financial institutions, and other key stakeholders, enabling them to leverage the power of digital technology to drive growth and create sustainable economic development.



Snow Agrochemicals is a leading brand of Agrochemicals in Southern Africa with a wide coverage of 5 markets (Tanzania, Zambia, Malawi, Mozambique and Botswana). We have 3,500 active dealers and over 10M Farmers. The brand has been in existence for over 9 years in the market. The Product range cuts across Agrochemicals (Fungicides; Insecticides; Herbicides), Forliar Fertilisers and Farming Implements such as sprayers, protective farm gear among others.

Snow branded products are of high quality and affordable thus playing a key role in transforming the livelihoods of the African farmers for sustainable agriculture.

Snow Agrochemicals is the future of African farmers' as it offers top notch, reliable all round crop protection solutions. Our expansion plan in the near future is to on board West African farmers as we look to grow the brand and offer our people, technology and knowledge expertise gained over the years in the agri field.





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Margins Group specializes in playing the role of a key integrator in planning, developing and delivering complex integrated solutions and projects.

The Ghana e-ID project was conceptualized, designed, built, financed by Margins ID Group and is currently being co-operated with NIA through a PPP.

Over the last 29 years, the company has won national and international recognition as a dynamic, efficient and innovative group.



TAQA's presence in Ghana is centered around a 330 MW combined-cycle power plant located at Takoradi, 220 km west of Accra. Takoradi International Company (TICO) is a joint venture between TAQA and Volta River Authority Ghana and is the first independent power producer in the country. The 330-megawatt T2 combined-cycle power plant now feeds electricity to the national grid and produces approximately 15% of the country's total power capacity.



The Polyclinique Internationale Sainte Anne-Marie (PISAM) is a multidisciplinary hospital establishment, leader in the private health sector in Côte d'Ivoire and in the sub-region for more than 30 years. Since its creation in 1985, PISAM has been committed to a process of continuous improvement in the quality of care and services.



Axon Information Systems was formed in 2004 by a Dental Surgeon and an Information System Engineer with a wide range of experience in software development and implementation. Axon is a fully Ghanaian custom software development company with wholly Ghanaian staff.



Kenya Airways is a leading African airline flying to 56 destinations worldwide – 46 of which are in Africa – and carrying over four million passengers annually. It continues to modernize its fleet, with its 36 aircraft being some of the newest in Africa. This includes its flagship B787 Dreamliner aircraft.





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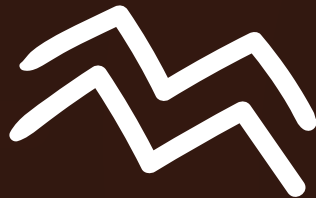


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