

# BUSINESS DAY WEEKENDER

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## COMFORT ERHABOR: Super Falcons' new goalkeeper on the rise



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Africa's monetization maverick: How Apollo's blueprint turned creativity into currency



### RESTAURANT

6 restaurants on Lagos Island that stay open 24 hours

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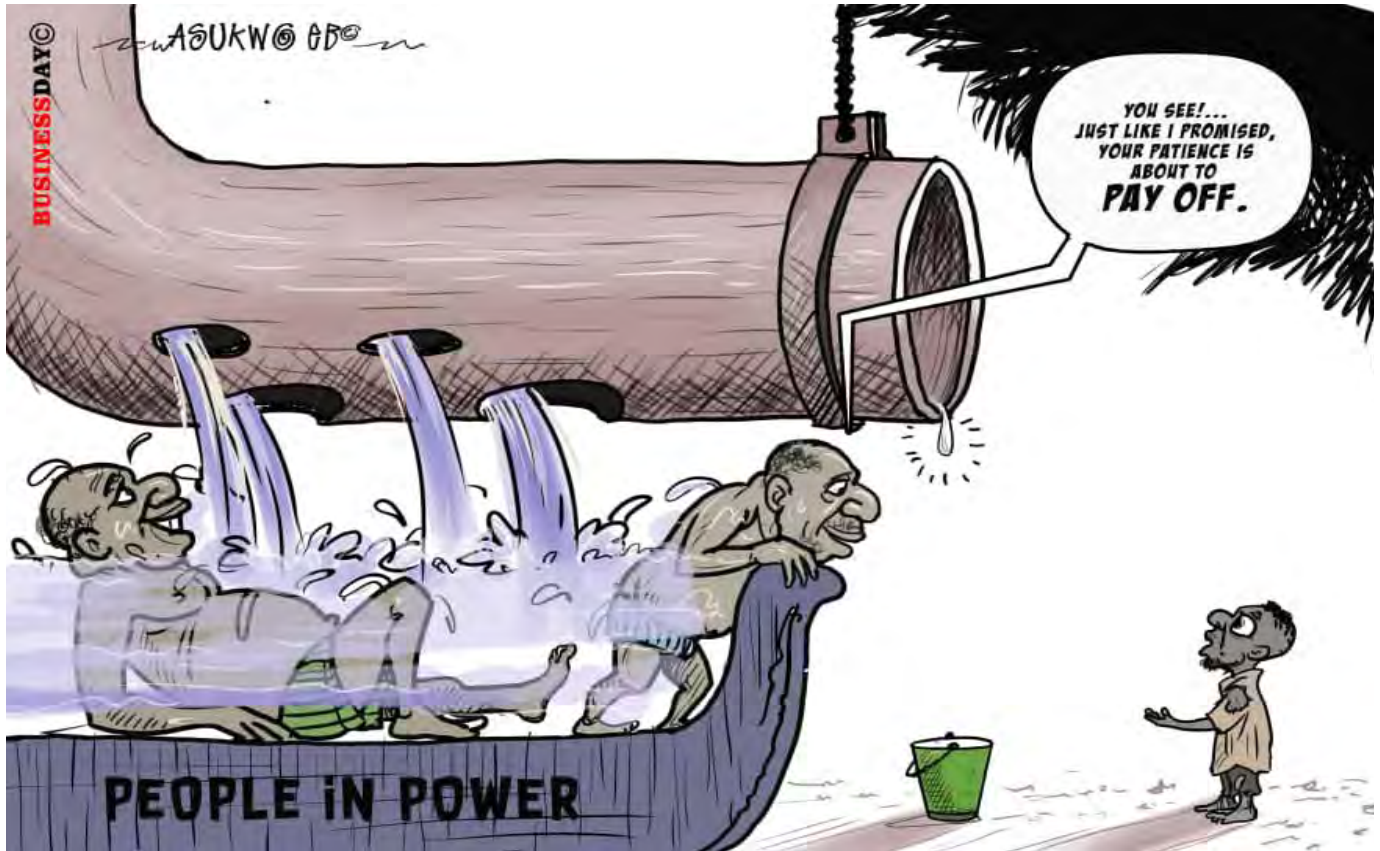


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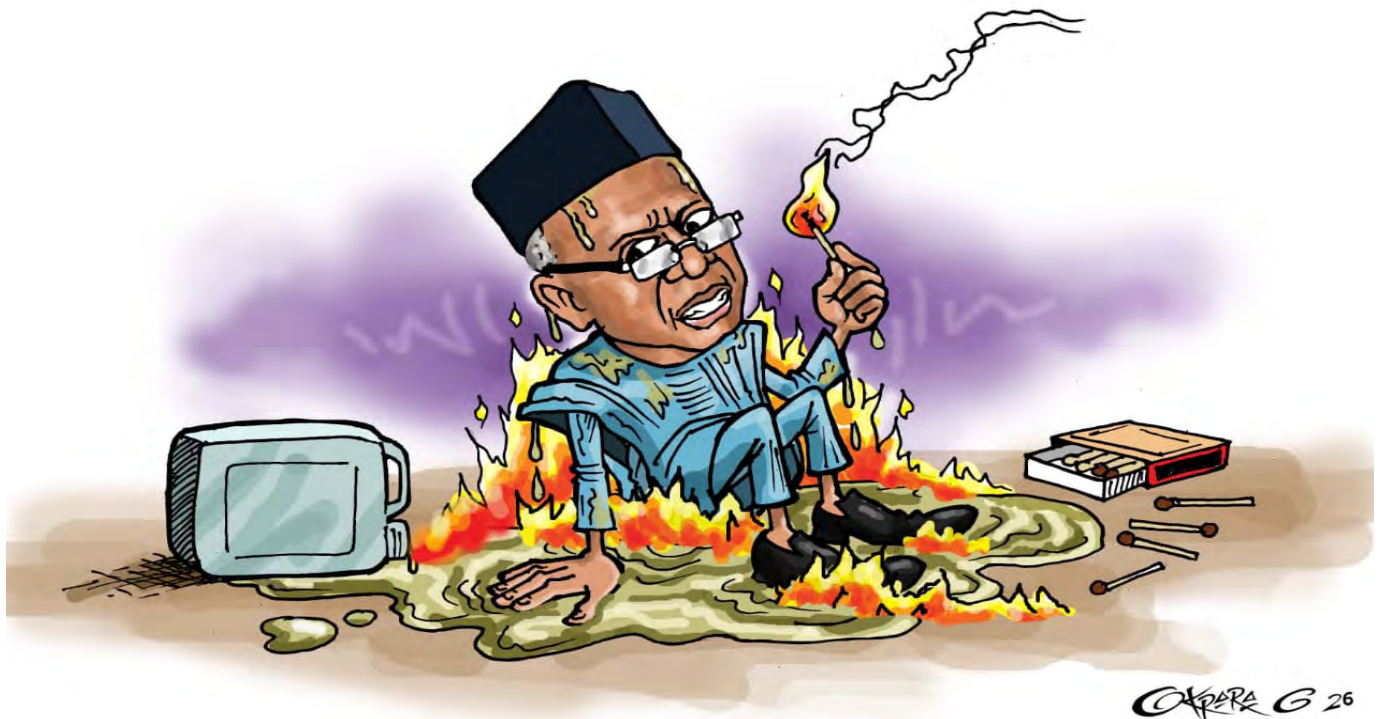
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# COMFORT ERHABOR: SUPER FALCONS' NEW GOALKEEPER ON THE RISE

ANTHONY NLEBEM



Rising goalkeeper Comfort Erhabor has officially committed her international future to Nigeria, accepting her first senior call-up to the Nigeria women's national football team, the Super Falcons, for the upcoming double-header friendlies against Cameroon in Yaoundé.

The 20-year-old's inclusion in coach Justine Madugu's 25-player squad provides a timely boost as the team intensifies preparations for the 2026 Women's Africa Cup of Nations (WAFCON) in Morocco.

Erhabor, a Dutch-Nigerian goalkeeper currently on the books of Portsmouth F.C. Women in the English Women's Super League 2 (WSL2), has switched her international allegiance from the Netherlands to Nigeria, fulfilling a long-held ambition to represent the country of her parents.

## Background and Early Career

Born on April 26, 2005, in the Netherlands to Nigerian parents, Erhabor was raised in England, where she progressed through competitive academy structures. She began her career at West Ham United F.C. Women before moving to Brighton & Hove Albion F.C. Women, signing her first professional contract in January 2024.

To gain senior experience, she undertook loan spells at Hibernian W.F.C. in Scotland and Plymouth Argyle W.F.C. in England before sealing a permanent move to Portsmouth to accelerate her development.



Erhabor previously represented Nigeria at the U-17 and U-20 levels, including involvement with the Flamingos, laying the foundation for her senior breakthrough.

#### Super Falcons Breakthrough

Her February 2026 call-up marks a defining milestone in her career and strengthens Madugu's goalkeeping options ahead of the 13th WAFCON.

She joins a competitive goalkeeping unit headlined by captain Chiamaka Nnadozie, alongside Anderline Mgbeci and Fatima Oloko.

Reacting to the invitation, Erhabor said:

"An honour to have received my first senior call-up. "Thank you, Jesus."

#### Playing Style and Ambition


Standing tall with a commanding presence, Erhabor is regarded as a confident goalkeeper with sharp reflexes, composed distribution and calmness under pressure. She has described Nnadozie as her role model, viewing internal competition as an avenue for collective improvement.

In a 2024 interview, she expressed a strong desire to represent Nigeria at any level, while acknowledging the depth in the goalkeeping department. She also confirmed holding discussions with former Super Falcons coach Randy Waldrum regarding her international pathway.



"I'm a young goalkeeper who still has a lot to learn, but I'm very coachable and hard-working," she said. "When presented with a challenge, I rise up to the standard."

At just 20, Erhabor is widely viewed as one of Nigeria's most promising goalkeeping prospects, a long-term asset as the Super Falcons continue to refresh and reinforce their squad depth ahead of continental competition.

A portrait of Anthony Udugba, a man with a full black beard and glasses, wearing a black jacket with gold fringe. He is smiling slightly and looking towards the camera. The background is a plain, light-colored wall.

# AFRICA'S MONETIZATION MAVERICK: HOW APOLLO'S BLUEPRINT TURNED CREATIVITY INTO CURRENCY

ANTHONY UDUGBA



In a landscape where African creators were once locked out of digital earnings, Apollo Endeavor emerged as the catalyst, forging a clandestine partnership with Facebook to whitelist vetted talents like Mark Angel Comedy and Josh2Funny.

By providing critical data on market viability and offering ongoing support from appeals to early feature access, founder Oladapo “OJ” Adewunmi not only secured initial revenue shares for hundreds but also accelerated the continent’s shift toward a projected \$30 billion creator economy by 2032, proving that strategic advocacy can transform regional barriers into boundless opportunities.

Adewunmi sits with BusinessDay’s Anthony Udugba to speak on how his firm Apollo, turned Nigeria’s content into a digital revenue stream.

## Can you walk us through your career journey in the creative sector? What initially drew you to this industry, and what key experiences shaped your path leading up to founding Apollo Endeavor?

Oladapo (“OJ”) Adewunmi (Apollo): I’ve always been a creative at heart. Early on, I was editing videos, shooting my own content—even filmed a music video

on a BlackBerry phone and edited it right there on the device; it’s still up on YouTube. I also produced beats and instrumentals back then.

This was around the early 2000s, long before the “creative economy” became a recognised concept. I never wanted a traditional nine-to-five job, so the real question was: How could I turn my skills into sustainable revenue?

One of the first opportunities we identified and essentially created ourselves was in music production. My friends made beats, and I’d scour Twitter (now X) using hashtags like #newEP, #newalbum, or #ontour to find international artists working on projects, releasing covers, or dropping singles. We’d DM them, saying we had a beat that perfectly fit their style. It was a numbers game—throw enough stones, and a few hit the target. Some artists responded, requested the beat, and paid us.

Getting paid was another challenge. We didn’t have reliable international payment options in Nigeria at the time, so we routed funds through a friend who traveled frequently and had a UK PayPal account. He’d receive payments there and transfer the equivalent in naira to us. That was one of my earliest experiences with digital revenue streams.

That hustle evolved into launching an online music competition. A company in Israel noticed our online activity and reached out, making me their representative in Nigeria for Mental Music. My role was to onboard creators to their platform for YouTube monetization.

From there, I attended a Facebook training program in Nigeria, focused on platform optimisation and content creation. I leveraged that opportunity to build a structured system helping other creators. At the time, Nigeria wasn’t eligible for Facebook monetization, but through my contacts—shout-out to Jocelyn and Joanna on the Facebook team—I helped establish a closed program. I’d vet creators, review their content and operations, submit recommendations to the team, and they’d whitelist eligible pages. This allowed many to monetize early, even before the country was officially opened up.

It also provided valuable data for Facebook, demonstrating the viability of the Nigerian market, which eventually led to full monetization access for the country.

## Who were some of the creators you worked with initially to help push Facebook toward opening monetization in Nigeria?

Apollo: We worked with just about everyone who mattered at the time. Today, we support over 500 creators, but back then it was the foundational names: Mark Angel Comedy, Brother Shaggy, Lasisi, Kiekie, Home of Laughter, Laugh Pills, Dickn Famous, Daddy Freeze, Josh2Funny—the list goes on. The goal was to bring in tested, trusted creators first to build credibility and open doors for others.

## **As a business, how did this become profitable for you? How did you build your own value while helping others monetize?**

Apollo: Our model is based on revenue-sharing partnerships with creators. Monetizing pages is one aspect, but we also provide ongoing support services such as handling takedowns, violations, appeals, and optimisation issues that creators face daily on platforms like YouTube and Meta.

Clients also gain priority access: first-hand onboarding to new features, early testing of programs (like Threads, where two of our creators, Ayomidate and Josh2Funny, posted before the official launch), and invitations to research initiatives or events. We take a percentage of the revenue generated, while the creator keeps the majority—it's a collaborative, win-win structure.

## **What are the main monetization models for creators across platforms in Africa?**

Apollo: Most platforms earn primarily from advertising, then share a portion with creators. YouTube has long had established monetization. Meta (formerly Facebook) followed, and it scaled quickly.

The key difference lies in platform types: YouTube is a video-on-demand (VOD) search-driven platform—people go there for specific content. Social platforms like Facebook and TikTok are feed-based; users discover content organically while scrolling, commenting, and engaging socially. That discovery mechanism helped many African creators gain traction faster on social platforms.

Revenue ultimately ties to ad spend in each region. The U.S. has massive advertising budgets, so creators there earn more per view or engagement. In Africa, digital ad spend lags. Last I checked, we're not even in the global top 10. High viewership doesn't always translate to high payouts when ad revenue in the region is lower.

## **The 3rd African Creators Summit featured the launch of a Business Day—what were the biggest takeaways, and how did Apollo contribute to its success?**

Apollo: We planned, funded, and executed the entire summit intentionally. I've been in this space from the beginning, before it was even called an "industry." I've watched it grow from nothing into something profitable and viable. But longevity requires structure, policies, and strong partnerships.

That's why we launched the African Creators Summit (ACS): to foster meaningful conversations between creators, platforms, policymakers, and partners. We bridge gaps so discussions are relatable to everyone, not just creators talking among themselves.





We prioritise experience: knowledge-sharing, networking, and genuine connections. The biggest takeaway from the Business day was how much work remains, not just in Nigeria but across Africa. We heard from platform executives, legal experts, and safety specialists about missing frameworks. For instance, the EU has robust digital safety policies, but the African Union lacks equivalent continent-wide guidelines.

Another point: much of the creator economy conversation is platform-driven through workshops. But creators themselves must lead discussions—articulating our challenges, needs, and perspectives to platforms directly. That clarity emerged strongly.

### **How can creators ensure their voices are heard so platforms address region-specific issues like safety policies?**

Apollo: It starts with creators. We need to initiate and own the conversations first then elevate them to policy levels. Only then should creators and policymakers engage platforms together. Top-down policies risk missing real on-the-ground realities.

### **Looking ahead, what new projects or expansions is Apollo planning to empower creators, particularly in monetization and infrastructure?**

Apollo: We're on a strong trajectory. Feedback from the third edition has been incredible—locally and internationally. We self-funded to bring participants from DRC, Ghana, Kenya, South Africa, and beyond, intentionally building pan-African representation.

For 2026, we're planning at least four mini-editions (sub-summits) across other African countries. These will deepen local conversations, forge connections, and lay groundwork for larger impact.

### **You've collaborated with figures like Marie Lora-Mungai and David Adeleke—how do these partnerships bridge creators, platforms, and investors?**

Apollo: ACS is designed for multiple stakeholders: creators, finance, legal, policy, and more. Marie has been instrumental from the first edition—her expertise in financial investment and genuine passion for the sector help scale opportunities.

David and I had connected for years before finally meeting in Dubai at the One Billion Summit. As CEO of Communique, he brings rigorous data research and reporting—essential for quantifying the creator economy and informing strategy. We seek partners across industries to build sustainably.

### **What defines a strong relationship between creators and major platforms? There's a rumor TikTok may pull back from Africa in terms of partnerships and creator payments—how true is that? And what evolving trends are you seeing in platform engagement with African creators?**

Apollo: Trends have evolved dramatically. Four years ago, creators simply posted content and optimised for earnings. I used to advise: Platforms are your first "customers"—engage them, even on unpaid opportunities, to prove capability.

Now, platforms actively collaborate: brand campaigns, travel for events, vlogging, hosting, and product launches. Engagement goes far beyond content uploads.

On TikTok rumors—no official announcement or confirmation has come from them. Until we hear directly, it's speculation.

**Africa’s creator economy is projected to grow from around \$5 billion to \$30 billion by 2032. What excites you most about the opportunities, and what structural changes are needed?**

Apollo: Digital revenue will grow with higher-quality content and increased local ad spend—conversations we must drive. Merchandising is another massive untapped area. Many creators have loyal fan bases, but we need better ways to convert that into offline revenue streams. That’s a key focus for us in 2026.

Merch hasn’t taken off here partly because creators often try to handle everything solo—design, production, fulfillment. In mature markets, professionals handle execution: fabric, tailoring, market research, design refinement. We need specialised partners to professionalize this space.

**Piracy and IP issues persist—what practical solutions do you recommend?**

Apollo: It’s complex. Even within the community, IP boundaries blur—someone creates an original idea, others recreate it without clear “ownership” like in music covers. Platforms like Meta and YouTube acknowledge Nigeria’s importance (top three globally for Facebook users, strong WhatsApp presence), but enforcement remains challenging. Education, clearer guidelines, and community-driven standards will help.

**For aspiring creators or entrepreneurs in Africa’s creative sector, what advice do you have for building sustainable businesses?**

Apollo: Consistency is everything. The creator economy is profitable, but not overnight. It takes time to ideate, produce, post consistently, build an audience, monetize, and stabilize.

There’s a difference between being a content creator and building a brand. Posting videos makes you known as “someone who creates content,” but a strong brand gives people something specific to associate with you—opening doors to collaborations beyond platforms.

Focus on structure: show up reliably, refine your niche, and think long-term. Sustainable success comes from persistence and intentional branding.



# 6 RESTAURANTS ON LAGOS ISLAND THAT STAY OPEN 24 HOURS

ESTHER EMOEKPERE



Lagos is one of the cities where the day never truly ends. Between late office hours, overnight travel, and a vibrant nightlife, the demand for proper meals does not stop when most restaurants close. In response, a small number of restaurants have built their operations around continuous service, keeping their kitchens open around the clock to serve customers at any hour.

These 24-hour restaurants provide more than convenience. They offer full menus that range from Nigerian grills and Afro-fusion platters to American diner meals and Chinese cuisine. Located across Lagos Island, they serve professionals, residents, and visitors who need reliable dining options regardless of the time.

## B2B – Breakfast 2 Breakfast

Breakfast 2 Breakfast is a 24-hour American-style diner located at 7b Karimu Kotun Street, Victoria Island, with a Google rating of 4.2. The restaurant is known for its family-friendly setting, well-designed interior, attentive service, and a menu that combines breakfast staples with continental diner meals. It serves a range of dishes including pancakes, burgers, sandwiches, pasta, and grilled meals, alongside cocktails and coffee. One of the most recommended meals by reviewers are the shrimp pasta and the steak sandwich.



## Prime Chinese

Prime Chinese Restaurant is a 24-hour restaurant located at 860A Bishop Aboyade Cole Street, Victoria Island, Lagos, with a Google rating of 4.1. Established in 2001, it has operated for more than two decades and remains one of the most recognised Chinese restaurants in Lagos. The restaurant offers free delivery within select areas allowing customers to access its full menu at any time. Prime Chinese Restaurant serves a wide range of traditional Chinese dishes, with an extensive menu that includes noodles, fried rice, vegetable dishes, lobster, crab, squid, prawns, shrimps, duck, fish, chicken, and beef. It also offers crispy rice dishes, pork, cold dishes, pastries, and soups. Its continuous 24-hour service and broad selection of meals have made it a dependable option for Chinese cuisine on Victoria Island.



## Bowthorp FoodVille

Bowthorp FoodVille is a 24-hour restaurant located at 1 Still Waters Garden Estate Road, Lekki Peninsula II, Lekki, Lagos, with a Google rating of 4.3. The venue operates as a restaurant, lounge, and supermarket, combining dining with retail convenience in a single location. Its continuous operation allows customers to dine in, shop, or order delivery at any time of day. The restaurant serves a mix of continental and Nigerian comfort food, including rice dishes, mixed grills, platters, and full meal combinations. In addition to its restaurant service, Bowthorp FoodVille features a walk-in supermarket that offers groceries and fresh produce, as well as a lounge area with music and games. It also runs a 24-hour delivery service, ensuring access to its full menu and store offerings throughout the day and night.



## Wokinn Chinese

Wokinn Chinese Restaurant is a 24-hour restaurant chain in Lagos specialising in Chinese cuisine, with a Google rating of 4.0. It operates multiple Island locations, including Plot 16 Karimu Kotun Street, Victoria Island; Scoulch Mall, Plot 5 Omorinre Johnson Street, Lekki Phase 1; and Jomayo Mall, Maruwa, Lekki. The restaurant provides continuous dine-in, takeaway, and delivery services, ensuring customers can access its full menu at any time. Wokinn Chinese serves a wide selection of traditional Chinese dishes, including stir-fries, noodles, fried rice, seafood, chicken, and beef meals. It also offers budget-friendly combo packs designed for individual and group dining. The restaurant maintains a casual and functional dining environment suitable for families, groups, and solo diners, while its round-the-clock delivery service supports customers across Victoria Island and Lekki.



## Farm City

Farm City is a 24-hour restaurant with locations in Lagos and Abuja and a Google rating of 4.2. Its Lekki branch is located at 15 Admiralty Way, Lekki Phase 1, where it operates as an à la carte restaurant, meaning meals are prepared fresh upon order. The restaurant maintains continuous dine-in and delivery service, making its full menu available at all hours. Farm City serves a mix of African and continental dishes, with a menu that includes intercontinental meals, Afro-fusion cuisine, grilled meats, and finger foods. It is particularly known for its large platters designed for sharing, as well as its waterfront setting at the Lekki location. The restaurant's combination of freshly prepared meals and round-the-clock service has made it a consistent dining option on the Island.



## Norma

Norma is located at 54 Adeola Odeku Street, Victoria Island, Lagos. The restaurant specialises in premium Nigerian grilled meats, particularly Northern Nigerian suya, and operates a casual dine-in setting designed around street-style food. Its Victoria Island branch runs continuously, providing access to freshly prepared grilled meals throughout the day and night. The menu focuses on traditional Nigerian grill cuisine, featuring beef suya, chicken suya, ram meat, guinea fowl, and assorted grilled cuts. It also serves main dishes such as jollof rice, village rice, fried rice, and stir-fry pasta, alongside shawarma, burgers, and toasted sandwiches. Side options include masa, yam fries, and sweet potato fries, while drinks such as zobo, kunu, and ginger-based beverages are also available.



# LEO STAN EKEH AT 70: THE QUIET ARCHITECT WHO CHOSE NIGERIA AND INVESTED IN ITS FUTURE

ROYAL IBEH



There are men who chase opportunity wherever it shines brightest. And then there are men who see opportunity at home even when home does not yet believe in itself.

As Leo Stan Ekeh turns 70, one defining decision in his life stands out. He once studied abroad, gained global exposure, and could have chosen the safer path overseas. Yet he returned to Nigeria, determined to build, rather than inherit, a future here. That choice, more than any award or balance sheet, may be the boldest line in his story.

“For me, Nigeria has always been the frontier worth fighting for. I could have stayed abroad and pursued a comfortable life, but I knew my calling was here, to create opportunities, systems, and structures that would outlast me,” Ekeh told BusinessDay in a recent interview.

## From student abroad to systems architect at home

Ekeh’s international education exposed him to highly structured systems, advanced technologies, and disciplined business environments. “Studying abroad showed me how the world could operate. But I came back because I wanted to apply that knowledge where it mattered most, which is Nigeria, where the gaps were widest,” he said.

Upon returning, he faced a market where computers were largely imported, ICT infrastructure was fragmented, and local manufacturing was nearly nonexistent. He built Zinox Technologies in 2001, making it sub-Saharan Africa’s first WHQL-certified computer manufacturer. The certification was more than technical validation, it was a statement that Nigerians could produce technology at global standards.



From there, he expanded the ecosystem. TD Africa solved distribution inefficiencies across the continent, while Konga answered the demand for local digital retail infrastructure. Manufacturing. Distribution. Retail. Systems thinking applied at national scale.

## 70 and still vetting on Nigeria

Unlike many corporate leaders, Ekeh has built quietly but ambitiously. He works 20-hour days, takes minimal holidays, and focuses on frameworks rather than fanfare. That temperament explains why he chose not to host a lavish 70th birthday. Instead, he unveiled a N10 billion scholarship fund through the Leo Stan Ekeh Foundation to support 1,000 indigent but brilliant Computer Science students across Nigerian federal universities.

“This is a spirit-driven project to thank those who supported and continue to support companies within the Zinox Group. Each beneficiary will have a tech mentor from year one. We plan to partner with the Computer Society of Nigeria to ensure every vocation is engaged resourcefully. They will be from homes where parents earn below Government Level 10 or its equivalent in the private sector. The first batch starts this September,” Ekeh explained.

On the scale of the investment, he said, “It has an annual cost that shall run into billions of Naira. This is a 10-year project with other perks, including mentorship, exposure, and structured support. The full package will be revealed online on March 22, 2026.”

## Applauded as Nigeria’s boldest tech education intervention

The scholarship has already drawn high praise. The Ideas Nigeria Movement (INM), a pro-innovation advocacy group, described the initiative as the first ever futuristic scholarship in Nigeria capable of addressing the digital gap between Nigeria and other developing nations.

Nadodo Abubakar, INM’s executive secretary, in a statement, said; “The concept of such structured, targeted, youth-focused scholarship is rare and laudable. For the first time in the history of Nigeria, we are seeing a scholarship of such magnitude solely dedicated to the study of Computer Science. This is not just an investment in the youths, but an expression of confidence in the future of the country.”

The group highlighted the urgency of such interventions, noting that Nigeria lags behind countries like Singapore and the Philippines in digital readiness and literacy. INM urged other private-sector actors to sponsor similar niche-focused scholarships to build a future of shared prosperity.

Ekeh described the gesture as a debt of gratitude, saying, “This scholarship is a thank-you to God, the Nigerian government, and the corporate sector for their steadfast support of the Zinox Group over the decades.”

## Faith, discipline, and a long-term vision

Faith has been the silent engine behind Ekeh’s work. Born in Uboiri, Imo State, he grew up in a disciplined Catholic household, serving as a mass servant and chorister. He frequently credits divine guidance for his success.

“God is the architect of my success. As an entrepreneur, I have strategized, stayed up late, made projections, but without His mercy and grace, there would be no success,” he said.

Ekeh’s life demonstrates a rare blend: international exposure applied locally, business acumen aligned with public purpose, and faith guiding structural philanthropy. His projects, from TD Africa’s female tech initiatives to university entrepreneurship centers, consistently focus on building systems, not temporary solutions.

## A legacy measured in systems, not spectacle

To reduce Leo Stan Ekeh’s story to wealth would be a disservice. His true imprint lies in scaffolding: certified manufacturing standards, continent-wide ICT distribution networks, homegrown e-commerce architecture, and structured talent pipelines.

At 70, his story is more than a biography; it is a manifesto for Nigeria’s digital future. He could have stayed abroad, pursued personal comfort, or simply celebrated a milestone in style. Instead, he invested in people, over 1,000 potential tech leaders whose contributions could shape the country’s economy for decades.

“We need quality and tech-savvy wiz-kids who can drive the future of government and e-governance and those who will become change-makers in the private sector. Only a few God-anointed tech wiz-kids can alter the GDP of this country in five years,” he said.

In a world obsessed with spectacle, Leo Stan Ekeh’s 70th birthday reminds Nigerian leaders that true influence is measured not by applause, but by the structures we leave behind, which include the systems, the talent pipelines and the legacy that can sustain a nation.

And in that quiet, deliberate architecture, Nigeria may just find its digital revolution.

# 3 AGBALUMO INSPIRED DRINKS TO TRY THIS WEEKEND

ESTHER EMOEKPERE



**A**gbalumo season has returned, and with it comes one of Lagos' most anticipated fruit cycles. Also known as African star apple, agbalumo appears briefly each year, flooding street stalls, markets, and roadside vendors with its bright orange skin and distinct sweet-sour taste. Its flavour is sharp at first bite, then settles into a mellow sweetness, making it one of the most versatile seasonal fruits.

Beyond eating it fresh, agbalumo has found a place in modern drink culture. Cafés, juice bars, and home kitchens are increasingly using it in juices, smoothies, and cocktails. Its natural acidity pairs well with citrus, ginger, and sweeteners, creating drinks that are refreshing and balanced.

**Here are three agbalumo-inspired drinks worth trying this weekend.**

## Agbalumo juice

This recipe, courtesy of Lagos Mums, combines agbalumo with ginger, scent leaves, and bitters to create a drink that is both refreshing and layered in taste. The scent leaves add a subtle herbal note, while the ginger and bitters give the drink depth. Served cold, it works well as a weekend refresher or a mid-day drink.

### Ingredients

- 3 agbalumos
- 2 tablespoons honey
- 3 scent leaves
- 1 teaspoon ginger powder
- 1 tablespoon sugar
- 2 cups water
- 1 tablespoon Angostura bitters (or any other bitters)

### Method

Wash and peel the agbalumo fruits, scraping the seeds and skin to collect all the pulp into a bowl. Transfer the scrapings into a blender and add the scent leaves, honey, sugar, ginger

powder, and water. Blend until smooth. Pour the mixture through a sieve into a bowl or jug to remove the pulp and achieve a smoother texture. Stir in the Angostura bitters, then serve the juice chilled with ice.



## Creamy agbalumo juice

This recipe, courtesy of Aramide's Kitchen, combines agbalumo pulp with sweetened yoghurt and condensed milk to create a smooth, chilled drink. The pineapple adds natural sweetness and balance, while the yoghurt gives it a thicker texture that makes it feel more like a dessert drink than a juice.

### Ingredients

Agbalumo  
Pineapple  
Condensed milk  
Ice  
Sweetened yoghurt

### Method

Extract the pulp from the agbalumo and transfer it into a blender. Add the pineapple, condensed milk, ice, and sweetened yoghurt. Blend until smooth and creamy. Serve immediately while cold for the best taste and texture.



## Agbalumo & Scent leaf mocktail

Courtesy Kitchen Butterfly, this recipe uses scent leaves to introduce a subtle aromatic flavour, while lime juice adds brightness. The result is a light, cooling drink that works well for warm afternoons or weekend gatherings.

### Ingredients

Flesh and seeds of 6–8 agbalumo  
Water  
Ice  
Lime juice  
Sweetener such as sugar or honey  
3–4 scent leaves

### Method

Place the agbalumo flesh and seeds in a bowl and mix with sugar or honey. Leave the mixture to rest in the refrigerator for a few hours or overnight to allow the juice to develop. Add water and blend briefly to extract the flavour fully. Strain the mixture to remove the seeds, then add lime juice to enhance the taste. Serve over ice and garnish with fresh scent leaves or mint.



# AFRICA'S LEADING TRAVEL DESTINATIONS RECORD STRONG GLOBAL INTEREST

CHISOM MICHAEL



In southern Africa, Namibia ranks fourth. Visitors travel to desert regions including Sossusvlei and Deadvlei, as well as to Etosha National Park. Self-drive travel remains common, with international tourists exploring desert landscapes and coastal routes. Conservation authorities state that wildlife protection programmes continue alongside tourism growth.

South Africa's Cape Town ranks fifth. Visitors take the cableway to Table Mountain and tour Robben Island, where Nelson Mandela was imprisoned. Wine production in the Constantia Valley supports the regional economy, with tours and tastings forming part of the visitor experience. Industry analysts report that the city remains a key entry point for long-haul travellers.

Off the coast of Tanzania, Zanzibar ranks sixth. Stone Town, recognised by UNESCO, remains central to the island's cultural tourism. Visitors also explore Jozani-Chwaka Bay National Park, known for its red colobus monkey population. Tourism officials note that many travellers combine safari trips on the mainland with coastal stays on the island.

Landlocked Malawi ranks seventh, driven by activity around Lake Malawi. The lake supports water sports, fishing and local transport. National parks and reserves contribute to the country's tourism profile, particularly during the dry season from May to October.

Madagascar ranks eighth. Visitors travel to Isalo National Park and Tsingy de Bemaraha Strict Nature Reserve for geological formations and wildlife. The island is home to more than 100 species of lemur, drawing researchers and eco-tourists.

Wildlife reserves in East Africa complete the top ten. Masai Mara National Reserve ranks ninth, with high visitor numbers recorded between July and October during the Great Migration. Serengeti National Park ranks tenth, with peak travel in January, February and the dry season.

Tourism boards across the continent report continued investment in infrastructure, conservation and community partnerships. Analysts state that travellers seek not only wildlife encounters but also connection, history and cultural exchange. For many visitors, Africa represents more than a holiday. It represents movement across borders, shared stories and moments that remain long after the journey ends.

International tourism figures show sustained demand for Africa's leading travel destinations in 2026, with waterfalls, wildlife reserves and coastal regions drawing visitors from across the world. From Victoria Falls to the Serengeti, travellers continue to prioritise nature, conservation and cultural heritage.

Topping many travel rankings is Victoria Falls, located on the border of Zambia and Zimbabwe. Known locally as "The Smoke That Thunders", the waterfall spans more than 1,700 metres across the Zambezi River. It remains one of the most visited natural landmarks on the continent. Tourism operators report peak water flow in April and May, shortly after the rainy season. From August to December, travellers access Livingstone Island and swim in Devil's Pool. Visitor numbers remain steady throughout the year.

Ranked second is Tanzania, where safari tourism plays a major economic role. The Ngorongoro Conservation Area attracts visitors to its crater floor, while Lake Natron draws interest for its distinct ecosystem. Climbers continue to attempt Mount Kilimanjaro, the highest peak in Africa. Officials report that January, February and the dry season from June to October offer favourable conditions for wildlife viewing.

Island tourism remains strong. Mauritius ranks third, combining beach tourism with inland reserves. Authorities highlight visitor interest in Black River Gorges National Park and coastal developments. Tourism data indicates consistent arrivals from Europe, Asia and Africa. Local businesses report that cultural festivals and food tourism contribute to repeat visits.

# NIGERIA AMONG 10 COUNTRIES THAT ALLOW DUAL CITIZENSHIP WITH CANADA

CHISOM MICHAEL



Canada continues to recognize dual and multiple citizenship, allowing individuals to become Canadian without surrendering existing nationality. As global migration rises, more people are choosing to hold more than one passport to preserve family ties, cultural identity and economic opportunity across borders.

However, eligibility depends on the laws of the other country involved. While many nations permit dual citizenship, others, including India, China and Iran, require citizens to renounce their original status.

Experts advise applicants to review regulations carefully, as rules governing passports, legal rights and consular protection vary. Dual citizenship increasingly shapes debates around identity, belonging and modern mobility.

## Here are ten countries that allow dual citizenship with Canada.

### Philippines

The Philippines permits dual citizenship with Canada for natural-born Filipino citizens. Under Republic Act 9225, natural-born Filipinos who acquire Canadian citizenship can retain Philippine citizenship by taking an oath of allegiance.

Children born abroad to at least one Filipino parent are dual citizens by birth. They are required to report their birth to a Philippine consulate to formalise their status.

## Nigeria

Nigeria allows dual citizenship with Canada, but only for certain individuals. Those who gained Nigerian citizenship at birth or through descent may retain their nationality after becoming Canadian citizens.

This does not apply to those who acquired Nigerian citizenship through naturalisation. In such cases, individuals must renounce their original citizenship if they become Canadian. The Government of Canada states that dual nationals must enter and leave Nigeria using a Nigerian passport.

## United States

Citizens of the United States may obtain Canadian citizenship without renouncing their US nationality. The rule applies to citizens by birth, naturalisation or descent.

US law requires that citizens enter and exit the United States using a US passport. Holding Canadian citizenship does not remove this obligation.

## France

France has permitted dual citizenship since 1973. French citizens may hold more than one nationality without renouncing their French citizenship.

There are no formal restrictions under French law on holding dual nationality.

## Pakistan

Pakistan allows dual citizenship with selected countries. In 2025, the country formalised new arrangements under the Pakistan Citizenship (Amendment) Bill 2024. The law permits Pakistani nationals to retain citizenship if they obtain nationality in one of 22 listed countries.

Canada is included on that list. Pakistani nationals who become Canadian citizens through naturalisation or descent may retain their Pakistani citizenship under these provisions.

## Brazil

Brazil recognises dual citizenship without conditions. Brazilian nationals may obtain Canadian citizenship without giving up Brazilian nationality.

The Government of Brazil notes that “the condition of dual or multiple nationalities may result in a reduction in the possibility of consular protection

by the Brazilian State.” This means support abroad may be affected in certain situations.

## United Kingdom

British citizens may hold dual citizenship in both the United Kingdom and Canada. There is no requirement to renounce British citizenship after becoming Canadian.

Travellers are expected to carry a valid UK or Irish travel document when entering the UK. The UK government states that “as a dual national, you cannot get diplomatic help from the British government when you are in the other country where you hold citizenship.”

## Germany

Germany allows dual citizenship with other countries, including Canada, from 27 June 2024. Before that date, German citizens who acquired another nationality often lost their German citizenship, subject to exceptions.

Exceptions included those who acquired dual citizenship at birth, those naturalised in another European Union member state or Switzerland, individuals who received permission to retain German citizenship before acquiring another nationality, and those with a German parent.

The change in law marked a shift in policy and has affected many families with links to both Germany and Canada.

## Syria

Syria permits its citizens to hold more than one nationality. Syrians who become Canadian citizens are not required to renounce Syrian citizenship.

The Syrian government states that dual nationals will be treated as Syrian citizens first in legal, administrative and diplomatic matters while in Syria.

## Mexico

Mexico has allowed dual and multiple citizenship since 1998. Mexican nationals may hold Canadian citizenship without renouncing their Mexican nationality.

There are no restrictions under Mexican law regarding possession of more than one citizenship.

# HOW INACCESSIBLE ENVIRONMENT PUSH 40% AFRICA'S DISABLED CHILDREN OUT OF PRIMARY SCHOOL

CHARLES OGWO



**N**ew findings by the Special Educational Needs and Therapy Empowerment (SENTE), reveal that structural barriers and lack of inclusive policies are responsible for forcing about 40 percent of Africa's disabled children out of primary school.

African children with special needs are constantly faced with unique challenges that simply require them to have tailored support to thrive in everyday life.

For parents and caregivers, navigating these challenges can be quite strenuous and overwhelming, especially without the right resources or strategies to see them through.

According to a World Bank report, "Exclusion of children with disabilities from education has an adverse economic impact at the family, community, and country level.

"The schooling deficit experienced by children with disabilities can become the most challenging hindrance to earning an income and long-run financial health as adults."

To address this menace, Mudi Nwacukwu, founder of Rhimamory, an organisation dedicated to helping all children, neurodivergent and neurotypical achieve their full potential with the right resources convened SENTE 2026 Conference and Trade Fair geared towards



emphasising evidence-based practices and real-life experiences, that will help caregivers and professionals to gain new skills to enhance the lives of special-needs children.

Speaking on the theme; “Preparing for Adulthood: (For parents and caregivers of children with special needs)”, Nwachukwu, emphasised that her advocacy for the government’s policy support for children with special needs began after years of interacting with parents who lacked guidance and resources.

“In running the business, I met many parents and realised there was nothing for them in terms of support. They were stigmatised. They had no one to talk to and didn’t know where to get help or resources.

“In Nigeria, there exists lack of access to basic therapy services, and was confirm by someone who told me, there was no speech therapy in their state. Imagine the despair of parents in such places. The work is still heavy; there is so much to be done,” she said.

Besides, research has revealed that less than five percent of schools in Nigeria have specialised learning tools such as Braille machines, hearing aids, or adaptive communication devices, making it a hassle for parents of special-needs children to pick the right schools for their wards

Moreover, about 78 percent of parents with children with special needs in Nigeria report a lack of support from schools in addressing their children’s unique learning needs.

Beyond funding, Nwachukwu advocated for enforceable anti-discrimination policies to protect families and children with special needs.

“There are families that taxis refuse to carry because they have a child with special needs. Policies must make people take notice — if not from the goodness of their hearts, then from the fear of breaking the law,” she said.

Yinka Ogunnubi, the president of the Association of Corporate Treasurers of Nigeria and a parent of a child with special needs, frowned at the culture of silence driven by stigma meted on children.

“This issue affects a lot of parents, many lock up their children because of stigma.

“And because many cases are not spoken about, some parents take their children to spiritual centres to ‘cast out demons.’ While some are subjected several kinds of maltreatments,” he noted.

Ogunnubi called for government’s interventions which he said is critical expanding inclusive education.

“If we can make the government realise that there are many children on the spectrum not just autism, but Down syndrome, dyslexia, and other neurodivergent conditions, then we have a strong case for funding inclusive schools.

“Children should not be sent away from school because there are no teachers to support them. Every school must be inclusive, adequate regulation and funding would ensure that both public and private schools could accommodate every child, whether typical or neurodivergent,” Ogunnubi emphasised.

Solape Azazi, founder of Cradle Lounge Special Needs Initiative, emphasised the significance of early intervention and long-term planning.

She explained that a five-year-old autistic child will grow up to become an autistic 20-year-old, except for early intervention.

“What preparation have you made for adulthood? What financial plans are in place? What structures will support that child when the parents are no longer there?,” she queried.

There were several expert-led sessions, which discussed on how to make education accessible to children with special needs, and at the end of the conference, participants left with a toolkit of practical strategies for enhanced caregiving.

# BEYOND THE CLASSROOM: WHY NIGERIA NEEDS A NATIONAL ANTI-BULLYING ACT NOW

CHARLES OGWO



It can also mean a purposeful, recurrent act, word, or other behaviour that one or more children perform against another.

Common forms include physical violence, verbal abuse, and bullying by peers, often resulting in severe mental health issues and reduced academic performance.

Instances of school bullying in Nigeria, and its implications abound. In 2021, Nigerians woke up to the sad news of Sylvester Oromoni, a student of DOWEN College, who was reported to have died after nursing multiple internal injuries he reportedly sustained after been beaten by fellow students who were bullying him

at his boarding school. The young boy is said to have refused to succumb to pressures from some fellow students to join a cult group.

Similarly, many Nigerians were left heartbroken at the death of Karen-Happuch Akpagher, a 14-year-old, a boarding student of Premiere Academy, Lugbe, Abuja, who was sexually assaulted and later died of complications.

Nigerians have not forgotten how in a special school for the deaf in Kuje, Abuja, an 11-year-old boy was being sodomised and forced to perform oral sex on older schoolmates, some years ago.

The boy, using sign language spoke about being driven out of school in the night to a gathering where men conducted rituals, drew children's blood, forced them to perform erotic acts and also killed. The boy also said he was brutalised whenever he refused to do as instructed.

**A**cross primary and secondary schools in Nigeria, incidents of bullying continue to raise concerns among parents, educators, and policymakers.

Studies have shown that unchecked bullying contributes to anxiety, absenteeism, poor academic outcomes, and, in extreme cases, self-harm. Addressing this challenge requires coordinated policies, stronger enforcement mechanisms, and a culture shift within school communities.

The instances of bullying in Nigerian schools is surging almost every year, with studies estimating it affects up to 85 percent of adolescents, particularly in secondary schools.

Bullying is a type of aggressive conduct that involves using force or compulsion to harm another person, especially when the action is repeated and involves a power disparity.



result of private schools springing up in every corner of the country with little control from the government who supposed to regulate all school activities.

“The surge of bullying is as a result of the eye brow schools where some parents are not ready to yield to the tone of disciples in the school of their children,” he noted.

Ogundele reiterated that these attitude of no respect for teachers contributed to the unruly behaviours of some students who are always fond of flaunting their parents wealth to bully and oppress

According to Olaoye Abiodun and Osundina Olanakanmi, “Bullying among secondary school students have been seen as a common anti-social behaviour in our contemporary society.

“This pattern of behaviour has negatively affected learning environment and the psychological nature of many students.”

Consequently, if such a pattern of behaviour is not checkmated, it would be counterproductive to the education system where character, moral and knowledge are to be focal points moderating the drive of such environment.

Education stakeholders argue that the problem of bullying in schools has pervasive and a going concern for all education stakeholders who desire to make school climate a safe haven

Isaiah Ogundele, an education administrator, noted that the case of bullying is as old as the school system all over the world.

However, he said in the past, the students were easier to manage or control because there was a cooperation between the school and the homes.

“Most schools then were mission schools where they held discipline with high esteem. The surge is as a

others.

“The background of most of the bullies are from a home where custom, tradition and culture has been eroded. “The more excesses of some parents in the private schools. The more problem of bullying will continue in our schools because parents have pay their bill and whatever they do cannot be condemned; they are all above the law,” he said.

### Way forward.

Ogundele advocates for anti-bullying exercise to be included in the curriculum. This, he said will create awareness when the students are been taught in the classrooms.

Besides, he emphasised the ministry of education must support the school by ensuring that there are consequences for the culprits.

“There must be a policy in place to promote anti-bullying in schools, such as declaring a week activities tagged as anti bullying or zero tolerance for bullying.

“School managers need to inculcate the idea of speaking out in the victims, whenever they experience bully from their senior or mates,” he said.

Besides, he said there must be stringent measures such as signing an undertaken by both the student and the parents indicating the penalty for bullying before admission.

# OVEREXTENSION IS A SYMPTOM: IDENTITY ARCHITECTURE AND WOMEN'S LEADERSHIP

EKEMINI AKPAKPAN

There was a point when I realised I had over-accommodated. In prioritising other people's needs over mine, I had stretched myself beyond a sustainable limit.

When capacity is overloaded, needs are deferred, and boundaries blur. Like any strained system, the issue is excess demand: too many expectations, too little prioritisation, and too little protection for what mattered most. The result was not collapse, but a quiet erosion of voice, agency, priorities, and ultimately, the self.

What I later came to understand is that this erosion was not a personal failing, but a structural one. Leadership does not rest only on competence or effort; it rests on identity architecture — the internal structure from which choices, boundaries, and priorities are formed. When that structure is shaped primarily by external expectation rather than internal clarity, overextension becomes almost inevitable, especially for women in leadership.

Is this an Internalised "Default"?

I invite you to reflect with me on this quiet erosion. There is a significant body of psychological and sociological evidence suggesting that women are socialised to over-accommodate; to prioritise approval, and relational stability. Over time, this conditioning can create a subtle leaking of power.

In leadership contexts, this leakage often shows up as over-responsibility; carrying more than is structurally required or strategically necessary. It arises from a mental script in which value is derived from what some scholars describe as affiliative agency. The belief that one's worth is expressed primarily through responsiveness and alignment with others, rather than through autonomous direction.

This article is not a personality critique. It is an examination of how socialisation can quietly

shape our defaults. When autonomy is not actively cultivated, agency — the ability to identify one's own goals and act upon them — is gradually surrendered.

Think of *Coming to America*, when Prince Akeem, played by Eddie Murphy, meets his arranged bride, who insists she likes whatever he likes and will do whatever he desires. It was portrayed as humour. But beneath the comedy was conditioning. A woman trained to mirror rather than to choose. That mirroring, when internalised, becomes a quiet betrayal of autonomy, agency, and ultimately identity. It is a simple illustration of how identity can be organised around alignment rather than self-direction — a fragile architecture for leadership.

## Overextension: A Symptom of Misaligned Identity

Even a woman grounded in purpose, like me, can become quietly trapped in other-orientedness. Purpose alone does not protect autonomy if identity is unconsciously shaped by expectation. This is what happens when leadership operates on misaligned identity architecture, when autonomy is assumed rather than actively protected.

Autonomy is the internal compass. It is the conviction that you possess an identity worth preserving, one that precedes anyone else's expectations. It stems from clarity of purpose, from knowing who you are.

From autonomy flows agency: the ability to act in alignment with that purpose. Agency is not a mere activity; it is an intentional movement anchored in identity. From agency emerges voice: the courage to articulate boundaries, preferences, dissent, and direction.

And from voice comes prioritisation: the disciplined ordering of what matters most

Overextension, then, is not a time-management

failure. It is misalignment. It occurs when priorities are shaped more by external demand than internal direction. At its root is misplaced identity, the subtle belief that worth is earned through accommodation rather than anchored in autonomy.

## Reclaiming Autonomy: The Work Beneath the Work

If overextension is the symptom, then autonomy is the work. Reclaiming autonomy does not begin with better boundaries, but with a deeper re-anchoring of identity. It requires returning to the question most women have been socialised to postpone: What am I here to do — and what am I not? When identity is clarified internally, agency becomes deliberate, voice becomes clearer, and priorities begin to organise themselves. Productivity improves not through effort, but through alignment.

### 1. Reclaim autonomy internally

Overextension often begins when identity is externally defined. When worth is measured by usefulness, saying yes becomes reflexive. Reclaiming autonomy starts by reasserting an internal compass — a clear sense of self that precedes demand. Without this, every request feels legitimate, and capacity is quietly depleted. For leaders, this is the foundation of strategic self-definition.

### 2. Shift from reactive to deliberate agency

Overextension is sustained by reactivity. You respond, absorb, and adjust endlessly. When agency becomes deliberate, you stop organising your work around interruption and begin initiating direction. This reduces the constant expansion of responsibility that fuels overload. This is the shift from operational absorption to directional leadership.

### 3. Clarify voice — not volume

Blurred boundaries are a hallmark of overextension. As agency stabilises, voice becomes clearer — not louder, but more precise. You articulate limits, preferences, and direction

early, preventing the accumulation of unspoken obligations that later overwhelm capacity. Clear voice is how leaders protect capacity for themselves and their teams.

### 4. Realign priorities with intention

Overextension thrives where everything feels equally urgent. Clear voice enables prioritisation. The disciplined ordering of what matters most. Less energy is spent managing volume; more is applied to what is aligned. This is where effort reduces and effectiveness increases. This is the difference between managing workload and exercising leadership judgment.

### 5. Allow overextension to resolve as a consequence

When identity is anchored, agency intentional, voice clear, and priorities aligned, overextension begins to dissolve. Not through effort or endurance, but through choice. Capacity is no longer negotiated after the fact; it is protected by design. This is not withdrawal from leadership, but a maturation of it.

### 6. Experience sustainable, meaningful productivity

The outcome is that productivity improves, but it is no longer extractive. Work becomes sustainable because it is coherent. Energy is directed, not drained. Output reflects alignment, not overcompensation. Productivity here becomes a vehicle for impact, not proof of worth.

## Final Thoughts

Overextension is not the cost of ambition; it is the cost of misaligned identity. The work beneath the work is learning to lead from within. For women in leadership, rebuilding identity architecture — autonomy, agency, voice, and priorities — is not self-work. It is leadership infrastructure.

# WHAT HAPPENS WHEN AFRICAN ARTISTS REJECT THE GLOBAL GAZE?

For years, certain milestones have defined success for African artists: a booth at Art Basel, an acquisition by Tate, and inclusion in the Venice Biennale. These achievements still carry weight. They shape markets, rewrite art histories, and open doors.

Yet a growing number of artists are asking whether these markers should remain the ultimate horizon. What happens when recognition from Western institutions is no longer the central goal?

In this digest, we explore how the global gaze shapes contemporary African art, the ways artists are asserting autonomy, the economic implications of that stance, and what shifts aesthetically and conceptually when success is defined closer to home.

## TOP PICKS FROM OUR COLLECTION



Title: Groomsman  
 Artist: Emmanuel Dudu  
 Medium: Oil on canvas  
 Dimensions: 23 x 17 in | 58 x 43 cm  
 Available on Request



This digest is brought to you by Patrons MCAA. Think African art, think Patrons. Patrons is Africa's leading art advisory and dealership firm with deep expertise in African art, helping private and corporate art collectors diversify their wealth through art collection, appraisal, packaging & transportation, storage, insurance, maintenance, and restoration. Purchase or general inquiry? Reach out: [art@patronsmcaa.com](mailto:art@patronsmcaa.com).



Title: Apart Of Us IV  
 Artist: Anita Cudjoe  
 Medium: Plastic rice bags on photography  
 Dimensions: 18 x 23 in | 46 x 58 cm  
 Available on Request



Title: Article 15  
 Artist: Aza Mansongi  
 Medium: Acrylic on cotton canvas  
 Dimensions: 24 x 24 in | 61 x 61 cm  
 Available on Request

## Understanding the Global Gaze

The “global gaze” refers to the network of institutions, markets, and critical platforms that determine visibility within contemporary art. Western art fairs such as Art Basel and Frieze function as commercial engines. Museums, including Tate, MoMA, and the Centre Pompidou influence canon formation through acquisitions and exhibitions. Biennales—particularly Venice—act as stages where national narratives are projected outward.

Over the past two decades, African artists have become increasingly present within these spaces. Landmark exhibitions and curatorial interventions, notably Okwui Enwezor’s direction of Documenta 11 in 2002, expanded the geography of contemporary art and insisted on intellectual parity rather than token inclusion. His approach demonstrated that African artists were not peripheral to global discourse but central to it.

Still, inclusion within powerful systems comes with framing. International audiences often encounter African art through themes that are immediately legible: postcolonial history, identity, migration, and archival recovery. These are urgent subjects. Yet repetition can harden into expectation. Market dynamics reinforce this cycle, as galleries and collectors gravitate toward work that fits recognizable narratives.

The global gaze is not inherently hostile. It can offer resources, infrastructure, and visibility unavailable elsewhere. The question is not whether engagement is beneficial but whether it quietly narrows the field of what is produced and how it is read.

## Choosing Self-Definition Over Recognition

Across the continent, artist-led and curator-driven initiatives have developed with different priorities. CCA Lagos, founded in 2007 by the late Bisi Silva, centered research, archives, and sustained critical dialogue. Nubuke Foundation in Accra continues to invest in education and community programming alongside exhibitions. Kuona Trust in Nairobi supports artists through residencies and studio infrastructure, focusing as much on local ecosystems as on international exposure.

These spaces do not reject global exchange. Rather, they recalibrate it. Programming often begins with local concerns: urban development, pedagogy, language, and environmental issues, before considering how the work travels.

## The Economics of Refusal

Autonomy exists within material constraints. The global art market remains heavily concentrated in Europe and North America. Reports from Art Basel and UBS consistently show that the largest sales volumes occur in New York, London, and Hong Kong. For many African galleries, participation in international fairs is essential for financial sustainability.

Local collector bases in cities such as Lagos, Johannesburg, and Nairobi are expanding but remain comparatively small. Artist-run spaces frequently depend on grants from European cultural foundations or international organizations. Even projects committed to local discourse may rely on foreign funding streams.

This entanglement complicates the idea of rejection. Few artists operate entirely outside global systems. More often, the strategy involves negotiation: participating selectively in international circuits while investing energy and resources into local initiatives.

## Rethinking Success

The deeper shift is psychological. When success is no longer measured solely by acquisition into Western collections or invitations to prestigious fairs, different metrics emerge: sustained impact within a city, educational reach, and the strengthening of artistic communities.

This does not negate the importance of global institutions. Museums and biennales still play significant roles in shaping discourse and providing resources. The question is whether they define the horizon or form part of a broader landscape. Complete independence from global systems may be unrealistic in a world where capital and information move fluidly. Yet agency is possible. Artists and institutions can choose how and when to engage, what narratives to amplify, and which audiences to prioritize.

When African artists reject the global gaze, the act is rarely theatrical. It is structural. It reshapes who is centered, who is addressed, and who determines value. Recognition may still come. But it no longer dictates the terms.



Keturah Ovio

Keturah Ovio is an Executive at Patrons Modern & contemporary African Art. She is also an engineer and Founder of Dukka, a Fintech startup providing bookkeeping and payments solutions for small businesses.

Keturah is passionate about African Art and has been collecting art since her early 20s. Now, she advises, curates, and manages collections for individuals and corporate organisations looking to start or diversify their wealth management through art collecting. She strongly believes that a fine marriage exists between Art and Technology

# BETWEEN NICHE MARKETING AND MASS MARKETING

FEYISITAN IJIMAKINWA

There are numerous marketing strategies available to businesses today, but two stand out because of their contrasting nature – niche marketing and mass marketing. By understanding the differences between these two approaches, businesses can adopt a strategy that resonates best with their brand vision and target audience.

## Understanding niche marketing

Niche marketing is a targeted approach where businesses focus on a specific, well-defined segment of the market. Rather than appealing to an extensive audience, niche marketing caters to the unique needs, preferences, and desires of a smaller, more specific group of consumers. This allows for a more personalised and detailed approach to marketing, leading to stronger customer relations and loyalty.

## Benefits of niche marketing

There are several benefits associated with niche marketing. Primarily, businesses can tailor their products or services to meet the unique needs of a specific audience, leading to higher customer satisfaction and loyalty. Additionally, niche marketing allows businesses to become experts in their field, creating a competitive edge that can be hard for others to replicate.

## Drawbacks of niche marketing

While niche marketing has its benefits, it also comes with potential drawbacks. The limited target market can restrict business growth, and a heavy reliance on a single market segment can be risky if consumer behaviour changes. Additionally, niche marketing requires an in-depth understanding of the target market, which can be time-consuming and resource-intensive.

## Examples of niche marketing

One of the best examples of niche marketing is the premium watch brand, Rolex. Rather than catering to the mass market, Rolex focuses on a specific niche – customers who value luxury, status, and craftsmanship in their watches. Another great example is Red Bull, an energy drink company that utilises niche marketing by targeting extreme sports enthusiasts, gamers, and young individuals seeking energy boosts. Their marketing campaigns often feature high-energy events and

sponsorships within the niche communities they cater to.

## Understanding mass marketing

Mass marketing, on the other hand, is a marketing strategy aimed at a large, diverse group of consumers. This strategy revolves around the concept of promoting a product or service to all consumers, regardless of their unique needs or preferences. The goal is to reach as many potential customers as possible and capitalize on economies of scale.

## Benefits of mass marketing

Mass marketing can lead to substantial business growth due to the vast audience it covers. It allows businesses to gain broad market visibility, potentially leading to higher sales volumes. Furthermore, mass marketing can be less risky as it doesn't rely on a single market segment.

## Drawbacks of mass marketing

While mass marketing can offer considerable benefits, it can also present challenges. One major drawback is the difficulty in creating a product or message that resonates with such a diverse audience. In addition, due to the sheer scale of the target audience, mass marketing campaigns can be expensive to execute.

## Examples of mass marketing

Coca-Cola's marketing strategy is a prime example of mass marketing. Their products and marketing messages are aimed at a wide range of consumers, regardless of age, gender, or lifestyle preferences. Procter & Gamble is a multinational consumer goods company that uses mass marketing to promote its diverse range of products. They advertise widely across various media channels to target households and individuals. Nike, a leading sportswear brand, utilises mass marketing to promote its products globally. Their advertising campaigns often feature high-profile athletes and are showcased across various media platforms, including television, social media, and billboards.

## Key differences between niche marketing and mass marketing

The contrasts between niche marketing and mass marketing are vast, with the differences falling primarily

into five categories: target audience, product focus, marketing channels, budget considerations, and the business model:

**Target audience:** In niche marketing, the target audience is a narrowly defined, specific group of consumers, whereas in mass marketing, the target audience is large and diverse.

**Product focus:** Niche marketing focuses on offering specialised products or services tailored to the needs and preferences of a specific market segment. Mass marketing focuses on creating a product or service that appeals to the majority of consumers.

**Marketing channels:** Niche marketers use targeted marketing channels that their specific audience prefers, such as specialized trade magazines, targeted digital ads, or specific social media platforms. Mass marketers, however, use broad-based channels that can reach a large and diverse audience, such as television, radio, and mainstream print media.

**Budget considerations:** Niche marketing can be more cost-effective due to its targeted approach, while mass marketing can require a significant budget to reach its wide audience effectively.

**Business model:** Niche marketing suits businesses that offer specialized products or services, while mass marketing is suitable for businesses that offer products or services with universal appeal.

Choosing Between Niche Marketing and Mass Marketing  
When it comes to marketing strategies, businesses often face the dilemma of choosing between niche marketing and mass marketing. Make sure you consider the following:

**Assessing your business needs:** Before choosing between niche and mass marketing, it's crucial to assess your business's unique needs and capabilities. Consider your products or services, target audience, available resources, and the level of competition in your industry.

**Market Research:** Market research is essential to understand the preferences, needs, and behaviours of your potential customers. It will help determine whether your offerings are best suited for a niche or a broad market.

**Aligning with business goals:** Your marketing strategy should align with your business goals. If your aim is to become a market leader in a specific field, niche marketing may be the right approach. If you're targeting rapid growth across a diverse customer base, mass marketing could be the way forward.

**Considering market dynamics:** Market dynamics, including competition, customer behaviour, and industry trends, can influence your choice between niche and mass marketing.

## Conclusion

Both niche marketing and mass marketing have their unique strengths and challenges. The right approach for your business depends on various factors, including your business model, product offerings, target audience, market dynamics, and business goals. By understanding the differences between niche marketing and mass marketing, you can make an informed decision that aligns with your business objectives and optimises your chances for success.



FEYISITAN IJIMAKINWA

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# WHEN YOU KNOW

UDY OSARO-EDOBOR

After completing her secondary education in Nigeria, Maria left for Scotland to pursue her university degree then she stayed on for her master's. But as graduation approached, her greatest excitement wasn't the certificate waiting at the ceremony, it was the flight home.

Maria loved to travel. She loved exposure. She loved growth. But she never wanted to live abroad permanently. You could not convince her otherwise. There was simply no place like home.

She boarded her flight to Nigeria with a heart full of anticipation, unaware that somewhere between departure and arrival, her life would quietly change.

She noticed him almost immediately. When she reached her seat, she was greeted by the most disarming smile she had ever seen. Not just handsome but warm, sincere.... the kind that made you smile back.

His name was Charles. He was effortlessly attractive. Impeccably dressed. When he leaned over to help her with her luggage, she caught his scent clean... masculine and unforgettable.

They began talking. And then they never really stopped. Conversation flowed like they were picking up from a previous lifetime. Laughter came too easily. Their shoulders brushed. Fingers grazed. Eyes lingered longer than necessary. To anyone watching, they were not strangers on a flight. They looked like a couple.

Maria had only loved once before. It had ended painfully. Since then, she had built careful walls, structured, deliberate and protective but Charles dismantled them without even trying. He listened fully. Spoke gently. Paid attention. When she felt cold, he adjusted the vent above her. When she mentioned she might need to stretch, he offered her the aisle seat without hesitation.

There was no rush. No pressure. Just presence. Then, softly, dangerously honest, he said: "I wish I had met you before." Those words settled between them. Charles was engaged. He was travelling to Nigeria for his formal introduction to his fiancée's family. And just like that, what felt like destiny had boundaries.

Their connecting flight stopped in Amsterdam. A delay was announced.

What should have been an inconvenience became a gift. They found a quiet corner in the airport and talked for hours. About childhood. Dreams. Faith. Fears. The kind of conversation people in relationships struggle to have after years together.

Those few hours became the best either of them had experienced in a long time. The chemistry was undeniable. Electric. Effortless. But untouchable. There was nothing they could do about it.

When they finally landed in Lagos, reality waited at baggage claim. Maria made the decision for both of them. They would not exchange phone numbers. There was no need to nurture what was not meant to grow.

Charles asked gently and respectfully but she refused. When he pulled her into a final embrace, something inside her broke. Tears streamed down her face. It felt like mourning a future that never had the chance to exist. It felt like heartbreak. And then they departed.. walking in opposite directions.

Time did what time always does. It moved.

Maria married. Built a life. Had children. Yet sometimes, in quiet moments, she would think of a charming smile somewhere between Scotland and Nigeria... and wonder.

Charles' life did not unfold gently. His engagement became marriage. The marriage became betrayal. The betrayal became divorce... public, humiliating and devastating. Seeking distance and air, he travelled to Port Harcourt to stay with his twin sister, Kiva.

Kiva invited him to church, maybe his heart would find the healing it needed. Reluctantly, he attended. However, after service, healing still felt far away.

After eating lunch at a restaurant on their way home, Charles waited in the car while Kiva greeted someone warmly outside. The voice that responded froze him. Even after twenty-two years, he knew that voice. Before he could see the face, the woman had walked into the restaurant. Charles turned sharply.

"Kiva... who were you just talking to?" he asked "Oh," she replied casually. "That's the wife of my assistant pastor. Deaconess Maria." That was all he needed. He was out of the car before the sentence finished.

Inside the restaurant, he saw her.  
Older. More graceful. Still breathtaking.  
He whispered her name.

She looked up over her glasses. Confusion flickered. Then recognition. Then shock. When he opened his arms, she ran into them. It felt like home. But it was not her home.

This time, phone numbers were exchanged and they agreed to meet before he returned to America.

Kiva watched carefully. She had never seen Deaconess Maria smile like that. Her brother? The reason? Impossible. She was interested in whatever was going on there. When Charles reminded her of the woman from the Scotland–Nigeria flight decades ago, she was stunned by the divine symmetry of it all.

Kiva had always liked Maria but she did not like Maria's husband. A pastor with a sharp tongue and a very cold temperament. Church whispers hinted at a toxic marriage and Kiva had often blamed Maria's quiet sadness on it.

Over the next three weeks, Maria and Charles met. Carefully. Respectfully. Intentionally. He spoke about his wife's betrayal. About rebuilding dignity after divorce. About loneliness. Maria listened with compassion.

Then she spoke about endurance. About a man who was kind while dating but became harsh after marriage. About years of silence disguised as submission. About staying in a horrible marriage because of scriptures. Because of reputation and what people will say. Because "Christians" did not divorce and besides, her position in church carried scrutiny. People were watching.

Charles, though a nominal christian was an exceptional man. Stead, kind and emotionally intelligent. He did not pressure her. Did not manipulate her vulnerability. But it was obvious, they were in love. And if she said the word, he would marry her immediately. But he refused to influence her decision. This choice had to be hers.

Those three weeks felt like that flight all over again. She laughed freely. Glowed visibly and people noticed. "You look different," they said. "You're shining."

One morning, her oldest daughter studied her carefully and said:

"Mum... whatever is making you smile like this, hold it tightly." This was food for thought.

Maria stood at a crossroad.  
Stay with a toxic, self-righteous husband whose own brother had advised her to leave? A pastor whose behaviour had quietly driven even his siblings from the church?  
Or choose the man who felt like peace.

The one she met once in youth and once again in what felt like divine timing.

Should she take a second chance at real love? But at what cost?

Charles left for America.  
They stayed in touch but there was no drama. No pressure. No manipulation. Just quiet, steady presence across the miles.

Then came a Sunday family service. Her husband anchored the service, preaching on divorce — whether it could ever be an option and at what cost. The same words that Maria had been pondering about in recent times.

Questions were opened to the congregation. Maria stood and took the microphone. For a long moment, she didn't speak. She only stared at her husband. Twenty years of an unhappy marriage flashed through her mind. Experience stared her in the face. Reputation weighed heavily. Then she smiled. She dropped the microphone.

And returned to her seat. She said nothing. But she also knew she had a decision to make because when you know, you know.

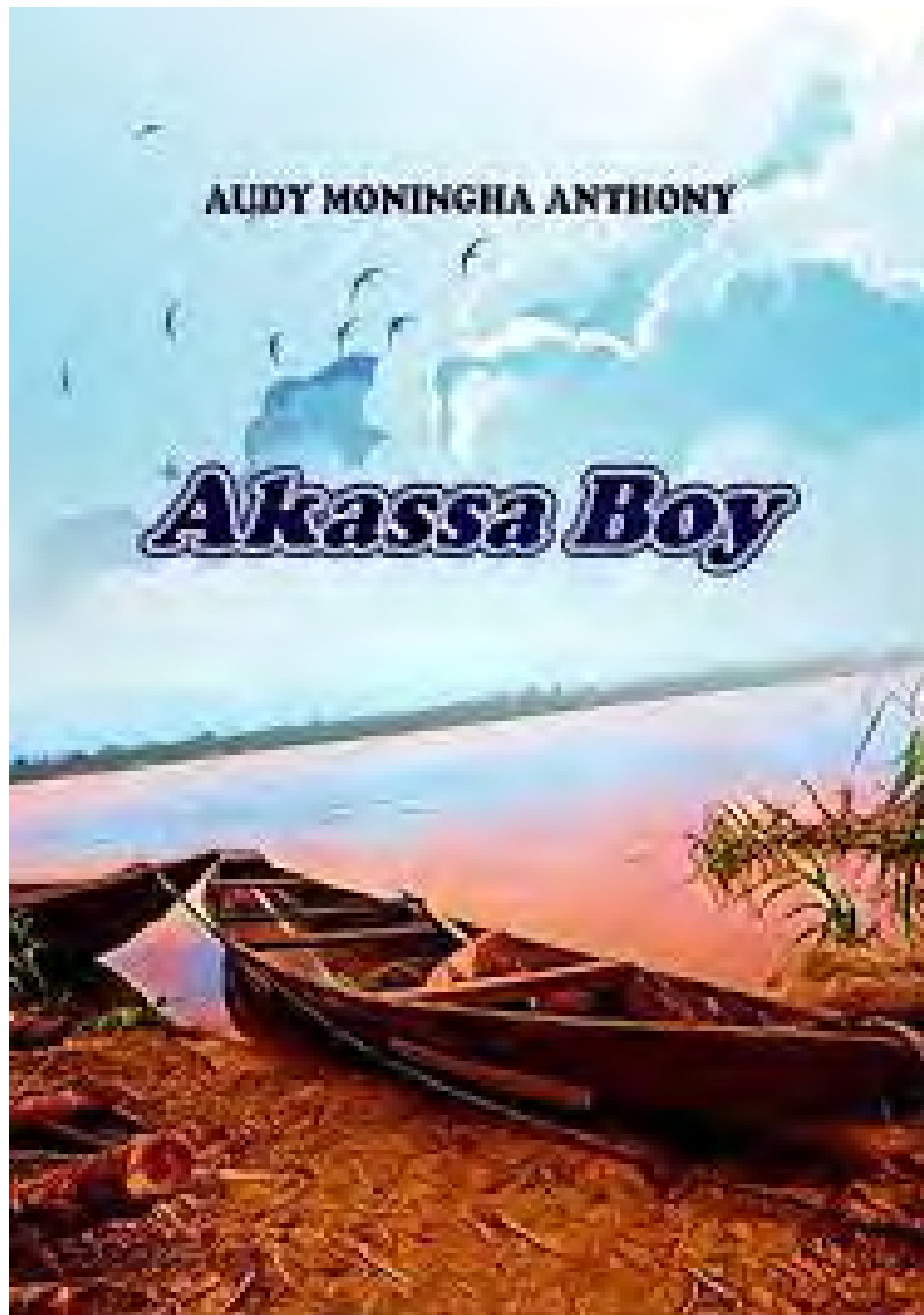


### Udy Osaro-Edobor

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A Crown Worn for the People-A Review of Audy Moningha Anthony's Akassa Boy

Title: Akassa Boy  
Author: Audy Moningha Anthony  
Year of Publication: 2022  
Number of Pages: 272  
Category: Fiction

# AKASSA BOY

TITILADE OYEMADE

In *Akassa Boy*, Audy Moningha Anthony tells a deeply rooted and moving story of identity, leadership, and sacrifice through the life of King Isaiah Sunday. A man whose personal journey becomes inseparable from the fate of his people.

*Akassa Boy* reads like a storybook come to life. The book is simple and easy to follow, welcoming almost anyone into its world. Yet beneath this clarity lies a story that is full, detailed, and deeply rooted in history. For readers from Nigeria's South-South region especially, the book feels less like fiction and more like a homecoming, one that deserves a permanent place on the shelf.

Although the story centres on Isaiah Sunday, the "Akassa boy," the novel ultimately becomes a portrait of the Akassa people themselves, an important Ijaw ethnic subgroup in Bayelsa State. Through Isaiah's eyes, Anthony clearly captures their culture, values, and communal life. Weddings, daily routines, traditions, and relationships are rendered with care and intimacy. While the book is said to be based on real-life events and the author's experiences, readers may find themselves quietly wondering which character most closely mirrors the author, a question that draws the reader in further.

Anthony is patient and deliberate in his storytelling. He takes time to describe the land, the people, and the rhythms of life in this coastal town with a long and storied past. For those familiar with the region, the book is likely to stir memories; for others, it offers insight into a history and way of life that is rarely given centre stage. In this sense, *Akassa Boy* also functions as cultural preservation, recording stories that might otherwise fade with time.

The novel focuses on important themes like duty and sacrifice, leadership and responsibility, and the powerful pull of home and ancestry. It examines tradition and succession, colonial influence and adaptation, fate and destiny, and the shadow of war. While some sections are heavy and demand close attention, the story remains eye-opening. At times, it even reads like a Nollywood epic. Dramatic, fast-paced, and emotionally charged, so gripping that you can't stop reading.

Isaiah Sunday stands out as a strong and admirable main character. His courage, discipline, and commitment to service make him a study in leadership. Readers seeking lessons in character and responsibility will find much to reflect on in his choices and conduct. Even his flaws particularly moments of anger, add depth, revealing a man driven by fierce conviction and passion rather than perfection.

The book is populated with many characters, and Anthony makes a deliberate effort to acknowledge families and lineages, reinforcing the communal nature of Akassa life. Though the story takes readers back in time, it also gestures toward the "future". The 1960s, an era that reminds us how recent, yet distant, these histories truly are. One slight drawback is the book's cover design, which does not quite capture the richness and weight of the story within.

One of the most powerful moments in the novel comes during the Nigerian civil war. Advised to flee for his own safety, Isaiah Sunday chooses instead to remain with his people, fully aware that it may cost him his life. This decision shows the heart of *Akassa Boy*: leadership as sacrifice, and loyalty as an unbreakable duty.

Ultimately, *Akassa Boy* is more than a personal story. It is a meditation on home, heritage, and the heavy demands of leadership. Audy Moningha Anthony presents a life shaped by history, culture, and conviction, reminding readers that true kingship is not defined by a crown, but by the courage to stand with one's people, no matter the cost.



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# WEEKENDER

## MOVIE REVIEW

### 96 MINUTES (2025)

If you have a flair for Taiwanese, Chinese action movies, then this would be worth your while, as the action was from start to finish. Po-Hung Lin was a bomb expert. In the first scene, he tried to detonate a bomb in the cinema, only for another one to go off in a big shopping mall nearby, but luckily his girlfriend who was very close to the mall wasn't killed. Three years down the line, Po-Hung Lin and Vivian Sung were travelling for the memorial of the lives lost three years earlier and an honorary award for him and his colleague. Little did they know that an aggrieved fellow had planted a bomb on two trains at the same time and just wanted justice served, not even concerned that he would kill innocent people and even himself. You will need to check out this movie to discover if Po-Hung Lin was able to put out the bomb, if any lives were lost, and how majority of the people had to jump off a fast-moving train, that scene got me screaming. The 118-minute Taiwanese drama action Chinese movie was directed by Hung Tzu-hsuan. They featured actors like Austin Lin, Vivian Sung, Wang Po-chieh, Lee Thae-zen, Eleven Yao, Kent Tsai, Frederick Lee, Ng Ki-Pin, etc.



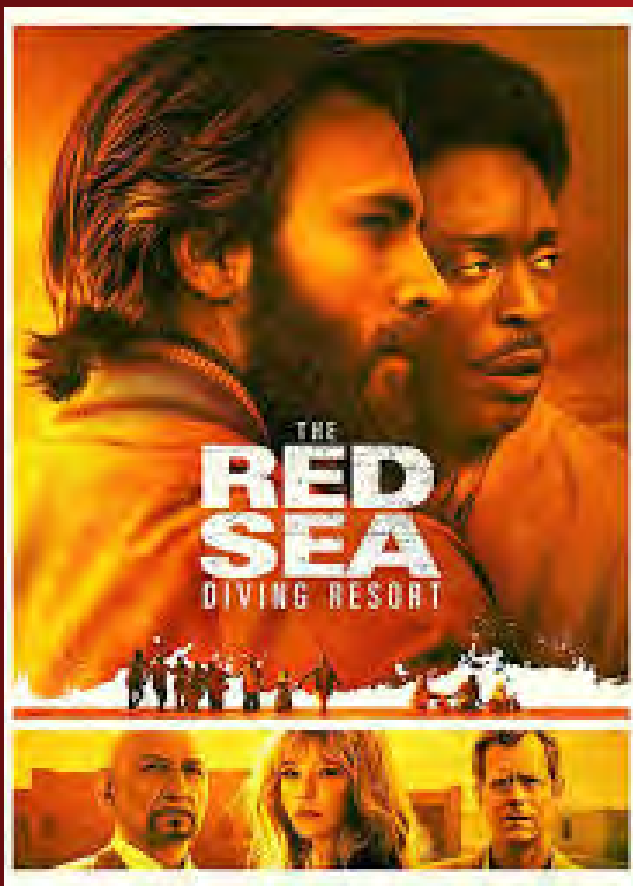
## LOVE WEDDING REPEAT (2020)

If you love British comedy movies, then this movie may be worth your weekend. This movie tries to tell us the story from several angles and points of view, so you must pay attention to be able to understand it fully. Jack went on a trip and met his sister's friend, Dina. He liked her and yet could not fully express himself. Years later, Dina appears again at Hayley's wedding "that is Jack Fisher. This time, Jack must tell Dina how he feels about her. To save his sister's wedding, Jack must stop her old boyfriend from ruining her most precious day. You must watch the movie to see if Jack could tell Dina how he felt and the plan they both came up with to stop her ex-boyfriend, and how the plan almost backfired. The 100-minute British romantic comedy film was directed by Dean Craig. They featured actors like Sam Claflin, Olivia Munn, Freida Pinto, Eleanor Tomlinson, Joel Fry, Tim Key, Aisling Bea, and Allan Mustafa, among others.



## THE RED SEA DIVING RESORT (2019)

If you like movies that are inspired by true events, then this will be worth your while. This movie was very emotional and touching; it really left me so emotional. Kabebe Bimro was a strong, family-oriented man from Ethiopia who wanted to do anything to save his people. In order to get them out of Ethiopia, he must work with Ari Levison to help his people. Ari came up with the first strategy, which was later busted. He went back home, re-strategized with his bosses and team members, and came up with another plan. This time around, Ari, an undercover agent, opens a fake hotel to real tourists as a cover to help smuggle thousands of Ethiopian refugees to safety. You must watch this life-changing movie to see how Ari and Kabebe almost lost their lives, their strong pledge was a driving force "We leave no one behind," and indeed they didn't and fought for years till all were saved. The 130-minute drama thriller movie was directed by Gideon Raff. They featured actors like Chris Evans, Michael Kenneth Williams, Haley Bennett, Alessandro Nivola, Michael Huisman, Alex Hassell, Mark Ivanir, Chris Chalk, Ben Kingsley, and many more.



# ONOBIREN: A PORTRAIT OF RESILIENCE, GENDER AND SURVIVAL

IFEOMA OKEKE-KORIEOCHA



From a seven-minute teaser made available to the media ahead of its March cinema debut, *Onobiren*, produced by Laju Iren Films, signals a culturally grounded story that interrogates gender roles, ambition, and the economics of survival within Nigeria’s riverine communities.

Set against the Itsekiri landscape of Delta State, the film traces Roli’s journey from Warri to Lagos — a young woman pushing against tradition in a society where fishing, like many livelihoods, is historically male-dominated.

The teaser opens with Roli’s voice: “They say the journey of a thousand miles begins with a step. Mine began with a swim.” The metaphor is telling. Raised in a community where women were confined to shallow waters, her story signals a quiet but firm resistance to patriarchal limitations, inspired by a father who believed the sea made no distinction between male and female.

Visually, the film’s set design works in deliberate harmony with its locale. The riverine environment is not treated as a backdrop but as a living, breathing extension of the narrative. Canoes and fishing tools ground the story in authenticity, reinforcing the physical and emotional realities of life in the Itsekiri region. The film’s emotional texture is heightened by moments of raw vulnerability — cries, anguished whispers, and sudden outbursts that feel unforced

**F**ilm has the power not only to show life but to make us feel it — the quiet ache, the sudden cry, the bursts of frustration that signal both struggle and courage.

*Onobiren* seizes this power, turning intimate emotional moments into a lens for understanding broader social realities. By capturing Roli’s tears, whispers, and anguished outbursts alongside her determination, the film reshapes perception, placing marginalized voices at the centre of the story and inviting audiences to witness resilience as a force that can challenge tradition, expand possibility, and redefine what is achievable.

yet inevitable.

These emotional pulses are not just expressive flourishes; they weave into the crux of the story, revealing the stakes of Roli’s journey, the weight of tradition, and the pressures of a society where women must fight for visibility and voice. They transform personal suffering into narrative propulsion, making the audience feel the precariousness, courage, and resilience at the heart of the tale.



Ruby Akubueze carries the narrative with understated intensity, interpreting Roli as both wounded and determined, her ambition simmering beneath visible hardship. Veterans such as Patience Ozokwor and Norbert Young add gravitas, grounding the story with seasoned performances. Meanwhile, Deyemi Okanlawon and Bisola Aiyeola appear in roles that suggest layered interpersonal conflicts, hinting at moral tension, desire, and compromise.

Onobiren ultimately speaks to the quiet power of agency — the idea that change often begins not with rebellion, but with refusal to remain confined. By centring a woman's ambition within a space that has historically denied it, the film reframes marginalized lives as sites of meaning, strength, and forward motion. It does not merely observe society; it nudges it, urging audiences to reconsider whose stories matter, whose labour counts, and how courage is forged in everyday choices.

In this sense, Onobiren becomes less a mirror of reality and more a compass — pointing toward fairer horizons, expanded possibility, and the resolve required to move beyond inherited limits.

The soundtrack further deepens this immersion. Rooted in Itsekiri musical textures, it moves in quiet alignment with the film's emotional undercurrents rather than overwhelming them. The music complements moments of struggle, resolve, and transition, reinforcing themes of endurance, identity, and self-determination. Its restraint allows the story to breathe, creating an atmosphere that feels both intimate and culturally specific.

Dialogue appears to be one of the film's strongest tools. Blending English and pidgin with natural cadence, the exchanges feel lived-in rather than performative. The language reflects class, environment, and emotional stakes, giving the characters depth while advancing the narrative organically. Rather than relying on exposition, the film seems to trust conversation — silences included — as a vehicle for meaning.

The film's deeper tension lies in how opportunity is framed for women navigating systems that were never built for them — where ambition is permitted only within certain limits, and advancement rarely comes without negotiation. This commentary feels deeply rooted in its setting yet resonates far beyond it, speaking to broader questions of gender, access, and power.



# WEEKEND QUOTES



1

If your words do not impact,  
close your mouth. Don't speak  
corrupt words  
.....WhispersbyTEN

2

If you rise by stealing, your  
shoulder pad will soon fall. Work  
to be rich and be a blessing  
.....WhispersbyTEN

3

The doings of the Lord  
spoken of are now my reality.  
Hallelujah  
.....WhispersbyTEN

4

It does seem like a test,  
however, most of it is an  
escape for from danger  
.....WhispersbyTEN