

Friends of Africa 12th Anniversary

Post-event Report

October 2022

12th Anniversary

MEET THE SPEAKERS
Friends of Africa Economic Summit 2022
UNLOCKING RESOURCES FOR GLOBAL RECOVERY
October 12-15(Hybrid), 2022
IN-PERSON (14-15TH) @ THE WESTIN HARBOUR CASTLE, TORONTO

 Hon. Jean Augustine Government of Canada	 Hon. Amelia Kyambadde Republic of Uganda	 Hon. Ahmed Hussein Government of Canada	 Hon. Michael Coleau Government of Canada		 Hon. David Smith Government of Ontario	 H.E. Sougrya Oumani Kingdom of Morocco	 H.E. Fatima Heite Braoulle Republic of Mali	 Dr. Olatoyin Oyelade Clase Foundation	 H.E. Anselm Ransford Sowah Republic of Ghana
 Cassandra Darrington GAMSCF	 Adelwale Akintayo Qatar Petroleum Government of Qatar	 Tiffany Collopy FACE Coalition	 Arch. Ousala Ouyahia Archi Projects Canada and Chair	 Dr. Nancy Adessi University of Houston US	 Prof. Wendy Cairny Toronto-Met. University	 Prof. Odoi Yemoh Namba College	 Prof. Servino Fearon George Brown College	 Christelle Francois FACE Coalition	 Oyomoi Hair TD Bank Canada
 Stephanie Cyrus TD Bank Canada	 Prof. Komlan T. Sedro University of Quebec at Montreal	 Cheryl Bedard Bedard Associates	 Prof. Sandrine Prom Tep University of Quebec at Montreal	 Charles Wright Bombardier	 Prof. Vida Shehada Centennial College	 Idas Levado WERKO	 Kwena Guzoraky FACE Coalition	 Harsh Pandya TD Bank Canada	 Rishi Puri Air Canada

P **ESG UQAM** **TD** **InVcap CORPORATION** **CASA FOUNDATION** **Carleton UNIVERSITY** **Ontario** **Canada**

Theme

"UNLOCKING RESOURCES
FOR GLOBAL RECOVERY"

Presented By

CASA FOUNDATION





FRIENDS OF AFRICA ECONOMIC SUMMIT 2022

FOA is a global platform that invites delegates, business leaders, and many others to participate in workshops, fireside chats and other events.



12-15 October 2022



The Westin Harbour Castle,
Toronto (In-person events)



casafoundation.ca

FOA 2022: "UNLOCKING RESOURCES FOR GLOBAL RECOVERY"

INTRODUCTION

After the global COVID-19 pandemic, the vulnerability of already affected communities increased and there was a stepback regarding the advance of women, youths, and emerging leaders, through economic, entrepreneurship, and business development initiatives. Therefore, Casa Foundation works on developing resources and events to offer support to vertical sectors in the area of health, infrastructure, and education. The following document includes a general summary of one of the most important annual events of CASA Foundation, Friends of Africa 2022-Economic Summit.

Executive Summary

Thanks to all the supporters of Casa Foundation, another Friends of Africa (FOA) Economic Summit successfully took place on October 12 – 15, 2022. Global leaders and experts gathered virtually and physically to share ideas on how to improve the economies of communities globally.

FOA – Where Ideas Meet Opportunities

Casa Foundation hosted its 12th Edition of the Friends of Africa (FOA) Economic Summit on the 12th –15th of October with the aim of facilitating wealth-creating ideas for the development of African economies and diasporan businesses. FOA has evolved to become the anchor program for connecting professionals, businesses, and entrepreneurs with public, private, and investment communities globally.

FOA – Theme

Following the remarkable success of previous Friends of Africa (FOA) Economic Summit, its 12th edition provides a unique experience which connects global influencers and leaders from the academia, government, private sector, and industry to explore the theme: “Unlocking Resources for Global Recovery”.

The pandemic adversely impacted the world and strained institutions and economies globally. Due to this, Africa, particularly, could suffer revenue losses of US\$650 billion (UNCTAD 2021). As countries reopen their economies and ease restrictions, a long-term recovery plan built on partnerships, allegiance, and capital creation through platforms like AFCTA, APFTA, and other Country Free Trade Areas may accelerate recoveries, particularly in emerging markets and Sub-Saharan Africa. Achieving global recovery by building resilient economies is critical for the long-term expansion of African economies post COVID-19.

FOA – Event Format

The 12th annual FOA Economic Summit was a hybrid event with both in-person and virtual experiences. Participants convened virtually on October 12th –13th for online pitch presentations, and physically from October 14th –15th for summit sessions. The FOA Marketplace, which was offered on-site for small enterprises, was another highlight of the economic summit. Local delegates concluded the conference on October 15, 2022, the last day, with an evening networking session, and a dinner gathering.

Dr. Olutoyin Oyelade

President

Casa Foundation for International Development



ABOUT CASA FOUNDATION FOR INTERNATIONAL DEVELOPMENT

CASA Foundation is a non-profit that focuses on developing communities through the empowerment of under-served communities through business, leadership and development programs. Through its various leadership and support programs, youth, women, and members of the Black community are trained to become better role models to mentor others, to start self-employed businesses and to become entrepreneurs.

Additionally, Casa Foundation serves the community by incubating its focus candidates for the development of ready-to-launch businesses. Casa Foundation's social impact programs and initiative are offered through the trifold approach of partnership, sponsorship and mentorship.

MISSION

To mentor leaders, youth and women, seeking self-development to attain their full potential in the health, infrastructure, and education sectors. To partner with relevant institutions and developmental agencies looking to advance women, relieve poverty, and promote economic, business and community development initiatives.

To collaborate with support groups across Canada, and around the globe, in the public and private sectors to realize these objectives.

VISION

To advance and invest in start-up entrepreneurs and emerging leaders to achieve their business goals. To empower, mentor, and sponsor emerging leaders (women and youth), to build better communities.



ABOUT FRIENDS OF AFRICA

Casa Foundation fulfills its mandates and objectives through various programs and initiatives, including Casa Foundation's Friends of Africa (FOA) Economic Development Summit. This conference provides leaders from a variety of sectors the opportunity to expand their businesses, play an active role in contributing to economic development of the community and develop a new crop of entrepreneurs who will build a more sustainable private sector.

FOA is a global platform that promotes economic and business development opportunities in emerging markets and connects start-up businesses in the diaspora to pitch their ideas to investors and partners.

FOA GOAL

The goal of this program is to facilitate collaboration between African leaders (in the public and private sectors) and Canadian infrastructure providers. Through roundtable discussions, planned debates and informal meetings, the relevant authorities in these sectors are brought together to discuss and proffer solutions to challenges in the real sector of the economy.

The target audience of FOA are all the professionals in the organized private sector, CEOs in corporate Canada and leaders that have responsibility to execute at various levels in Africa.



ABOUT FRIENDS OF AFRICA

FOA OBJECTIVES

- Facilitate discussions on economic, business, and entrepreneurship development.
- Facilitate connections and business match making of African focused businesses.
- Connect startups to potential partners, business and Investment opportunities in North America and Africa.
- Promote strong networks and business mentoring for startups, youth, and entrepreneurs.
- Prepare startups, small to-medium enterprises (SMEs), to pitch to growth organizations and their investors.
- Prepare diaspora African businesses to scale and expand across regions, by understanding the business culture, ethics, and principles of other African diaspora communities.



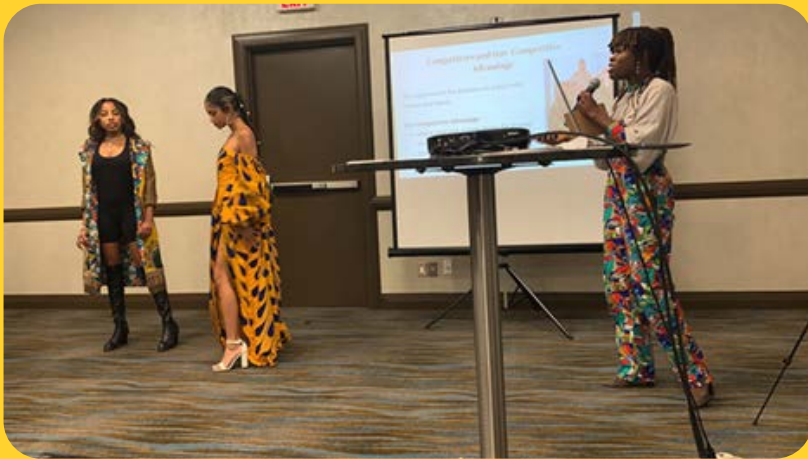
FOA 2022: "Unlocking Resources for Global Recovery"

FOA DAY 1: OCT 12TH-ONLINE

FOA 2022 started with the Mock Pilot of the Welcome to Pitch Masters: For Entrepreneurs, in which the Pitch Masters prepared for 50 SMEs participating for the SME Grants of \$5000.00, sponsored by TD Bank. The first day of the conference was held virtually and featured by pitch participants of the EP Academy. The presentations were made in front of a panel of judges.

FOA DAY 2: OCT 13TH-ONLINE

The second day of the event held the actual Welcome to Pitch Masters: For Entrepreneurs, in which 11 contestants did their Virtual Presentation in front of 7 judges. Participants heard from keynote speakers and various panelists who imparted powerful insights on the tools required for economic recovery and entrepreneurship.





FOA DAY 3: OCT 14TH-IN-PERSON

The third day of the conference held the Welcome to Job Fair: For Youths & Professionals at the Westin Harbor Castle Hotel, Downtown Toronto at the Dockside Meeting Hall. Attendees and entrepreneurs were involved in dynamic discussions with two great speakers on topics related to personal branding and mental health.

During the second day, the conference also held the in-person Welcome to Pitch Masters: For Entrepreneurs (Actual) session with 9 participants.

The presentations were made in front of a panel of 5 judges. And lastly, in the evening was held the Networking session, in which entrepreneurs, speakers, attendees, influencers and judges were able to connect and network with personalities with outstanding backgrounds.



FOA DAY 4: OCT 15TH-IN-PERSON

On the last day of the Economic Summit, the conference started with a marketplace event showcasing products by Black business owners, followed with an opening breakfast at the Westin Harbor Castle Hotel, Downtown Toronto. Followed by the Welcome Remarks by Dr. Olutoyin Oyelade, President of Casa Foundation & Partner InVcap. The Grand Finale of the conference featured 4 Discussion Panels with outstanding leaders of different African countries and Canada. The topics discussed in the panels were:



- **DISCUSSION PANEL 1: LEARNING DIGITALLY: BUILDING AN EFFECTIVE DIGITAL EDUCATION SYSTEM BEYOND 2025.**

The panel was moderated by the Prof. Wendy Cukier and the panelist involved were Prof. Vida Shehada and Prof. Sandrine Prom Tep. In this panel the speakers discussed the challenges that academic institutions and students face with digital learning, as well as which could be some initiatives that set out a common vision of high-quality.

- **DISCUSSION PANEL 2: UNLOCKING RESOURCES FOR GLOBAL RECOVERY FOR RETAIL AND CORPORATE MARKETS THROUGH ECOMMERCE.**

The Panel was moderated by Prof. Nancy Adossi, the panelists involved in the discussion were Idas Levato, Charles Wright, and Cheryl Bedard, who talked about the importance of the resources available for entrepreneurs and how nowadays the corporate markets through e-commerce and empowerment.



- **ROUND-TABLE DISCUSSION 3: PUBLIC SECTOR POLICIES FOR GLOBAL RECOVERY ACROSS BORDER.**

During this important discussion, the round-table moderator was Dr. Jean Augustine, the first black MP in the Federal Government of Canada. The Round-Table Discussion was enriched by the representation, experience, and vision of three African countries, the Republic of Mali represented by the H.E. Fatima Meite, the Kingdom of Morocco represented by H.E. Rachid Zein, and the Republic of Uganda represented by the Honorable Amelia Kayambadde.

- **DISCUSSION PANEL 4: CREATING WEALTH THROUGH THE BIPOC BUSINESS ECOSYSTEM FOR THE NATIONAL ECONOMY.**

Lastly, the event attendees enjoyed a great discussion about the diversity and inclusion of the BIPOC community in different markets of the economy in Canada and Africa, This panel was moderated by Prof. Gervan Fearon and the panelists involve were Cassandra Dorrington, Tiffany Callender and Prof. Odoi Yemoh.



FOA 2022: SPEAKERS PROFILES



GOVERNMENT OFFICIALS



Her Excellency Madame Fatima Braoulé Meite, Ambassador of Mali in Canada
 Her Excellency Madame Fatima Braoulé Méité is Mali's ambassador to Canada, and the Permanent Representative of Mali with the International Civil Aviation Organization. She graduated from the University of Quebec in Montreal and the State University of Stony-Brook in New York. She has a master's degree in Business Administration, and a double major in Sociology.



H.E. Rachid Zein, Consul General of the Consulate of the Kingdom of Morocco
 H.E. Rachid Zein is the Consul General of the Consulate of the Kingdom of Morocco in Washington. He holds a Master of Management and Business Administration from the Robert Schuman University Strasbourg, France, a Diploma of Administrative and Financial Affairs Management for Diplomacy, and was part of the Consular Missions from the Ministry of Foreign Affairs and Cooperation of Rabat, Morocco.



Honorable Doug Ford, Premier of Ontario, Head of Government, ON, Canada
 Doug Ford is the Leader of the Progressive Conservative Party of Ontario and Minister of Intergovernmental Affairs, the 26th Premier of Ontario since June 29, 2018. He was Toronto City Councillor for Ward 2 Etobicoke North from 2010 to 2014. He is also a businessman who co-owns a printing business with his sibling.

FOA 2022: SPEAKERS PROFILES



The Hon. David Smith, Parliamentary Assistant to the Minister of Labour, Immigration, Training and Skills Development Member, Standing Committee on Finance and Economic Affairs

David has made a significant, long-time contribution to the Scarborough community, has worked with all levels of government as a trustee for Toronto District School Board, and has positively impacted the organization and community. David has also worked with the City of Toronto, the Ontario Ministry of Education, and during the Covid-19 pandemic, he also contributed his expertise to health organizations such as the Ontario Ministry of Health and other stakeholders.



The Honourable Ahmed Hussen, Minister of Housing and Diversity and Inclusion, York South—Weston

The Honourable Ahmed Hussen was elected in 2015 to represent the riding of York South—Weston. He has previously served as Minister of Families, Children and Social Development, and Immigration, Refugees and Citizenship. He was awarded the Queen Elizabeth II Golden Jubilee Medal for his leadership efforts as a Regent Park community co-founder. In 2004, he was recognized for advocating on important issues to Canadians of Somali heritage. He holds a law degree from the University of Ottawa, and has practiced law.

KEYNOTE SPEAKERS PROFILES



Dr. Olutoyin Oyelade, President/CEO Casa Foundation for International Development

Dr Olutoyin is the Founding Partner/CEO at InVcap Corporation, an investment advisory firm. She successfully managed Intercontinental Group's fund portfolio of over \$8bn, and now supervises InVcap's Investment strategy. She holds a Doctorate in Management degree from the University of Maryland, Global Campus, and is a graduate of Wharton School's Advanced Management program, IMD Lausanne's Business Marketing, and Lagos Business School's Senior Management Program.

FOA 2022: SPEAKERS PROFILES



Honorable Amelia Anne Kayambadde, Senior Presidential Advisor on Trade and Industry to the President of Uganda, Republic of Uganda

Amelia Anne Kyambadde is the Senior Presidential Adviser on Industry to the President of the Republic of Uganda. She is a philanthropist, politician, and mother. She served as the elected Member of Parliament for Mawokota North County in Mpigi District of Uganda between 2011 and 2021. She holds a Master of Business Administration degree from the American InterContinental University in London, United Kingdom.



Dr. Jean Augustine, Founder of the Jean Augustine Centre for the Empowerment of Girls

Dr. Jean Augustine is renowned as the 1st Black Federal Minister and Member of Parliament in Canada. She is the Founder of the Jean Augustine Centre for the Empowerment of Girls. She has received honorary Doctorate degrees from the Universities of Toronto, York, McGill, Guelph, Windsor, Trent and Ryerson. She holds numerous awards, and has been named one of Canada's Most Powerful Women.



Dr. Vida Shehada, Professor and Program Coordinator- International Development Program, Centennial College

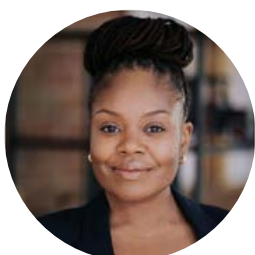
Dr. Vida Shehada is a Professor and Program Coordinator of the International Development Program at Centennial College. She has a Ph.D. from the State University of New Jersey as a Fulbright Scholar, and holds a master's degree in Democracy and Human Rights. She has also worked with several NGOs on issues regarding human rights and development, and currently serves as the Board Director of the Ontario Council for International Cooperation.



Prof. Sandrine Prom Tep, Associate Professor, Department of Marketing, ESG-UQAM

Sandrine Prom Tep is an Associate Professor in Digital Marketing at the University of Quebec. She is a published author. Her Ph.D. thesis investigated the influence of Web site interactive social features on online consumers' intentions to contribute. She is co-founder and associate at Imarklab, a digital marketing research firm.

FOA 2022: SPEAKERS PROFILES



Tiffany Callender, Chief Executive Officer at FACE Coalition

Social entrepreneur Tiffany Callender has spent 16 years supporting Montreal's Black community through community development, and was recognized by MIPAD as one of 100 most influential persons of African descent under 40. In 2021 Tiffany was named the inaugural CEO of the Federation of African Canadian Economics (FACE).



Cassandra Dorrington, President & CEO, Canadian Aboriginal and Minority Supplier Council (CAMSC)

Cassandra Dorrington is the President & CEO of Canadian Aboriginal and Minority Supplier Council. She is a graduate of Saint Mary's University Executive MBA Program, and also holds a Bachelor of Commerce and a CMA/CPA designation. As a co-founder of Supplier Diversity Alliance Canada (SDAC) and Global Supplier Diversity Alliance (GSDA), Cassandra believes in the power of the collective to drive economic inclusion across Canada and beyond.



Prof. Gervan Fearon, President of George Brown College

Dr. Gervan Fearon is the President of George Brown College. He has served as the Executive Assistant to the Deputy Minister at the Ontario Ministry of Agriculture, Food and Rural Affairs, as a Senior Analyst at the Treasury Board, Ontario Ministry of Finance, and numerous community boards. He has also served as a co-chair of many reputable committees, and was President of Tropicana Community Services.



Charles Wright, Senior SAP Solution Architect Bombardier Recreational Products

Charles Wright is the Senior SAP SD Functional/Business Analyst at Bombardier Recreational Products. He holds an Advanced Diploma in Software Engineering from Software Technology Park LTD and a Bachelor's degree in Business Management from the Indian School of Business Management and Administration.

FOA 2022: SPEAKERS PROFILES

JUDGES AND MODERATORS



Ashley Johnson, Manager, Customer Strategy, Onboarding, TD Bank

Ashley Johnson is a Customer Engagement Enthusiast & Loyalty Marketing Strategist at TD Bank. She previously worked at CIBC as a Senior Manager and a Strategy and Marketing Manager. She holds a Bachelor's degree in Business Administration from Schulich School of Business, York University, and degrees in both Artist Management and Music Marketing, and Spanish Language and Literature.



Adekunle Akintayo, Head of Technical PRODUCTION, Qatar PETROLEUM, State of Qatar

Adebayo Adekunle is the National Head of Technical Production at Qatar Petroleum. He also serves as the VP, Business Development at InVcap, and a member of the Investment Committee where he manages investments and InVcap's corporate strategy. He holds an MBA from Manchester Business School, an M.Sc in Mechatronics from Kings College, London, and a B.Eng. in Mechanical Engineering from University of Lagos.



Dr. Wendy Cukier, Founder & Academic Director of the Diversity Institute, Toronto Metropolitan University; Academic Director of the Women Entrepreneurship Hub, and Research Lead of the Future Skills Centre

Dr. Wendy Cukier is a multiple award-winning Founder of the Diversity Institute, the Academic Director of the Women Entrepreneurship Knowledge Hub, and Research Lead of the Future Skills Centre. She is the co-author of the bestseller, *Innovation Nation: Canadian Leadership from Java to Jurassic Park*, and former VP of Research and Innovation. She holds a PhD, an MBA, an MA, and honorary doctorates from Laval and Concordia.



Dr. Nancy Adossi, Professor of Political Science, University of Houston-Downtown; Senior Researcher- UN Migrations

Dr. Nancy Adossi is a Professor of Political Science at the University of Houston-Downtown, a Senior Researcher for UN Migrations, and a public speaker. Nancy worked for 3 years in Canada as the in-house Entrepreneur & Coach at Skills for Change, coaching nearly 300 newcomers in the Ontario province. She holds a Doctorate degree from the University of Houston, a Master of Public Administration degree, and a Bachelor of Science degree in Political Science.



Stephanie Cyrus, Governance & Control Analyst at TD Bank Canada

Stephanie Cyrus is a Governance & Control Business Analyst with TD Canada Trust.

She has 15 years of financial management experience, and specializes in Personal Credit Management. Stephanie is currently engaged in monitoring and testing policies and procedures orchestrated to enhance the safety of clients and the financial institution based on AML regulations.



Kwene Guzoraky, Financial Controller at FACE Coalition

Kwene Guzoraky is the Financial Controller at FACE Coalition. He holds a Bachelor of Commerce (Accounting major) from Concordia's John Molson School of Business. He is also a CPA candidate, and holds a professional diploma in Business Administration and Accountin



Architect Olusola Oyelade, Principal Architect, Archi Projects; Partner Invcap Corporation

Architect Olusola Oyelade is the Principal Architect at Archi Projects, and a major Partner at Invcap Corporation. He is an alumnus of Harvard School of Advanced Management Design, and the University of Lagos. He completed specialized courses in Project Management at the University of Toronto, and Building Construction Methods at Toronto Metropolitan University, Canada. He is also a certified Project Management Professional and a Chartered Architect.



Prof. Odoi Yemoh, Professor in Financial Mathematics, Humber College

Odoi Yemoh is a Financial Analyst, Accountant and Professor. He is the Executive Director at Realty Capital Management. He is also a Professor of Mathematics of Finance at Humber College, and has an Executive MBA Degree from Harvard Business School. He is skilled in budgeting, negotiation, analytics, financial accounting, financial reporting, and financial modeling. He holds a Certified Management Accountant certification from IMA - CMA.



Idas Levato, Founder of WERK TO

Idas Levato is the founder of WERK TO, and a progressive Business Development Leader. She is the Operations Manager of Haltech Regional Innovation Centre, and was previously a Business Development Manager at Angel Investors of Ontario. She has a proven track record of engaging growing companies and helping them to optimize organizational skills, effectiveness, and the efficient achievement of specialized goals.



Oluyomi Muir, Team Manager Operations, Global Delivery Operations, TD Bank

Oluyomi Muir is the Team Manager of the Global Delivery Operations Team of TD Bank, with a vast experience and knowledge of international economics, marketing, and business analysis. He is responsible for managing the onshore workforce that supports key operational processing within Canadian Personal Banking. Mr. Muir and his team work closely with vendors to ensure accuracy in end-to-end processes to achieve business goals and minimize losses.

FOA 2022: SPEAKERS PROFILES

NETWORKING SESSION-SPEAKER



Samuel Tita, Founder & CEO of Black Men's Style

Samuel Tita is a Canadian born, Cameroonian and Guyanese origin social entrepreneur and activist. He is the founder of Black Men's Style, a non-profit that aims to change the dominant narrative of how black men are viewed. He is also the co-founder of a cloud kitchen located in Cape Town, South Africa called "Chef Afriq". He aims to inspire the next generation by positively impacting the current community.

HOSTS/MC



Imanzi Kayitare, Economic Advisor, Government of Canada and Board Advisor, Casa Foundation Lead-Strategy and Stakeholder Engagement



Joey Gill, MC for FOA 2022, Media Relations Consultant, Publicist and PR Strategist



Jacqueline Kiwanuka, Lead-Youths and Partnership



Adekunle Akingboju, Operations Program Manager Technology Development Group, Apple

Pitch Masters



STAGING THE PERFECT PITCH

ABOUT PITCH MASTERS

Hosted by Dino Onyenokwe, this year's Pitch Masters competition was held virtually and in-person. Viewers were treated to heart-pounding presentations by participants from the EP Academy, Black Advisory Hub and CASA Labs.

BRIEF STORY

Dr. Olutoyin Oyelade, President of Casa Foundation, opened the Pitch Masters session with a special welcome to the judges and contestants, and an overview of the Pitch Masters' program. The Pitch Masters' program was created by Casa Foundation in 2015 with the aim of connecting groups of start-ups, young entrepreneurs and aspiring entrepreneurs to meet with like minded individuals and groups that are looking to fund and provide capital to them for their own business venture.

Since the inception of the Pitch Masters program in 2015, over 165 pitch candidates have pitched their business ideas to various judges and investors. To-date, over \$100,000 has been awarded in pitch grant awards. Pitch Masters' Judges Dr. Oyelade thanked the viewers, Pitch Masters' contestants and the following judges for their participation in the competition:

- **Prof. Sandrine Prom Tep**, Associate Professor, Department of Marketing, ESG-UQAM
- **Prof. Vida Shehada**, Professor and Program Coordinator- International Development Program, Centennial College
- **Dr. Wendy Cukier**, Founder & Academic Director of the Diversity Institute, Toronto Metropolitan University; Academic Director of the Women Entrepreneurship Hub, and Research Lead of the Future Skills Centre
- **Cheryl Bedard**, Co-Founder of Bedard Associates
- **Arch. Olusola Oyelade**, Principal Architect, Archi Projects; Partner Invcap Corporation
- **Idas Levato**, Founder of WERKTO
- **Oluyomi Muir**, Team Manager Operations, Global Delivery Operations, TD Bank
- **Kwene Guzoraky**, Financial Controller at FACE Coalition
- **Stephanie Cyrus**, Governance & Control Analyst at TD Bank Canada



STAGING THE PERFECT PITCH

ABOUT PITCH MASTERS PITCH MASTERS

Award Winners

Day 1 Oct 13th:

- Beauty Braids & Beyond - Rochelle Smith, Tosin During & Jada White (Partners)
- JMK Accounting - Olajumoke Oni
- Les Petits Vesseaux - Claudine Louis (Incorporated business name; Garderie Coin des Joyaux)
- Afro Women and Youth Foundation - Adebola Adefioye

Day 2 Oct 14th:

- MichNat Fashion - Funmilayo Odeniyi
- TC Wellness Inc. - Tolani Makanjuola
- Yo Mama's Transport - Kerry-Ann Sitcheron
- Tha Era Cover Casinc - Wayne Palmer
- Afro Women and Youth Foundation - Adebola Adefioye



STAGING THE PERFECT PITCH

ABOUT PITCH MASTERS PITCH MASTERS

Pitch Masters

Finalists

- Adebola Adefioye — Afro Women and Youth Foundation
- Olajumoke Oni — JMK Accounting
- Tika B — 4evrbleisd Inc.
- Natali Ghawi — Nabad Consulting
- Stephen Rogers — O.B.E.Consultants LLC.
- Rochelle Smith — Beauty Braids & Beyond
- Kyle Rose — CyberAI Corp
- Claudine Louis — Les petits vesseaux (Garderie Coin des Joyaux)
- Ndieubott Cisse — Tossoko Clothing
- Funmilayo Odeniyi — MichNat Fashion
- Wayne Hinds — 2020 Insight Consulting
- Kerry-Ann Sitcheron — Yo Mama's Transport
- Tolani Makanjuola — TC Wellness Inc.
- Wayne Palmer — Tha Era Cover Casinc
- David Onyalo — Canada-Africa Global Immigration Link
- Imani Monetta James — IMJ Coaching & Consulting / Organic Soul Healing Arts
- Roxane Tracey — Fresh Paint Studio + Cafe
- Thomas Odumo — 12164965 Canada Inc.
- David Onyalo & Thomas Odumo— Onyx Energy Solutions Canada (Partners)



STAGING THE PERFECT PITCH

ABOUT PITCH MASTERS PITCH MASTERS

Contestants Pitch Masters

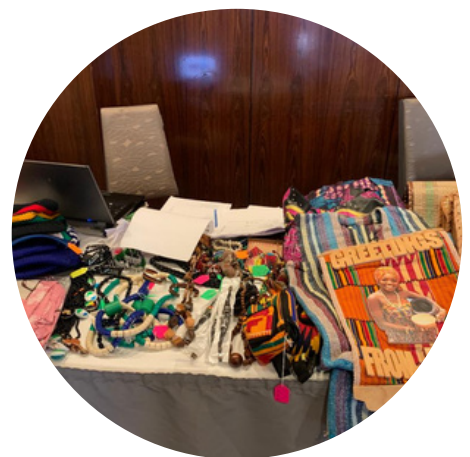
- Nabad Consulting — Natali Ghawi
- Yo Mama's Transport — Kerry-Ann Sitcheron
- TC Wellness Inc. — Tolani Makanjuola
- Tha Era Cover Casinc — Wayne Palmer
- Fresh Paint Studio + Cafe — Roxane Tracey
- Canada-Africa Global Link — David Onyalo
- Afro Women and Youth Foundation — Adebola Adefioye
- IMJ Coaching & Consulting/Organic Soul Healing Arts — Imani Monetta James
- MichNat Fashion — Funmilayo Odeniyi
- Onyxx Energy Solutions Canada — David Onyalo & Thomas Odumo (Partners)
- JMK Accounting — Olajumoke Oni
- Sa Ankh Wisdom of Life — SensaRAneb Sa Ankh
- Redeem Clothing Recycling Inc. — Oghenemine Jarikre
- 4evrblessed Inc. — Tika B
- 12164965 Canada Inc.—Thomas Odumo
- CyberAI Corp — Kyle Rose
- Beauty Braids and Beyond — Rochelle Smith
- Les Petits Vesseaux — Claudine Louis (Garderie Coin des Joyaux)
- O.B.E Consultants LLC — Stephen Rogers
- 2020 Insight Consulting — Wayne Hinds
- Tosokko Clothing — Ndieubott Cisse



THE MARKETPLACE-FOA 2022

THE MARKETPLACE

The Marketplace is a gathering of small business owners showcasing their products and services during the Friends of Africa summit. This year the marketplace was featured by 17 businesses.



FOA 2022: THE NUMBERS

FOA 2022

»» **55** **Participants**
At the Job Fair

»» **09** **Pitch Presentations In-person**
In the Pitch Master Competition

»» **600** **Attendees**
For the Round Table

»» **27** **Pitch Presentations On-line**
In the Pitch Master Competition

»» **17** **Businesses Showcased**
In the Marketplace

»» **08** **Winners**
From the Pitch Competition

»» **50** **Attendees**
to the Networking Session



FOA 2022

»» **11** **Sponsors**
For FOA 2022

»» **16K** **Views**
On Youtube

»» **23** **Speakers and Panelists**
At FOA 2022

»» **33+** **Participants**
On Site

»» **30+** **Nations**
Represented at FOA 2022

»» **5K** **Amount Awarded**
To each Pitch Master Winner'

»» **40K** **Total Amount Awarded**
To the Pitch Master Winners'



SPECIAL THANKS

Casa Foundation thanks the Government of Canada Representatives, planners, panelists, supporters and participants of this year's summit, including:

- **Prof. Sandrine Prom Tep**, Associate Professor, Department of Marketing, ESG-UQAM
- **Prof. Vida Shehada**, Professor and Program Coordinator- International Development Program, Centennial College
- **Dr. Wendy Cukier**, Founder & Academic Director of the Diversity Institute, Toronto Metropolitan University; Academic Director of the Women Entrepreneurship Hub, and Research Lead of the Future Skills Centre
- **Prof. Gervan Fearon**, President of George Brown College
- **Idas Levato**, Founder of WERKTO
- **Tiffany Callender**, Chief Executive Officer at FACE Coalition
- **Prof. Odoi Yemoh**, Professor in Financial Mathematics, Humber College
- **Cassandra Dorrington**, President & CEO, Canadian Aboriginal and Minority Supplier Council (CAMSC)
- **Arch. Olusola Oyelade**, Principal Architect, Archi Projects; Partner Invcap Corporation
- **Ashley Johnson**, Manager, Customer Strategy, Onboarding, TD Bank
- **Adekunle Akintayo**, Head of Technical PRODUCTION, Qatar PETROLEUM, State of Qatar
- **Samuel Tita**, Founder & CEO of Black Men's Style
- **Charles Wright**, Senior SAP Solution Architect Bombardier Recreational Products
- **Dr. Nancy Adossi**, Professor of Political Science, University of Houston-Downtown; Senior Researcher- UN Migrations
- **Dr. Jean Augustine**, Founder of the Jean Augustine Centre for the Empowerment of Girls and 1st Black Federal Minister and Member of Parliament
- **Hon. David Smith**, Parliamentary Assistant to the Minister of Labour, Immigration, Training and Skills Development Member, Standing Committee on Finance and Economic Affairs

SPECIAL THANKS

- **Hon. Doug Ford**, Leader, Progressive Conservative Party of Ontario, Minister of Intergovernmental Affairs, ON, Canada
- **Hon. Ahmed Hussen**, Minister of Housing and Diversity and Inclusion, York South—Weston
- **Hon. Amelia Anne Kayambadde**, Senior Presidential Advisor on Trade and Industry to the President of Uganda, Republic of Uganda
- **H.E. Rachid Zein**, Consul General of the Consulate of the Kingdom of Morocco
- **H.E. Madame Fatima Braoulé Meite**, Ambassador of Mali in Canada

Thanks also to the Pitch Masters' participants and judges, event organizer, Dino Onyenokwe, Team Casa, volunteers, advisors, the board and governing council members, everyone who joined online on YouTube, Zoom, LinkedIn and other platforms, host Joey Gill as well as Hon. Ahmed Hussen, Minister of Housing and Diversity and Inclusion, York South—Weston who provided inspiring closing remarks.

We hope you enjoyed and were informed and inspired by this Post-event Report with photos of delegates participating online and in-person.

For more information or to find out how to participate in FOA 2022, email us at info@casafoundation.ca.



FRIENDS OF AFRICA



2023

SAVE THE DATE

13th Anniversary Economic
Summit

MORE INFORMATION COMING
SOON TO
WWW.CASAFUNDATION.CA



12TH-14TH
OCT, 2023

