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FASHION

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TRAVEL

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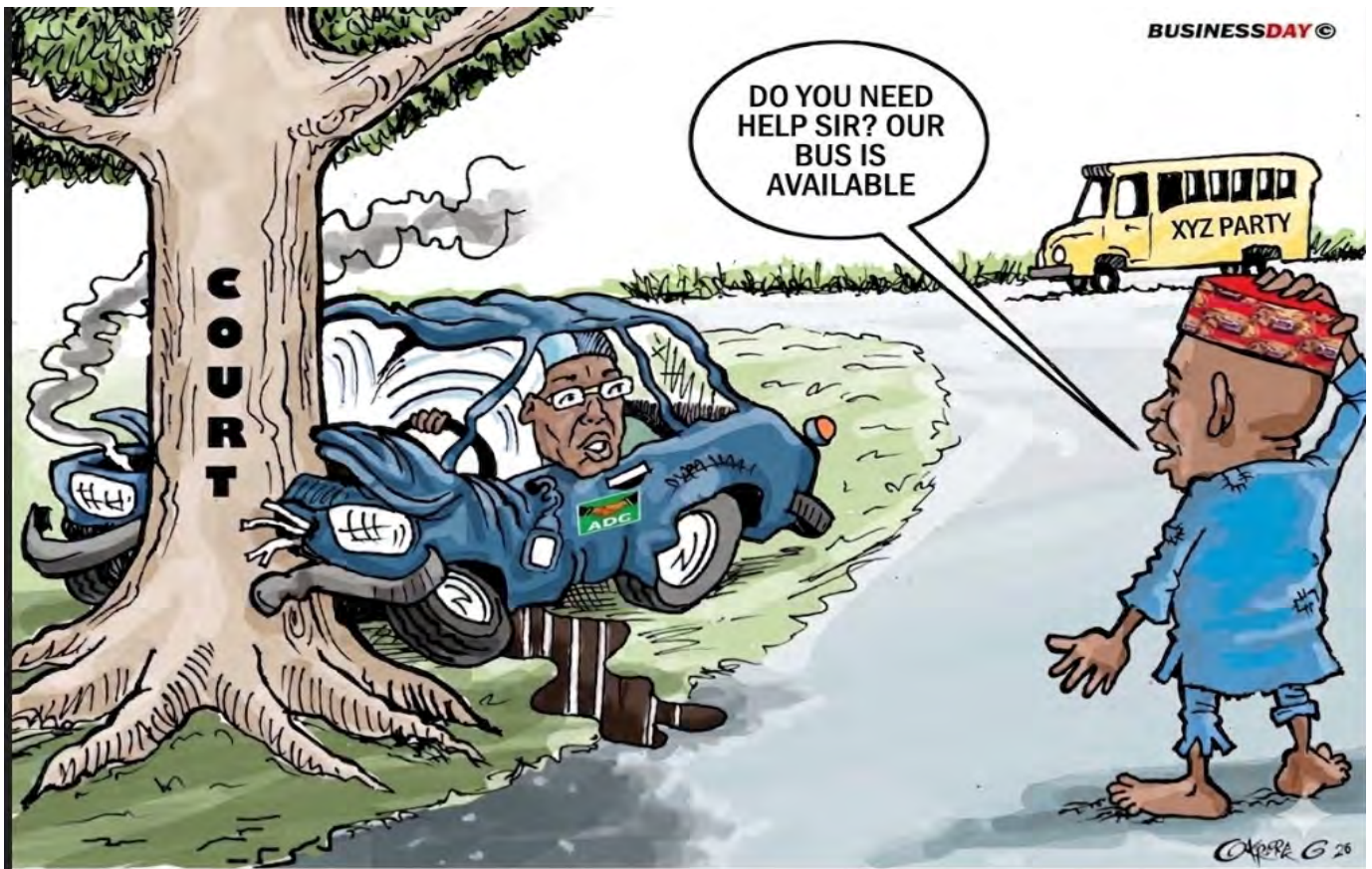
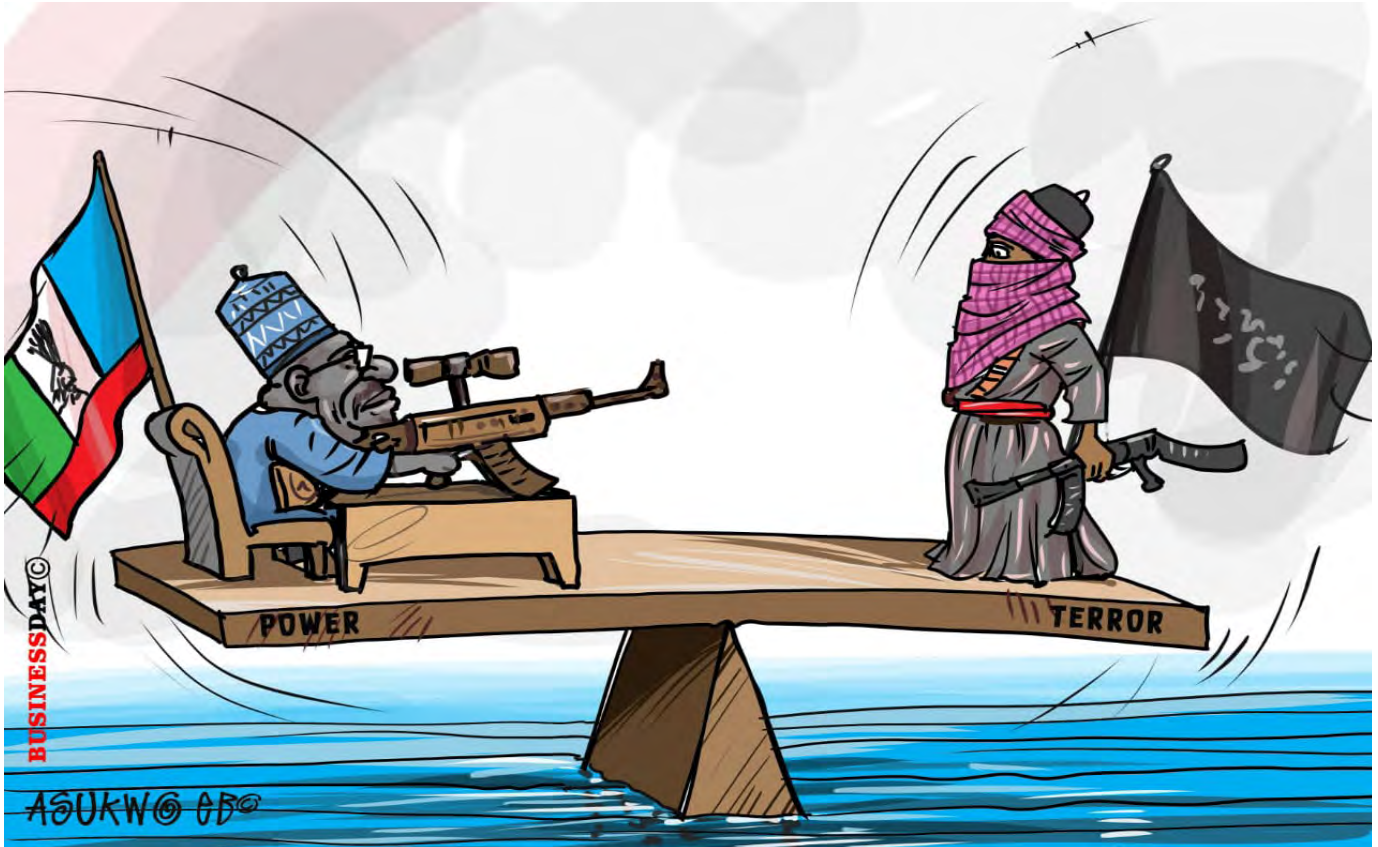




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WHY THE OBAMAS CHOSE NIGERIA'S NJIDEKA AKUNYILI CROSBY TO ANCHOR THEIR LEGACY

IFEOMA OKEKE-KORIEOCHA



The global conversation surrounding contemporary African art's institutional value just shifted into a higher gear.

Nigerian-born visual artist Njideka Akunyili Crosby has been unveiled as a principal creative commissioned by the Obama Foundation to execute the official portrait of former U.S. President Barack Obama and former First Lady Michelle Obama. The high-

profile masterpiece is slated to permanently anchor the Hope and Change lobby at the multi-million-dollar Obama Presidential Center in Chicago, opening its doors to the public this week in commemoration of Juneteenth.

For a sector often prone to measuring creative success purely through auction house dynamics or gallery turnover, this

particular commission represents something far more profound: the ultimate consolidation of soft power and historical permanence. Akunyili Crosby is not merely painting a political power couple; she is embedding a distinctly West African visual vocabulary directly into the architectural fabric of American presidential history.

The unveiling has drawn immediate and effusive praise from the former first family, with Barack Obama reflecting deeply on the layers of identity woven into the canvas.

“It was great joining Njideka Akunyili Crosby, a gifted Nigerian-born, Los Angeles-based artist to unveil our first portrait together,” President Obama remarked following the preview.

“This piece reflects so many chapters of Michelle and my story, and we’re thrilled that it will be on display in the Hope and Change lobby at the Obama Presidential Center starting this Juneteenth.”

Michelle Obama echoed this sentiment, singling out the artist’s ability to transcend standard, stiff political portraiture in favor of radiant, raw vitality.

“Barack and I were so honored to have Njideka Akunyili Crosby create our portrait,” she stated. “Her artistic brilliance shines through and the way she infused such life and joy into the piece is truly extraordinary. We love it, and we think everyone who visits the Center will too.”

Born in Enugu, Nigeria, in 1983 and currently operating out of Los Angeles, Akunyili Crosby has engineered a completely unique creative language that defies simple categorization. Her works are massive, methodically constructed visual tapestries that explore the delicate, often complex friction of living between two worlds—the African homeland of her youth and the Western diaspora of her adulthood.

By utilizing specialized acetone transfer techniques, she infuses her painted figures with skins and backgrounds made up of tiny, collaged clippings from vintage Nigerian magazines, family photo albums, and lifestyle advertisements. To look closely at an Akunyili Crosby portrait is to read a literal history book of Nigerian societal transformation.

Long before the Obama Foundation extended its invitation, Akunyili Crosby’s career trajectory had already broken glass ceilings. A 2017 MacArthur Fellowship recipient (the legendary “Genius Grant”), her resume reads like an elite directory of modern museology.

She holds an honorary doctorate from Swarthmore College and has been represented globally by international mega-gallery David Zwirner since 2018—a partnership that culminated in a massive, definitive monographic publication in late 2025.

The strategic significance of this placement cannot be understated. By positioning her work at the absolute gateway of the presidential archives, the collection places African diasporic narratives on equal footing with institutional Western history.

Her works already sit within the permanent vaults of the world’s most aggressive cultural gatekeepers, including the Metropolitan Museum of Art (The Met), the Tate Modern in London, the Whitney Museum, and the Zeitz Museum of Contemporary Art Africa (Zeitz MOCAA) in Cape Town.

With this latest unveiling, Njideka Akunyili Crosby doesn’t just solidify her status as one of the definitive contemporary masters of her generation—she provides an unassailable blueprint for how African stories can comfortably occupy the most powerful rooms in the world.

FROM TRADITION TO TREND: HOW ADIRE BECAME A MODERN FASHION STAPLE

CHINONYE ISIDIENU



Adire is a significant fashion fabric from the southwestern Yoruba culture in Nigeria, an indigo dyed cloth with creative patterns worn for style, and heritage has now evolved into a modern fashion statement, to appearing on city streets, social media feeds and modern wardrobes.

From its inception, the indigo cloth has moved between everyday life to special moments, shaped in deep blue tones and patterned designs that reflect the skill of its makers.

Across places like Abeokuta, Osogbo, and Ile-Ife, dyers have worked with indigo for generations,



building a craft that has stayed alive through the time making adire now a significant part of the African and global fashion industry.

The name “Adire,” comes from the Yoruba phrase *Adi + Re*, which means to tie and dye. This beautiful handcraft dates back to the nineteenth century common among the Egbas people of Ogun State.

It became popular when local women began using natural indigo dye and simple techniques to form patterns on cloth, classic patterns like *Olokun* (goddess of the sea) and *Ibadadun* (*Ibadan is sweet*) reflecting Yoruba culture, historical events, representations of plants, animals, tools, and conceptual themes and local proverbs.

Over the years, Adire has moved beyond its birthplaces and is now part of global high-fashion conversations. Adire is now being adapted into new fabric combinations, contemporary designs, and fashion collections shown on international platforms.

Designers are reworking Adire into modern clothing styles such as tailored suits, dresses, streetwear sets, jackets, and casual everyday outfits.

Instead of the traditional loose wrapper styles, they now cut and shape the fabric into contemporary silhouettes, often adding customized text, logos, or design details to give each piece a more personal and modern identity. Its visibility has grown through fashion houses and independent brands that reinterpret Adire.

Nollywood has also played a key role in reshaping how Adire is seen today. From their film productions through costume styling and storytelling in film. In some recent productions, Adire has been prominently featured as part of character wardrobes, showcasing the fabric in both traditional and modern contexts, movies like *Adeoluwa Owu Adire* (2023), *Kunle Afolyan Aníkúlápó* (Film & Series).

By placing it within contemporary scenes rather than limiting it to cultural settings, these films help reinforce Adire as a stylish and relevant fabric and exposing to global audiences.

This on-screen presence, combined with the influence of social media creators and fashion influencers, and the rise of Afro beats stars rooted in their culture like Adeline Gold and the rest continues to strengthen its place in modern fashion culture. Major institutional events have created sustainable economic pathways to commercialize the craft internationally. Platforms like the annual Adire Lagos Experience hosted by Ecobank and the Adire Market Week in Ogun State connect local craft clusters directly with premium buyers, upscale boutiques, and international designers. This keeps production active, premium, and integrated into modern supply chains.

Nigerian professionals in the diaspora, such as Dr Toyosi Craig, as well as renowned artisans like Nike Davies-Okundaye, who continue to inspire younger designers including Amaka Osakwe of Maki-Oh. The fabric has also appeared in global fashion spaces, worn by celebrities such as Michelle Obama and Lupita Nyong'o in Adire-inspired designs.

Adire did not become modern because it changed. It became modern because people stopped seeing tradition as something distant from style. Even with this expansion and modern reinterpretation, it still keeps its identity rooted in handmade craftsmanship and traditional processes.

TOP 10 MOST LIVABLE CITIES FOR EXPATRIATES IN 2026

CHISOM MICHAEL



As more people look beyond their home countries for work, education, retirement and new opportunities, a new report has identified the cities that offer the best conditions for expatriates.

Global Citizen Solutions, a residency and citizenship planning advisory firm, has released its inaugural ranking of the World's Most Livable Cities for Expats. The study assessed 35 cities across six continents to determine which destinations provide the strongest combination of living standards and relocation opportunities.

Unlike many city rankings that focus mainly on infrastructure or quality of life, this report also considers passport mobility rights as a key factor. The approach reflects the growing importance of global access and flexibility for people choosing where to live.

"Affordability, social integration, and structural quality rarely co-occur within the same city," says Liana

Simonyan, researcher for Global Citizen Solutions' Global Intelligence Unit. "The index renders these competing priorities explicit and measurable—which is precisely what advisors and individuals need when making high-stakes relocation decisions."

To produce the ranking, researchers evaluated cities using seven indicators: cost of living, safety, air quality, healthcare, ease of settling in, English proficiency and enhanced mobility. Data from publicly available sources were combined to generate scores on a scale of 0 to 100.

Here are the 10 cities that ranked highest in the study.

1. Lisbon, Portugal – 88.49

Lisbon emerged as the world's most livable city for expatriates, achieving a score of 88.49 and finishing well ahead of the other cities in the ranking.

Portugal's capital has attracted growing international interest in recent years from professionals, retirees and digital workers. The city performed strongly across the indicators used in the study, particularly in areas linked to integration, mobility and overall living conditions.

Its first-place finish highlights Portugal's growing role as a destination for people seeking opportunities outside their home countries.

2. Amsterdam, Netherlands – 81.97

Amsterdam claimed second place with a score of 81.97. The Dutch capital has become a destination for international workers, entrepreneurs and remote professionals.

The city scored strongly across several indicators, including English proficiency and mobility, helping it secure a position near the top of the list.

3. Melbourne, Australia – 81.79

Melbourne ranked third, scoring 81.79 points. The city is one of Australia's main centres for business, education and culture.

Its healthcare facilities, English-speaking environment and settlement opportunities contributed to its strong performance in the ranking.

4. Vienna, Austria – 81.07

Vienna took fourth place with a score of 81.07. Austria's capital has frequently appeared in international quality-of-life rankings over the years.

The city's healthcare services, transport system and public infrastructure helped it secure a place among the top-performing destinations for expatriates.

5. Barcelona, Spain – 80.70

Barcelona ranked fifth with a score of 80.70. The Spanish city continues to attract expatriates working in sectors such as technology, finance and tourism.

The report highlights its balance of urban infrastructure, healthcare access and integration opportunities for newcomers.

6. Singapore – 80.58

Singapore secured sixth place with a score of 80.58. The city-state has long been a destination for international professionals and multinational companies.

Its business environment, transport system and healthcare services have contributed to its appeal among expatriates relocating to Asia.

7. Auckland, New Zealand – 80.15

Auckland ranked seventh with a score of 80.15. The city remains one of New Zealand's main economic hubs and a gateway for international migrants.

Its position reflects factors such as healthcare access, English proficiency and the ease with which newcomers can integrate into daily life.

8. Tokyo, Japan – 79.78

Tokyo placed eighth, earning 79.78 points. As Japan's capital and largest city, it serves as a major centre for finance, technology and innovation.

Its transport infrastructure, healthcare services and economic opportunities continue to attract expatriates from different parts of the world.

9. Copenhagen, Denmark – 79.57

Copenhagen ranked ninth with a score of 79.57. Denmark's capital is recognised for its public services, transport network and healthcare system.

The city has also become a destination for professionals seeking access to Northern Europe's labour market and business environment.

10. Seoul, South Korea – 78.89

Seoul secured the tenth position with a score of 78.89. The South Korean capital is one of Asia's largest economic and technology centres. It offers extensive public transport, healthcare services and digital infrastructure.

The city continues to attract professionals, entrepreneurs and international students seeking opportunities in one of the world's largest economies.

FEMI OLAYEBI: BUILDING A FINISHED LEATHER SECTOR IS OUR PATHWAY TO WEALTH CREATION





For over three decades, Femi Olayebi, Founder and Creative Director of FemiHandbags, has been a towering force in shaping the landscape of African luxury craftsmanship. Her uncompromising focus on structural governance, meticulous finishing, and institutional discipline famously led her premium leather brand to become an academic case study at the prestigious Lagos Business School (LBS).

As the visionary pioneer behind the Lagos Leather Fair (LLF), now entering its highly anticipated 9th edition under the strategic theme “Beyond the Hide: Scaling Value, Building Industry, Driving Growth” Olayebi has successfully transitioned from an individual brand builder into an ecosystem reformer. Through targeted capacity initiatives like Kafawa (a technical training partnership with the Mastercard Foundation’s Young Africa Works initiative) and her selection as a prestigious Legatum Foundry Fellow at MIT, she continues to spearhead the systemic formalisation of West Africa’s multi-billion Naira leather trade.

In this insightful interview with IFEOMA OKEKE-KORIEOCHA, Olayebi pulls back the curtain on why raw material exports keep African economies at the lowest end of the global supply chain. She outlines the precise technological deficits hampering local artisans, details how creative entrepreneurs can de-risk their records to unlock tier-1 commercial banking capital, and shares the invaluable governance lessons forged across 34 years of resilient, iterative bootstrapping.

With the 9th Lagos Leather Fair themed “Beyond the Hide: Scaling Value, Building Industry, Driving Growth,” what is the financial and structural gap between exporting raw hides and building a highly mechanized, finished-goods manufacturing sector domestically?

The difference is enormous. A raw hide exported from Nigeria captures only a fraction of its potential value. The real economic opportunity lies in processing that hide into finished leather and ultimately transforming it into products such as bags, footwear, upholstery, and accessories. Every stage of value addition creates jobs, generates revenue, and strengthens domestic industry. The challenge is that manufacturing requires significant investment in machinery, power, infrastructure, skills development, quality control systems, logistics networks and market access. While exporting raw materials may seem easier, it keeps us at the lowest end of the value chain. Building a finished-goods sector is more demanding, but it is the pathway to industrial growth, wealth creation, and global competitiveness.

Your business, FemiHandbags, famously became a case study at LBS. When you negotiate with tier-1 financial institutions such as Ecobank, what specific structural misalignments or risks do commercial banks typically see in local leather manufacturing, and how can MSMEs become truly bankable?

Many financial institutions view manufacturing MSMEs as high-risk because of inconsistent record-keeping, weak structures, irregular cash flow visibility, and limited collateral. To become bankable, small businesses must move beyond passion and embrace structure more intentionally. This means maintaining accurate financial records, separating personal and business finances, and developing realistic growth plans supported by data. Banks are more willing to support businesses that demonstrate transparency, discipline, and a clear understanding of their numbers. Good governance is no longer optional; it is a strategic asset.

Operating from your atelier in Ibadan, how are you insulating your margins from current macroeconomic headwinds without compromising on luxury positioning?

The answer lies in operating more efficiently, and staying true to our brand values. Rather than competing on price, we compete on quality and craftsmanship. We are continuously reviewing our production and operation

processes to reduce waste, save energy, and strengthen local sourcing where possible. The simple truth is that the typical FH customer is willing to invest in products that offer authenticity, quality, and a strong emotional connection, so our focus remains on creating lasting value rather than chasing high volumes.

Nine years into the LLF movement, are we seeing a measurable structural shift in domestic B2B supply chains, or do local designers still face severe barriers to acquiring high-grade finished local leather?

There has been meaningful progress. When Lagos Leather Fair began, many designers operated in isolation and had limited visibility into suppliers and manufacturers within the ecosystem. Today, there is significantly more collaboration, knowledge-sharing, and business-to-business engagement.

However, the challenges remain. Access to consistently finished, high-grade, export-quality local leather is still extremely limited, and the highly fragmented supply chain continues to affect production. What has improved exponentially is awareness and a growing desire for Made-in-Nigeria. More stakeholders are now however actively seeking solutions, and there is a stronger collective commitment to working on fixing the value chain. There is indeed some progress, but the work is far from complete.

What specific technological or mechanical deficits are keeping the average Nigerian leather artisan from achieving global export compliance standards?

Talent is not our biggest challenge; access to skills and technology is. Many artisans and designers are still working with basic equipment that limits consistency, speed, and finishing quality. Advanced skiving, splitting and stitching machines, finishing equipment, automated cutting systems and other specialised tools remain inaccessible for many small businesses.

Beyond machinery, there is also a massive gap in technical training on global production standards and quality assurance systems. International buyers expect consistency across hundreds of units; achieving that level of repeatability requires both skilled hands and modern equipment. We need greater investment in technical training centres and production facilities with highly skilled leather technicians.



Looking at countries that have successfully industrialized their leather ecosystems, what is the single most critical intervention the Nigerian public sector should prioritize right now?

If I had to choose one intervention, it would be the establishment of specialised manufacturing clusters with highly skilled personnel (artisans/machine operators, cutters, maintenance technicians, pattern and sample makers, production managers, quality control inspectors etc), and supported by reliable infrastructure. Successful leather-producing countries have created ecosystems where tanneries, manufacturers, suppliers, training institutions, logistics providers, and financiers operate within connected industrial hubs.

When businesses have access to stable power, water, modern machinery, training facilities and logistics networks, productivity improves dramatically. Individual entrepreneurs cannot solve infrastructure challenges on their own. Clusters such as mentioned earlier would reduce production costs, encourage investment, create jobs and accelerate the development of a globally competitive leather industry.

What does your 34-year history say about the power of slow, iterative bootstrapping?

My 34-year journey is proof that sustainable growth does not happen overnight. We live in a world that celebrates rapid success, but businesses that last are built through years of consistent effort, learning, adaptation, perseverance, resilience and sheer grit.

When I started, I did not have access to any form of capital, sophisticated infrastructure, or the most ideal working conditions. What I had was a commitment to keep showing up, keep learning, and keep improving. Every stage of growth has taught me the most invaluable lessons, and it is important that young entrepreneurs and creatives understand that progress is not measured by speed alone. Building patiently, developing competence, and creating real value can ultimately be far more powerful than chasing quick wins.



MARKETSQUARE AT 10: HOW A HOMEGROWN RETAIL GIANT BUILT A NATIONWIDE FOOTPRINT FROM ADVERSITY





As Marketsquare marks its 10th anniversary, the indigenous retail chain stands as one of Nigeria's notable business success stories, having grown from a single store in Yenagoa to a nationwide network serving millions of customers. In this interview with Joseph Olaoluwa, Founder and Chief Executive Officer of Sundry Markets Limited, Ebele Enunwa, reflects on the company's growth journey, the evolving retail landscape, the opportunities and challenges facing the sector, and Marketsquare's vision for the future.

Marketsquare recently marked its 10th anniversary. Looking back, what would you describe as the defining milestones that have shaped the company's journey?

The first milestone was simply having the courage to begin.

When we opened our first Marketsquare store in Yenagoa in 2015, many questioned the decision. Some wondered why we would choose a city that was not considered one of Nigeria's major commercial centres. But our belief was straightforward: every Nigerian community deserves access to a modern, clean, and reliable retail experience. The important thing was not where we started; it was that we started.

From that single store, we have grown into what is today Nigeria's largest indigenous grocery retail chain, operating 41 stores across 19 cities in 15 states. That journey has been built on disciplined execution rather than rapid expansion for its own sake.

Another defining milestone has been the trust we have earned from customers. Retail is one of the few businesses where consumers decide on your brand almost every day. Sustaining that trust over ten years is something we are particularly proud of.

Equally significant has been our impact on the economy. Today, we directly employ more than 4,000 Nigerians, work with over 900 suppliers, many of them local businesses, and serve more than two million customers every month. Those numbers represent livelihoods, partnerships, and communities that have grown alongside us.

Nigeria's retail landscape has evolved significantly over the past decade. How has Marketsquare adapted to changing consumer behaviour and market realities?

The Nigerian consumer has become more discerning, more value-conscious, and more demanding. They are looking for quality, convenience, and affordability simultaneously.

Our approach has always been to listen carefully to customers and adapt continuously. We have invested significantly in improving store layouts, expanding product offerings, strengthening our supply chain, and ensuring that customers enjoy a pleasant shopping environment regardless of location.

Economic realities have also required us to become extremely agile. Exchange rate volatility, inflation, energy costs, and logistics challenges have fundamentally changed the retail business.

Rather than seeing these as barriers, we have focused on improving operational efficiency, strengthening relationships with local suppliers and making better use of technology to optimise inventory and reduce waste.

Retail success today is less about size and more about resilience, efficiency, and customer trust.

Marketsquare has expanded from a relatively modest footprint to one of Nigeria's leading indigenous retail chains. What strategic decisions have driven this growth?

Our growth has never been accidental. From the beginning, we made three deliberate strategic choices.

First, we focused on operational excellence before expansion. Every new store had to meet the same standards of customer experience, product quality, and operational discipline.

Second, we invested heavily in our people. Retail is ultimately a people business. Buildings do not serve customers - people do. We have therefore prioritised recruiting, training, and empowering employees who understand our culture of service.

Third, we believed strongly in Nigeria's long-term potential. While many investors focus primarily on major cities, we recognised opportunities across different parts of the country. That philosophy has enabled us to expand sustainably while remaining close to the communities we serve.

Many Nigerians wonder about the origins of Marketsquare. How important is it to clarify that Marketsquare is a wholly Nigerian-owned retail business?

It is extremely important because facts matter. Marketsquare is proudly majority Nigerian-owned, Nigerian-led, and deeply invested in Nigeria's future.

Our founder is Nigerian. We started business here in Nigeria and our management is almost entirely Nigerian. Our employees are overwhelmingly Nigerian. Our suppliers are largely Nigerian businesses. The value we create remains within the Nigerian economy.

Every store we operate supports Nigerian families through employment, local sourcing, tax contributions, and investments in communities. When customers shop at Marketsquare, they are supporting a homegrown business that is creating opportunities across the country. That message deserves to be understood clearly.

Indigenous retailers often face significant challenges ranging from infrastructure deficits to foreign exchange pressures. How has Marketsquare remained resilient despite these realities?

Resilience has become one of our greatest competitive advantages. We operate in an environment where businesses must contend with unreliable power, logistics challenges, fluctuating exchange rates, and inflationary pressures.

Rather than waiting for perfect conditions, we have focused on building systems that can adapt. We continue to invest in operational efficiency, energy management, supply chain optimisation and technology.

Equally important is our culture. Our people understand that challenges are part of doing business in Nigeria, but they also understand that innovation often emerges from adversity. That mindset has enabled us to continue expanding despite one of the most challenging business environments in recent history.

What role do Nigerian manufacturers, farmers, and local suppliers play within Marketsquare's business model?

They are central to our business. Our success is closely linked to the success of Nigerian producers.

Over the years, we have built relationships with hundreds of local suppliers because we believe modern retail should strengthen domestic value chains rather than depend excessively on imports.

When we support Nigerian manufacturers, farmers and SMEs, we are helping to create jobs, stimulate local production and improve economic resilience.

We also recently launched initiatives such as Retail Ready to help MSMEs become better prepared for growth, compliance, and market access because strengthening the retail ecosystem benefits everyone.

Technology is increasingly shaping retail globally. What investments is Marketsquare making in digital retail and operational efficiency?

Technology is no longer optional; it is fundamental to modern retail.

Our Vision 2030 strategy places strong emphasis on digital transformation, improved customer experience, operational intelligence, and data-driven decision-making. We are exploring AI-enabled retail solutions alongside investments in systems that improve inventory management, convenience and service quality.

For us, technology is not about replacing people; it is about empowering our teams to serve customers more efficiently and creating a more seamless shopping experience.

How do you see organised retail evolving in Nigeria over the next decade?

I believe we are only at the beginning. Nigeria has one of Africa's largest consumer markets, yet organised retail still represents a relatively small share of total commerce.

As urbanisation increases, infrastructure improves, and consumer expectations continue to rise, organised retail will become increasingly important.

The businesses that will succeed are those that combine technology, operational excellence, local partnerships, and deep customer understanding.

The future belongs to retailers that are trusted by their communities and agile enough to respond to change.

Looking ahead, what does the next phase of Marketsquare's growth look like?

Our ambition is not simply to become bigger; it is to become better.

The next decade will focus on expanding responsibly into underserved communities, deepening investments in technology, strengthening sustainability initiatives, developing our people, and continuously raising the standard of customer experience.

Ultimately, our vision is to build a Nigerian retail institution that will endure for generations. Ten years have given us confidence. The next ten years present an even greater opportunity to demonstrate what an indigenous Nigerian company can achieve through purpose, discipline, and innovation.



TEACHING KIDS MONEY SKILLS THROUGH GAMING: THE VISION BEHIND GOLD RUSH GALAXY

As financial literacy becomes increasingly important in today's world, innovative approaches are emerging to help children understand money management from an early age. One such initiative is Gold Rush Galaxy, a game-based learning platform created by Stephen Dada to teach children concepts such as saving, investing, entrepreneurship, and responsible financial decision-making. In this interview, Dada discusses the inspiration behind the platform, its impact on young learners, and his vision for the future of financial education. TAOFEEK OYEDOKUN excerpts:

Can you briefly walk us through your personal and professional journey, and how it inspired the creation of Gold Rush Galaxy?

Gold Rush Galaxy was inspired by my background in education, international business, and social innovation.

My first degree is in information science from Nigeria's premier university of education. I later earned a Master's degree in International Business and Management from the University of Portsmouth in the United Kingdom. I am also a business development consultant with experience supporting entrepreneurial networks across Nigeria and different regions of Africa.

My work has been guided by a central question: how do we solve today's problems in ways that improve society tomorrow?

Many societal challenges, including poverty, debt, failed businesses, and financial fraud, are closely linked to poor financial decision making and limited early education in money management.

Gold Rush Galaxy was created to address this gap early in life. It is an educational technology platform

designed as a game that teaches financial literacy, investing, entrepreneurship, and decision making in a practical and engaging way for children.

Although I live in England and initially built it for a global audience, my vision strongly includes Nigeria. I want every child, regardless of background, to have access to quality financial education and be on the same pedestal with their western counterparts.

I believe early financial literacy at scale can help develop a more financially aware and entrepreneurially minded generation, with significant long term impact on economic development.

Many financial literacy tools focus on saving, but Gold Rush Galaxy emphasises investing and risk taking. Why was it important to teach children that making money often involves both gains and losses?

Saving alone is not enough to build sustainable wealth. Wealth creation comes through investing, entrepreneurship, and informed risk taking. However, most children are not taught how to navigate uncertainty or learn from financial outcomes.

Gold Rush Galaxy reflects real economic life by introducing both gains and losses.

The aim is to help children understand that loss is part of learning, not final failure. It builds resilience, judgment, and the ability to make better decisions over time.

The game imposes taxes, idle cash penalties, and loan repayments. What lessons do you hope children learn from these mechanics?

These mechanics mirror real economic systems. Taxes teach responsibility. Loan repayments teach accountability. Idle cash penalties teach that money must remain productive.

Together, they reinforce that financial success is not only about earning money, but managing it effectively through discipline, planning, and long term thinking.

As concerns grow globally about children's screen time and online safety, what measures have you built into the game?

Child safety and digital wellbeing are central to the platform. Gold Rush Galaxy is designed for learning, not addiction. It avoids manipulative engagement systems, harmful content, and unsafe interactions.

The platform is completely free and ad free, with no commercial targeting. It also collects no personal data. Users only create a profile name and PIN, ensuring anonymity.

A parent dashboard provides visibility into activity, screen time, and a SWOT based analysis of financial decision patterns. The platform is web based and accessible on both mobile and desktop devices.

The guiding principle is simple: technology must educate and protect, not exploit.

Have you conducted any testing with children, parents, or schools? What feedback has surprised you most?

Yes. Since launch in May, we have recorded about 150 active users across the United Kingdom and Nigeria.

A built-in feedback system allows users to report issues and suggest improvements. The response has been strong.

What stands out most is how quickly children grasp complex financial concepts such as investing, diversification, and debt management through gameplay. Parents also report that children are now engaging more confidently in conversations about money and business.

The early impact has been deeply encouraging given the time and resources invested in building the platform.

If a child remembers only one lesson from the game, what should it be?

That wealth is built through decisions, not luck. Money is not only earned, it is managed and multiplied through consistent, informed choices over time.

Looking ahead, what is your broader vision for Gold Rush Galaxy?

The vision extends beyond gaming into a full financial education ecosystem. Gold Rush Galaxy combines gamified learning, entrepreneurship training, and real world economic simulations.

Schools are central to this vision. We have already developed systems for customised school accounts, enabling structured use for students aged six to sixteen, ideally on a weekly basis.

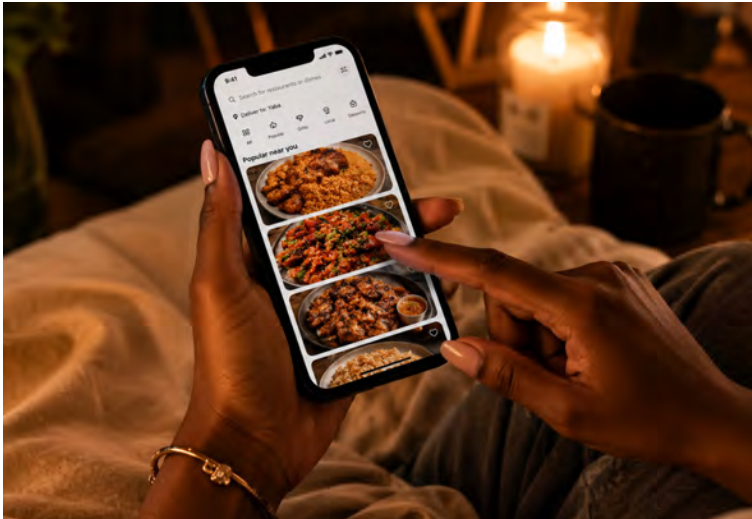
The goal is global adoption as a financial education tool that prepares young people for economic responsibility and opportunity.

We are actively seeking partnerships and support to keep the platform permanently free. We also plan to introduce structured competitions where children can demonstrate financial decision making skills and earn meaningful rewards such as scholarships, investment seed capital, and educational opportunities.

Ultimately, the objective is to develop a generation that makes better financial decisions, builds stronger communities, and contributes to stronger economies.

INSIDE MY FIRST SWOOP ORDER FROM SATORI GRILLS

ESTHER EMOEKPERE



If you had asked me a week ago whether I would willingly order fried yam and egg sauce, I would have laughed.

Not because I hate yams. Although we are far from friends. And definitely not because I have anything against eggs. I just don't particularly enjoy eggs made by other people. It is one of those food quirks I have never been able to explain.

What I can explain is that I had a terrible run with food this week.

One disappointing meal after another had left me exhausted. At some point, ordering food started feeling like a trust exercise.

You hand over your money, wait patiently, and hope whatever arrives does not make you question your life choices.

To make matters worse, I had spent most of the week in Yaba. Between moving around for work and trying to keep up with deadlines, I barely had the energy to cook or even think about what to eat.

So one evening, while doing what most of us do when we should probably be sleeping, endlessly scrolling on our phones, I stumbled on a food delivery app I had never heard of before. It was called Swoop.

Since it mainly serves Yaba, Surulere, Gbagada, Ebute Metta and a few parts of Lagos Island, I figured that was probably why it had escaped my attention for so long.

I was not really in the mood to explore anything new. I was just looking for dinner.

Still, I opened it anyway, and a few minutes later I found myself scrolling through the list of restaurants until I landed on Satori Grills.

Normally, this is where I would spend twenty minutes convincing myself to try something exciting before eventually ordering the same thing I always do. But after the week I had, adventure was off the table.

I needed something safe.

So I ordered the fried yam and egg sauce.

Even as I clicked the order button, I was not entirely convinced.

But food has a funny way of humbling people.

The order came through without incident. The food arrived warm.

The yam was properly fried, no sogginess, no rubbery texture, nothing that made me regret the decision. The egg sauce was the kind that makes you briefly reconsider your long-held opinions about eggs cooked by strangers. I reconsidered mine. The whole plate was simple and honest, and it did exactly what good food is supposed to do, it made a difficult week feel slightly more manageable.

For the first time all week, I actually enjoyed what I was eating.

The biggest surprise was not that the food was good. The biggest surprise was that I was enjoying a dish I would normally ignore on a menu.

Will I be ordering from Swoop again? I have not decided. But I have not deleted the app either.

OJUDE OBA 2026 WAS A CULTURAL MOMENT—ORIJIN MADE IT A MOVEMENT





In Ijebu-Ode this year, culture didn't just show up - it moved. It moved through colour, through rhythm, through generations. It moved in the synchronized elegance of the regberegbe, in the confidence of tailored Aso-Oke, in the sound of drums echoing heritage into the present. At the centre of it all, Orijin didn't just take part. It amplified the movement.

Ojude Oba has always been a powerful cultural gathering. However, 2026 carried a deeper meaning. Following the passing of Oba Sikiru Kayode Adetona, the festival returned in a moment of transition - not of silence, but of continuity and of celebration. What unfolded was a powerful reminder: culture does not pause. It evolves.

This year, it did so boldly.

From the pavilion to the streets, culture revealed itself not as something preserved but as something actively expressed in fashion, presence, and energy. Away from the main arena, the Orijinal Village became the pulse point of that expression. More than a gathering spot, it was where culture found a new rhythm - one shaped by a generation redefining what it means to belong.

Here:

Style was storytelling

Music was identity

Presence was performance
Young Nigerians showed up not just to celebrate culture, but to interpret it - confidently, creatively, unapologetically.

The Village didn't just host the moment. It scaled it!

As day turned to night, the energy only intensified. Performances flowed from Fuji legends to modern sounds. DJs took over. Crowds responded. And somewhere in that exchange, something powerful happened: Different generations met - not in contrast, but in sync. The past didn't disappear. It evolved.

Within the Orijin Village, that evolution took a different form - more curated, more refined, yet equally rooted. Here, culture was experienced through Taste, Atmosphere and Shared moments. It was proof that expression isn't one-dimensional - it stretches from the streets to more intimate, crafted experiences.

Outside the performances, another layer of the movement unfolded. Creators, influencers, and everyday attendees turned moments into content - capturing culture as it happened and pushing it far beyond Ijebu-Ode. What was once local became global. What was once observed became shared, and in real time, Ojude Oba became more than a festival. It became a cultural signal.

At Ojude Oba 2026, Orijin didn't just show up as a sponsor. It created the conditions for culture to move. Through the Orijinal Village, the brand enabled: Participation over observation, Expression over preservation, and Connection over consumption. As Dorcas Mashingil, Brand Manager, Orijin, puts it:

"Culture today is not just remembered - it is expressed. Through Orijin, we're creating spaces where people can show up fully, celebrate identity, and make culture their own."

As the music faded into the night and the colours settled into memory, one truth remained: Culture is not static. It lives, it shifts, and it moves with the people who carry it. At Ojude Oba 2026, Orijin stood at the centre of that movement - not watching it happen, but helping it happen.

ZAMBIA POSTURES CREATIVE ECONOMY AS ‘THE NEXT COPPER’ IN HISTORIC TRIPLE-PLATFORM DEAL



In a historic unified front, the Ministry of Youth, Sport and Arts, Africa Creative Market (ACM), and the National Arts Council of Zambia (NAC) has hosted a joint press conference at the Lusaka Showgrounds.

Under the shared theme ‘Creative Convergence,’ organisers officially announced that Zambia will host a continuum of three landmark events: the Creative Industry Business Summit (CIBS) in strategic partnership with the Africa Creative Market (ACM) from June 29th to July 2nd, 2026, followed immediately by the Kwimbo National Arts Festival on July 3rd and 4th, 2026.

This joint initiative establishes a deliberate pipeline connecting local grassroots talent to continental and global business ecosystems. By integrating policy infrastructure, business matchmaking, and cultural celebration into a single marketplace, the collaboration positions Zambia as the definitive hub for Africa’s creative trade.

Opening the media engagement, Esther Ng’ambi, Director of Arts at the Ministry of Youth, Sport and Arts, delivered the welcome address. In her remarks, Ms Ng’ambi emphasised that the convergence represents a coordinated institutional

alignment between the Ministry and its statutory boards to execute a unified strategy for local creative advancement.

Following her opening remarks, the session was handed over to the moderators, Yetty Ogunnubi (Founder, FashionEVO) and Maanka Chipindi (Director, National Arts Council of Zambia), who established the formal protocol for the gathering.

They officially recognised the internal ministerial teams, state officials, and visiting international delegates. They also acknowledged the vital participation of cross-sector program partners from Nigeria, South Africa, and other international territories, as well as essential local sector groups, including the Leaders of National Arts Associations, the National Association of Media Arts (NAMA), and the Zambia Association of Musicians (ZAM).

Delivering the Government Keynote Address, Kangwa Chileshe, Permanent Secretary of the Ministry of Youth, Sports and Arts, declared that Zambia has established the necessary regulatory frameworks to safely attract large-scale international investments:



“Over the last five years, the Government of the Republic of Zambia, through the Ministry of Youth, Sport and Arts under the leadership of President Hakainde Hichilema, has made significant strides in transforming the creative arts sector into a viable economic driver through comprehensive policy, legislative, and institutional reforms. Zambia is ready. Ready to host, ready to partner, ready to invest, and ready to shine.”

The Permanent Secretary highlighted key investment incentives executed by the state, including the complete removal of import duties on music and film equipment, alongside Zambia’s official accession to the ATA Carnet system, which permits the temporary importation of commercial creative goods duty-free.

The strategic partnership marks the first time the Africa Creative Market is expanding its main footprint outside of Lagos, Nigeria. Inya Lawal, Convener of the Africa Creative Market and President of the Ascend Studios Foundation and WIFT Africa, noted that the venture is aimed at standardising business operations across the continent:

“We noticed that for a long time, the private sector was working in silos, same with government, same with the development sector, and academia. We got together and decided to create a platform where there would be a level playing field, where everyone feels equal, and where we can come together not just to talk but to facilitate investment and grow the creative economy.”

Since its inception in 2022, ACM has facilitated over \$200 million in investments across Africa. Dr Lawal explained that the joint venture selected Lusaka because “Zambia is ready... we see an industry that is ready to take over and sprout.”

During the briefing, the Africa Creative Market proudly announced Dr Bridget Kambobe, Group Head of Public Relations and Corporate Affairs at Trade Kings Group, as the official Patroness for the Africa Creative Market Zambia events.

Accepting the mantle, Kambobe highlighted the private sector’s perspective on the immense fiscal potential of

the region: “The private sector believes that the creative industry is the next copper. Because it is the next copper, we have to be intentional in building ecosystems. When we invite you to partner as private companies, we are looking for your brands to partner equitably.”

Kambobe emphasised that the creative sector carries raw human potential that refuses to be limited by traditional market factors of demand and supply, making corporate alignment a timely and necessary move.

The integration ensures that the cultural celebration of the Kwimbo National Arts Festival transitions seamlessly into a sustainable enterprise. Tivo Shikapwashya, Vice Chairman of the National Arts Council Board, stated:

“These platforms reflect the National Arts Council’s commitment to transforming creativity into economic growth through international collaboration. Beyond celebration, Kwimbo is designed to provide a vibrant platform where emerging and established artists can exhibit their talents, develop professional networks, and access new audiences and markets.”

Kwimbo 2026 will bring together multi-disciplinary creators spanning fashion, music, film, digital arts, comedy, theatre, dance, literary arts, and visual crafts.

The joint press briefing spotlighted an elite group of continental program partners who are steering specific industry segments for the upcoming double-week events:

FashionEVO Summit & Show: Co-moderator Yetty Ogunnubi, Founder of FashionEVO, detailed a cross-border accelerator program ending at the July summit. Designers, stylists, and fashion buyers from South Africa, Zimbabwe, Ghana, Kenya, and Nigeria will arrive in Lusaka to build direct trade lines with the Zambian fashion association.

Business of Photography: Kola Oshalusi, Founder of the Business of Photography, addressed commercial standard-setting, emphasising the need to build business structures around digital content creators to secure equitable corporate contracting.

Digital Creator Africa: Led by Oma Areh, this segment will focus on emerging tech sectors, including AI, AR/VR, and gaming content ecosystems.

Global Creative Legal Summit: Founded by Oyinkansola Foza Faweyinmi, this partner platform will focus on regulatory structures, legal protections, and compliance strategies to secure and protect intellectual property rights within the African creative industry.

Actors Spaces: Founded by Ayanda Sithebe and Naiwa Sithebe, this dedicated program partner will champion performance art, conducting specialised masterclasses and professional development structures to elevate, protect, and scale talent across the acting profession.

LANDMARK INITIATIVES UNVEILED AT TAEF 2026 TO CONNECT AFRICAN SMES TO GLOBAL MARKETS



The inaugural Afretrade Entrepreneur’s Festival (TAEF 2026) recently held at the Eko Hotel & Suites, drawing a gathering of global entrepreneurs, diaspora investors, corporate titans, and senior policymakers.

Organised by Afretrade Inc., a California-based pan-African trade and investment platform, the three-day summit running from June 17–19, 2026, is intentionally curated under the theme ‘Africa’s Economic Renaissance.’ The maiden edition marks a definitive structural shift aimed at moving the continent’s economic narrative away from high-level rhetoric and directly into cross-border execution.

The high-octane gathering served as the formal launchpad for two landmark economic initiatives: the Afretrade Africa Economic Renaissance Movement—a synchronized global framework designed to position the African diaspora as a primary driver of institutional investment—and the Lagos–California Sister State Economic Corridor, which establishes a direct trade and technological bridge between two of the world’s most vibrant commercial landscapes.

In his welcome address, Lekan Salaam, Founder and CEO of Afretrade, outlined the dual nature of the initiative as

both a scalable digital marketplace and an activating global festival designed to empower the job creators driving the continent’s macro-economy.

“Afretrade is an infrastructure that promotes trade, talent, and training,” Salaam stated. “We believe in collaboration without subordination. Entrepreneurs need to create more sustainable domestic jobs to effectively mitigate the talent drain of ‘Japa.’ Africa is ready for business, and this movement is strictly about immediate, measurable action. Nobody will build Africa for us; we must do it ourselves.”

Stressing the operational architecture of the digital framework, Jubril Gbajabiamila, CPO, Afretrade, demonstrated how the verified platform functions as a one-stop virtual shop capable of integrating Africa’s highly fragmented MSME sector into global retail lines.

“Nigeria has over 40 million registered SMEs. If we can onboard just 10 percent of this demographic onto a verified, structurally real digital ecosystem, the numbers will take care of themselves,” Gbajabiamila noted.



“Our verification takes place directly in the United States to ensure global compliance. If we onboard 100 million African businesses and each employs just five people, we solve the employment deficit. The real, micro-level impact is driving that extra \$100 per month in transactional volume for the everyday local trader.”

Expanding on this capacity pipeline, Charly Lemassi, COO of Afretrade and Festival Director, re-emphasized the urgent need to equip youth and women with globally competitive technical skills. “TAEF 2026 is not a conference; it is a movement,” Lemassi affirmed.

“We are bringing the full weight of the global diaspora into one room with a single mandate: to build a sustainable ecosystem with capital, intention, and real urgency.”

Delivering an analytical breakdown of domestic policy shifts, Abimbola Olashore, President of Council of the Nigerian-British Chamber of Commerce (NBCC), mapped out how current macroeconomic re-alignments contrast with historical reform cycles—including the 1986 Structural Adjustment Programme (SAP) and the debt-elimination era of 2003–2007.

“The bold and painful macroeconomic recalibrations of the current administration teach us one constant truth: reform itself only creates the necessary conditions; it does not create economic outcomes. Outcomes are built strictly by institutions and the leaders who run them,” Olashore argued.



Olashore further revealed how the NBCC capitalised on post-Brexit trade disruptions by deepening ties with the UK Foreign, Commonwealth & Development Office (FCDO) and the Department for Business and Trade to translate state-signed MoUs into private-sector contracts.

Turning his attention to the newly minted West Coast alliance, Olashore demystified the Lagos-California Partnership:

“Silicon Lagoon is not a marketing phrase. It is a description of a genuine, marketable tech ecosystem thriving across Yaba, Lekki, and Victoria Island. The companies being built in Lagos today are not imitating Silicon Valley.

Valley exports technology; Lagos exports unique, hyper-localized solutions for financial inclusion and last-mile logistics that Silicon Valley cannot even conceptualize. We are building the bridge for bilateral learning, and global capital from the likes of Google and Sequoia is already validated by moving along these corridors.”



Representing the sub-national governance structure of the United States, Toks Omishakin, the California Secretary of Transportation, delivered a data-driven address highlighting the stark infrastructural contrast between the two economic territories.

Pointing out California's position as the world's 4th largest economy, Omishakin tied infrastructure directly to human capital survival.

"In Africa, life expectancy rates remain lower than in other parts of the globe, and a primary driver of this disparity is the lack of quality-of-life infrastructure—specifically water, stable power, and advanced highways," Omishakin stated.

"The more we aggressively engineer and construct state infrastructure, the faster we elevate life expectancy. We must move immediately past the vanity of signing MoUs and transition directly into the rigorous phase of implementation. Do not wait for the iron to get hot to strike; strike to make the iron hot."

Abike Dabiri-Erewa, Chairman/CEO of the Nigerians in Diaspora Commission (NiDCOM), issued a sharp charge to the festival's entrepreneurs to break Africa's centuries-old cycle of exporting raw commodities only to import expensive, processed finished goods.

"Our clear competitive advantage is our authentic African roots," Dabiri-Erewa stated, citing successful export examples ranging from Ondo State cocoa processing into international chocolate shelves to Nollywood intellectual property and indigenous textiles.

"But moving from a domestic side-hustle to a cross-border enterprise requires strict adherence to international

commercial metrics. It is no longer about quotes; it is about supply chains, export documentation, and NAFTA registration codes."

Dabiri-Erewa concluded with a critical warning against operational isolationism within the local value chain:

"Let us collaborate or we will collapse. The local cocoa farmer inherently needs the expert packager, and the packager is completely reliant on the international logistics network. When your package successfully passes EU food safety standards and sits on a retail shelf in London or Switzerland, you are practicing the ultimate form of economic diplomacy."

Former President Obasanjo, who delivered the keynote address titled Africa's Economic Renaissance: The Leadership, Discipline and Private Sector Action We Need

Now, identified entrepreneurship, leadership, infrastructure and diaspora engagement as the pillars required for Africa's transformation.

"Entrepreneurship, leadership and infrastructure are essential. And more for me, the fourth is Global Africa, which includes the diaspora — Africa on the continent and Africa outside the continent," Obasanjo said.

Following his keynote address, former President Obasanjo was honoured with an award presented on behalf of Afretrade by NiDCOM Chairman, Abike Dabiri-Erewa, in recognition of his contributions to leadership, entrepreneurship development and Africa's economic growth.

The former president described entrepreneurs as risk-takers and innovators who create products and services while driving economic growth and sustainability.

"You are an entrepreneur because you are ready to take risk. You are an entrepreneur because you are innovative. You are an entrepreneur because you want to start something new. You are an entrepreneur because you want to market a product or a service. You are an entrepreneur because you want to make profit and sustain what you have begun," he stated.

With deal rooms, technical masterclasses, and financial pitch stages operating simultaneously across the Eko Hotel complex, TAEF 2026 has successfully laid down the institutional infrastructure required to convert Africa's immense social capital into highly structured, sustainable global wealth.

BRIDGING CONTINENTS: HOW AEGC LONDON 2026 AIMS TO MOVE AFRICA-EUROPE RELATIONS FROM AID TO ASSETS





The African Economic Global Convergence (AEGC) has officially unveiled new dates and city for strategic priorities, and global engagement framework for its highly anticipated AEGC London, United Kingdom 2026 Summit, scheduled to hold from 17 –18 September 2026, following a high-level board briefing for Africa-Europe Trade and Investment Summit.

When asked, McEva Temofe, Founder and Convener of the African Economic Global Convergence (AEGC) said: Hosting the 5th AEGC Economic Summit in London — the focus is on global trade, emerging markets like Africa, and leveraging the city's status as a primary command centre for unmatched financial ecosystem, London hosts more financial companies, innovative fintechs, and foreign exchange activities than almost any other city globally.

It provides deep capital markets and liquidity for businesses seeking international funding and investors' Leading Stock Exchange.

The London Stock Exchange (LSE) is widely recognized as a premier destination for international businesses, particularly those from emerging markets, boasting the highest concentration of listed African companies. Global gateway and connectivity positioned at the crossroads of time zones, London bridges North America, Asia, the Middle East, and Africa.

This makes it a highly accessible and strategic hub for multinational policymakers and investors to meet. Strong Diaspora and cultural ties. London is home to large, dynamic diaspora communities, including the largest Nigerian and broader African diaspora outside of the United States.

These communities foster vital cross-border business, technology, and creative collaborations. The robust legal framework for International businesses and foreign governments trust the UK's mature, transparent, and enforceable legal systems to secure contracts and protect investments.

The AEGC Economic Summit reaffirmed United Kingdom role as a neutral, strategic gateway for Africa–Europe economic cooperation, inclusive growth, and responsible capital flows into Africa's priority sectors, noting that UK's neutrality and connectivity make it an ideal host for the 2026 Summit.

Temofe outlined the Summit's central theme: "Unlock Strategic Investment, Trade Partnerships and Sustainable Economic Growth Across Africa and Europe"

He described AEGC as a transformative organisation designed to align African governments, global private-sector actors, and the African diaspora around bankable and scalable partnerships.

Priority sectors include agribusiness, infrastructure, maritime development, fintech, green energy, and education.

Temofe called for strong institutional partnerships of an Africa-led agenda capable of delivering global impact, emphasizing bilateral cooperation, diaspora capital mobilization, and sustainable development financing.

According to the AEGC Secretariat, the London, United Kingdom 2026 Summit is expected to host African Heads of State and Ministers, global investors, Development Finance Institutions (DFIs), diaspora finance institutions, private-sector leaders, and youth entrepreneurs.

He said attending AEGC LONDON, United Kingdom Summit 2026 will enable participants meet government stakeholders for Investment visibility, bilateral partnerships, policy engagement and trade expansion.

He also mentioned that participants can connect with investors for direct access to projects, government connections, Africa/Europe market entry and curated deal flow.

"There will also be opportunity to network with corporates for brand positioning, strategic partnerships, media visibility, expansion opportunities. People will also meet with development institutions for Multi-sector engagement, impact partnerships, regional collaboration and sustainable development alignment."

A dedicated media accreditation and participation portal is scheduled to launch in July 2026.

The AEGC London, United Kingdom 2026 Summit is positioned to become a landmark platform for reshaping Africa–global investment relations, translating dialogue into action, and advancing sustainable economic transformation across continents.

FIVE SMALL BUSINESS IDEAS THAT ARE CREATING OPPORTUNITIES FOR GEN-Z ENTREPRENEURS

CHISOM MICHAEL



Gen-Z entrepreneurs are launching businesses at a faster rate than many expected, driven by technology, changing work patterns and growing access to digital tools.

A recent study by Gusto, a cloud-based HR, payroll and benefits platform, found that Gen-Z entrepreneurs accounted for 9 per cent of new businesses started in 2025, surpassing Baby Boomers, who represented 5 per cent. The findings mark the first time the younger generation has overtaken Baby Boomers in business creation.

The study also showed that seven out of 10 Gen-Z founders used artificial intelligence (AI) during the startup process, a figure that exceeded the overall average by more than 10 percentage points.

As digital natives, many Gen-Z entrepreneurs are building businesses online. Here are five business ideas that are gaining attention among young founders.

1. TikTok Shop Management

The rapid growth of TikTok Shop has created opportunities for young entrepreneurs who understand the platform and its users.

In less than three years, TikTok Shop has become an important sales channel for many small businesses. According to research by Emarketer, about 215,000 sellers with annual revenue below \$15 million used the platform in the United States, representing a 25 per cent increase from the previous year.

Many business owners still struggle to understand how TikTok Shop works or how to maximise its potential. Since Gen-Z users make up a large share of TikTok's audience, entrepreneurs with knowledge of the platform can offer services such as account setup, product listing management, content planning and sales optimisation.

2. Social Media Consulting

Many companies want to connect with younger consumers but often lack a clear understanding of how social media audiences engage with content.

This gap has created demand for social media consultants who can help brands communicate more effectively online.

Gen-Z entrepreneurs can use their experience with digital platforms to guide businesses in creating content that reflects audience interests and discussions.

"Gen-Z's definition of trust is different. They don't trust logos or institutions. They trust people. They trust stories. They trust consistent behavior over polished branding," notes Neeraj Sabharwal, founder of Trust3. AI.

As businesses seek stronger online engagement, social media consulting continues to present opportunities for young founders.

3. E-commerce Businesses

Creative entrepreneurs are increasingly turning their hobbies into online businesses.

Products such as handmade jewellery, artwork, customised gifts and 3D-printed items can be sold through digital marketplaces that connect sellers directly with buyers.

Platforms including TikTok Shop and Etsy provide access to established customer bases, making it easier for new businesses to reach consumers without investing heavily in physical retail locations.

The growth of online shopping has also made it possible for entrepreneurs to operate businesses from home while serving customers across different regions.

4. Financial Coaching

Financial coaching is emerging as another business opportunity for Gen-Z entrepreneurs with knowledge of budgeting, debt management and credit building.

A 2024 report from TransUnion found that Gen-Z consumers rely more heavily on credit cards and auto loans than other generations. This trend has contributed to rising debt levels and higher rates of missed payments.

Financial coaches can help clients develop spending plans, improve money management skills and work towards financial goals.

As more young adults seek guidance on handling personal finances, demand for these services is expected to continue growing.

5. AI Literacy Services

The increasing use of artificial intelligence across industries has created demand for people who can help businesses understand and implement the technology.

According to a 2025 report from McKinsey, demand for AI fluency in job postings has increased sevenfold over the past two years, making it one of the fastest-growing workplace skills.

Many businesses are still learning how to use AI tools effectively and safely. This has opened opportunities for entrepreneurs to provide training, advisory services and implementation support.

"More than three-quarters of businesses already using AI report higher productivity, yet most are still applying it to a narrow set of tasks," says Simon Worsfold, head of data communications at Intuit QuickBooks.

"What is emerging is a large, underserved layer of advisory, implementation, and training services that small businesses need in order to scale their use of AI."

As AI adoption expands, entrepreneurs who can bridge the knowledge gap may find growing demand for their expertise.

OYO SCHOOL ABDUCTION: OVER 30 DAYS OF FEAR AND UNCERTAINTY

CHARLES OGWO



abductors for 30 days. What are these children eating, where are they sleeping, and what kind of dangers are they being exposed to at this tender age?

The teachers, especially the female ones, are being exposed to all manners of abuse and torture, yet the politicians seem not perturbed, or how best could this be described? If they are perturbed, as some may claim, how come they continued their political campaigns and other engagements without blinking an eye, one may be tempted to ask.

Maybe that is why Frederick Agbedi, the minority leader of the House of Representatives, faulted President Bola Tinubu's failure to visit Oyo State in the wake of the abduction of schoolchildren and teachers in the state.

Nothing seems to bother both the Oyo State and the federal government, except how to win the 2027 elections.

According to Aristotle, "The primary responsibility of every government is the protection of the lives and properties of its citizens.

Therefore, he proposed that any government that fails to protect the lives and properties of its people should be shown the way out by its citizens.

It is unexplainable that after President Bola Tinubu budgeted N4.91 trillion, out of his N49.7 trillion in 2025 budget proposal, and N5.41 trillion in 2026, for defence and security, Nigeria has not been able to subdue insecurity, especially schoolchildren abduction.

According to the SB Morgen (SBM) Intelligence, a geopolitical research firm report, "Nigerians paid at least \$1.66 million (N2.57 billion) to kidnapers between July 2024 and June 2025, out of the total amount of N48 billion demanded by them."

It is a universal truism that a corpse looks like firewood until one discovers that the deceased is his/her relation.

Simply put, men hardly understand the pains of losing a close relation until it happens to them; that could best describe the agony of relatives of victims kidnapped from Yawota and Esiele in Oriire LGA of the Oyo State.

Every sunrise brings renewed anxiety for the families of the schoolchildren and teachers. It is exactly 37 days since the schoolchildren and teachers were whisked away by unknown gunmen, leaving their parents, siblings and loved ones behind, while trapped in a nightmare of uncertainty.

With each passing day, concerns over their welfare deepen, turning what was once hope for a quick rescue into an excruciating wait that underscores the human cost of insecurity.

Imagine parents who took their two-year-old children to school only to lose them in the traumatising hands of



In addition, he said, "If the government is feeling the pains of the parents, they will go all out to secure the release of the children, and their teachers, who are being traumatised daily."

Nubi Achebo, director of academic planning at Nigerian University of Technology and Management (NUTM), feels sick about the Nigerian government allowing some school children as young as two years old to be in captivity since May 15.

"No child should have to spend weeks in the bush with armed men. The fact that this is the first time in Nigeria that nursery/primary pupils have been abducted like this makes it even more disturbing," he said.

Achebo called on the government to ensure better communication with the families of the victims, and operational secrecy is in place, bearing in mind that silence fuels fear and rumours.

"The 1,000 forest guards President Tinubu approved should be paired with real-time surveillance and community trust.

"The government needs to ensure that the release of the schoolchildren and teachers doesn't drag on for years. There's a need for a clear timeline and accountability," he noted.

Christopher Nmeribe, a teacher, said, "As a teacher, I feel deeply saddened and disturbed by this situation. The prolonged captivity of schoolchildren is not only a security failure; it is a serious threat to the future of education and the psychological well-being of the children, their families, and the entire society."

Nmeribe emphasised that schools should be places of safety, learning, and hope, not a place where children become targets of criminals.

"Every day these children remain in captivity while the government engages in unwholesome political rhetoric is a day stolen from their education, their growth, and their childhood," he said.

With more than 30 days gone and no resolution in sight, attention is increasingly turning to the authorities and security agencies tasked with securing the victims' release.

For the affected families, however, the priority remains unchanged: the safe return of their loved ones and assurances that such a tragedy will not be repeated.

REIMAGINING BASIC EDUCATION IN NIGERIA BEYOND ACCESS

CHARLES OGWO



Education is the foundation to skills development and jobs, and the surest way out of poverty, empowering generations to earn an income and drive economic growth, the World Bank Group says.

Developing countries, such as Nigeria have made some progress in getting children into the classroom, but investments remain inadequate and learning is not guaranteed. Though the Nigerian government claims to have repositioned basic education under the Renewed Hope Agenda of Bola Tinubu, not as

a peripheral social service, but as a central pillar of economic growth and national development; the evidence seems to hide under the skies like a shy new moon.

According to the Federal Ministry of Education in its special report last month, Nigeria has committed over N100 billion in matching grants accessed, with 4,633 new classrooms built, while 6,114 classrooms were renovated, and 257 new schools built.



Other achievements include 506,000 teachers trained, 7.8 million textbooks distributed, 11,280 school perimeter fences, and 333,862 units of school furniture, among others.

The question is what has changed in the basic education system in the three year of the Tinubu-led administration, apart from well-polished policy announcement, which is functional to PR-branding for public acceptance.

The federal government said it allocated a N42 billion to school feeding allocation, yet Nigeria's out-of-school crisis shows little sign of easing.

According to data from the Federal Ministry of Education, over 8.6 million pupils benefited its relaunched Renewed-Hope National Home-Grown School Feeding Programme (RH-NHGSFP) to combat child hunger and improve education outcomes, and over 100,000 cooks were employed, while more than 200,000 smallholder farmers supplied locally grown ingredients, supporting nutrition, school participation and rural income generation.

However, BusinessDay findings indicate otherwise, as Abdulsalam Haruna, a teacher in Abuja said that the school feeding programme stop many years ago.

"There's no school feeding in my school, the programme stopped since last two and half years ago," he said.

Another teacher from Jikwoyi 1 Primary School in FCT –Abuja said there is nothing like feeding ongoing in school, they announced it last term but none came around.

"The last time my school experienced the school feeding initiative was three years ago.

"School feeding programme is another conduit pipe for embezzlement of public funds, it's a great scam," the teacher noted.

Iyabo Apologun, a teacher in Port Harcourt, Rivers State, said, "To the best of my knowledge no feeding has taken place in the school where I teach."

Abigail Balogun, a teacher in a Lagos State public school said there is no feeding of students going on, though she clarified that her school is not under the federal government.

Looking at the infrastructure development, one begins to wonder what the government meant, considering the condition of some schools such Government Day Secondary School, Diko, Niger State, or the state of basic schools in Ohaukwu in Ebonyi State where children sit on bare floors to learn and the walls of the schools constructed with rafters.

Similarly, in Amaba- Ugwueke and Ozara-Isuikwuato both in Abia State, the learning environment are nothing to write home about; many of the children are exposed to snake and scorpions, besides the dilapidated furniture.

The federal government said that over 506,000 teachers have been trained, and over 7.8 million learning materials distributed nationwide, strengthening classroom delivery and improving the foundations for better learning outcomes, and impacting over 3.9 million learners.

Meanwhile, schools are lamenting lack of man-power as teachers are overstretched due to insufficient staff.

Nnenna Elekwachi, a teacher at Central School Amaba-Ugwueke, confirmed the teacher deficit challenge, when she said that due to poor working conditions and teacher shortfall, the school lacks quality teachers.



“Most of the teachers posted here would rather go to the local councils and lobby for transfer, because the amenities are not there.

“We don’t have toilets here, no teachers’ quarters, no drinking water, and electricity is a luxury here. We are understaffed, and it is making the work tedious,” she said.”

The UBEC 2024 report indicates a shortage of 194,876 teachers in public primary schools across the country, while the situation in the secondary education sub-sector is also not encouraging.

The statistics are sobering. Nigeria has at least 131,377 primary schools, serving a combined 24.2 million pupils in public institutions and 7.4 million in private schools.

Jessica Osuere, chief executive officer at RubiesHub Educational Services, emphasised that teaching is becoming less attractive because of poor remuneration, delayed salaries, and limited career incentives.

The truth is that the teaching profession has not fared any better under the incumbent federal government despite all the media hypes.

Abiola Omosobi, a teacher, emphasised the teacher shortfalls have negatively affected the teacher-student ratio.

“The situation is worrisome because in some schools there is about 55 to one teacher ratio, and 116 to 120 students per teacher, especially in public schools.”

This is a far cry from the UNESCO-recommended ratio of 1:25 for lower and middle basic classes, a standard designed to ensure that each child receives the attention required for sound learning and intellectual development.

Compounding the crisis are poor and staggered wages. Although the minimum wage now stands at N70,000 per month, many states still pay teachers below the stipulated minimum wage.

Budgetary allocation to education from state governments has consistently languished between just 5.0 and 8.0 percent in recent years.

Nigeria’s budgetary allocation to education in 2021 was 5.7 percent, and 5.4 percent in 2022, while in 2023 and 2024 it was 7.9 percent and 6.39 percent allocation respectively, in 2025, it was 7.08 percent, and in 2026, the government allocated 6.1 percent.

The conversation on basic education in Nigeria must evolve from access to impact. The goal is no longer simply to get children into school, it is to ensure that every child learns, thrives, and contributes meaningfully to the nation’s future.

TECHNOLOGY HELPS: HOW DO WE GIVE WOMEN THEIR TIME BACK?

EKEMINI AKPAKPAN

This article was sparked by a conversation with my friend, who asked me what I would name Alexa, which I am still thinking about. Consider this my way of giving credit to my muse. But as often happens, my mind wandered far beyond the question itself. It took me back to a concept I wrote about a few months ago: time poverty. Time poverty is the chronic lack of sufficient time for rest, personal choice, and self-development because of the overwhelming burden of care and domestic responsibilities, a burden that continues to fall disproportionately on women across the world.

While we work to change the norms, what can we do about the reality women are living right now? How can technology help? Time poverty produces deteriorating life outcomes. The things that suffer are health, learning opportunities, rest, mental capacity, social capital, leadership opportunities, and ultimately longevity. Women often spend years caring for everyone except themselves, leaving little time to invest in their own growth, wellbeing, or economic advancement.

In many ways, this is the human capital cost of time poverty. It is what happens when women spend decades performing repetitive labour that could be reduced, streamlined, or automated. It is what happens when time that could have been invested in education, innovation, leadership, relationships, or health is consumed by tasks that technology is increasingly capable of performing more efficiently.

So perhaps this article is less about Alexa and more about a question that sits at the heart of gender-responsive development: How do we give women their time back?

Gender Norms and the Assumption That Women's Time Is Available

Time poverty does not emerge by accident. It is produced by gender norms that shape how society values and allocates women's time.

Across many cultures, women are expected to absorb a disproportionate share of caregiving, household management, emotional labour, and community responsibilities. The expectation is often so normalized that women remember birthdays, organize family events, monitor children's wellbeing, care for ageing relatives, manage household supplies, prepare meals, and coordinate countless activities that keep families functioning. The consequence is not simply that women work hard. It is that they lose time.

They lose time for simply leading fulfilling lives, learning, and acquiring new skills. They lose time for rest and health while carrying out physically demanding domestic and informal sector activities that contribute to chronic fatigue and long-term health challenges. They lose time for mental wellbeing while carrying the invisible cognitive burden of managing households and families. They lose time for leadership, networking, and career advancement.

In fact, many women experience what I increasingly describe as the double time poverty of the informal economy. They are economically active, but economic activity is not the same as economic mobility. They remain responsible for household labour while earning income through occupations that are themselves extensions of their traditional roles, such as catering, domestic work, small-scale trading, beauty services, or home-based production. They work long hours in both spheres, yet often remain trapped in low-productivity activities with limited growth opportunities.

I was reminded of this while watching a documentary that sought to challenge gender norms. The story followed a woman whose father-in-law became ill shortly after she had begun pursuing her passion for hairdressing. Her husband's family expected her to abandon her ambitions and assume caregiving responsibilities. Eventually, she started a salon from her home so she could continue earning an income while caring for her father-in-law.

During the panel discussion that followed the screening, which I participated in, many people praised her resilience. But I found myself asking a different question: was this truly empowerment, or was it adaptation to an inequitable situation? Because we have to be careful that solutions are not merely tiptoeing around the situation.

One of the most insightful comments came from the only man. He asked us to imagine if the woman had been an accountant instead. Would anyone have expected her to provide accounting services from her living room while simultaneously acting as a full-time caregiver?

This is why gender-responsive solutions matter. While transforming social norms is essential, it is often a long-term process. Women need solutions now. Technology, therefore, is not simply about convenience. It is about protecting women's time, health, productivity, and human potential. In many ways, it is preventive healthcare, economic infrastructure, and gender-responsive development all rolled into one.

Technology, Time, and Human Capital: Why Saving Women's Time Is a Development Strategy

If time poverty steals women's potential, then time-saving infrastructure may be one of the most overlooked tools for protecting it. It protects human capital and prevents the gradual depletion of human capital over a woman's lifetime. Here are examples of development investment in time-saving infrastructure

Learning Infrastructure: Making Education Fit Women's Lives

India's Common Service Centres (CSCs) offer one example of what a different learning approach can look like. Located within communities, these digital access hubs provide subsidized vocational, language, and digital literacy training through short, modular programmes that women can fit around existing responsibilities.

Physical Infrastructure: Reducing the Labour Burden
In parts of Rajasthan, India, and Kenya, innovations such as the Hippo Roller and Wello Water Wheel have transformed water collection by allowing women to roll large quantities of water rather than carrying heavy containers over long distances. Closer to home, agro-processing centres across Nigeria and Ghana have introduced mechanized cassava processing, grain milling, and food processing services that replace hours of physically demanding manual labour.

Care Infrastructure: Reducing the Mental Load
Bogotá's pioneering Manzanos de Cuidado (Care Blocks) offers a compelling model. These neighbourhood-based centres combine childcare, laundry facilities, eldercare services, education programmes, and psychosocial support in one location, giving women opportunities to rest, study, or pursue economic activities while care responsibilities are supported.

Economic Infrastructure: Making Markets More Accessible

In Kenya, Twiga Foods has built digital supply chains that connect small traders directly to suppliers, reducing the need for market women to spend early mornings travelling long distances to wholesale markets. In China's urban communities, group-buying platforms have streamlined household procurement by aggregating neighbourhood demand and organising direct deliveries, significantly reducing time spent on routine shopping.

Workplace Infrastructure: Protecting Women's Career Continuity

Many multinational organisations have increasingly adopted asynchronous work systems supported by digital collaboration tools such as Slack, Notion, and AI-enabled meeting platforms. These approaches allow women to remain engaged and productive without being disadvantaged by rigid schedules. In parts of Europe and North America, employers increasingly provide access to emergency childcare and eldercare networks, ensuring that unexpected care disruptions do not immediately derail women's participation in the workforce.

Informal Economy Infrastructure: Where Time Poverty Is Most Severe

Nigeria's growing network of solar-powered cold storage facilities, including ColdHubs, demonstrates how infrastructure can reduce time pressure on women farmers by extending the shelf life of produce and reducing the need for immediate distress sales.

Across parts of Tanzania, clean-energy microgrids have supported small-scale food processors and commercial vendors by powering labour-saving equipment that reduces food preparation times and protects women from prolonged exposure to smoke.

Final Thoughts

While it was fun to imagine what I might name my personal Alexa or future household robot, I am conscious of my privilege. Access to technology is not evenly distributed. Many women continue to experience a gendered digital divide, shaped by affordability constraints, unequal access to devices and connectivity, and socialisation that has historically excluded women from technology adoption and use.

The bigger challenge is ensuring that time-saving technologies are embedded into the systems and infrastructure that women interact with every day—our markets, health systems, workplaces, communities, public services, farms, and homes.

As part of the Women in Leadership Coalition of WISCAR, WIMBIZ, WILAN, and the Nigeria Governors' Forum, this conversation matters deeply to me. Our ongoing advocacy for reforms such as 16 weeks of maternity leave and 14 days of paternity leave reflects a broader belief that women need adequate support structures to participate fully in society and the economy.

Perhaps one of the most important questions we should be asking is this: how much of women's potential is being lost simply because our systems continue to consume their time?

HEAT, DUST, WATER: CLIMATE AS CREATIVE FORCE

Most conversations about African art and the environment treat climate as a subject—something artists depict, comment on, or warn against. But across the continent, weather and geography have long shaped how art gets made, what it's made from, how long it survives, and how it's read. The climate doesn't just appear in the work; it's often a collaborator in making it.

Consider the Great Mosque of Djenné in Mali, built from banco—clay, water, and rice husks drawn from the Bani River's floodplain. The clay cracks as it dries, but when the rains come, it swells again and seals those cracks. The maintenance calendar follows the weather itself: every year, thousands of Malians gather to replaster the mosque before the rainy season, a ritual called the Crépissage that residents describe as the biggest event in Djenné's calendar. Remarkably, the annual layers of plaster create a visible record of a building's age, much like growth rings on a tree—environmental memory embedded literally in the walls.

This relationship between place, material, and process runs through contemporary practice too, even when the materials look nothing like clay. In this digest, we'll look at how landscape shapes visual language, how artists respond to ecological change without resorting to doom narratives, and how museums and heritage sites across Africa are adapting to the climates they sit within.



The Great Mosque of Djenné in Mali



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When Landscape Shapes Visual Language

If you spend time looking at how colour, form, and composition vary across African contemporary art, you start to notice that these aren't just stylistic preferences floating free of place. They often carry the imprint of specific landscapes and the light, colour, and texture those landscapes produce.

Aïda Muluneh's photography is a useful entry point here. Her breakout series "The World is 9" is instantly recognisable for its vibrant colours, bold compositions, and rich symbolism, with models in face paint set against stark, often desert-like environments. According to Britannica, the vivid reds, yellows, and blues in her work serve as a nod to Ethiopia, reflecting the colours frequently seen in church wall paintings, especially during the Gondarine period.

What is notable is how Muluneh has talked about colour as something that moved with her practice—the prevalence of primary colours is described as a natural progression from her earlier black-and-white photojournalism, suggesting a kind of visual evolution where Ethiopian light, ritual colour, and personal history all converge.



Dinknesh Part Three from The World is 9 Series by Aïda Muluneh

Artists Responding to Ecological Change

Some artists engage environmental change not as a backdrop but as the central organising idea of a body of work—and the strongest examples avoid simply illustrating a crisis; they construct a visual argument about it.

Fabrice Monteiro's "The Prophecy" is probably the most widely circulated example of this from West Africa. Working with Senegalese costume designer Doulsy and the Ecofund organisation, Monteiro photographed performers in elaborate costumes built from trash—soda cans, garbage bags, fishing nets, and tortoise shells—staged across ten of Senegal's most environmentally degraded sites. The conceptual framing draws on West African spiritual traditions: Monteiro has described the project as combining animism and ecology, with composite characters inspired by West African masquerade traditions emerging from oil slicks, garbage dumps, and burnt landscapes to deliver a message of warning and accountability.



Untitled #6 from The Prophecy Series by Fabrice Monteiro

What separates this from straightforward environmental photojournalism is the collaborative, almost civic structure behind it. The project involved researchers, activists, artists, local citizens, and political decision-makers, pairing the surreal photographs with scientifically grounded captions developed with a University of Dakar researcher.

Climate and the Future of African Art Spaces

The institutions that hold, exhibit, and conserve art across Africa are themselves operating within environmental constraints that shape what's possible—constraints that differ meaningfully from the climate-controlled “white box” model that dominates museum thinking in temperate countries. Conservation science has, to its credit, started to acknowledge this directly.

Published environmental guidelines for museums increasingly take a more holistic approach by accounting for local conditions—recognizing that it may not be possible or appropriate for a museum located in the tropics to maintain an environment more typical of temperate regions.

This is a meaningful shift from older conservation orthodoxy, which often imported standards—like the Smithsonian's own benchmark of 70 degrees Fahrenheit with 45 per cent relative humidity—that were calibrated for climates very different from much of Africa.

Zeitz MOCAA in Cape Town, opened in 2017 as the largest museum of contemporary art from Africa and its diaspora, located in a converted grain silo at the V&A Waterfront, operates within a coastal climate that brings its own humidity and salt-air considerations for a building of that scale and history.

The Museum of African Contemporary Art Al Maaden in Marrakesh adds an interesting layer to this conversation simply through the circumstances of its founding: it opened in November 2016 on the occasion of the United Nations Climate Change Conference held in that city.

Where This Leaves Us

What ties these examples together isn't a single argument about climate “influencing” art, as if environment were an external force acting on a separate thing called culture. It's closer to the opposite: art and environment have never really been separate categories in the first place.

The masons in Djenné reading the rains to time their replastering and Muluneh's colour palette carrying the memory of church murals and desert light—these aren't artists working around environmental conditions. They're artists working with them, through them, and sometimes against them, but always in conversation with them.

Maybe the more useful question isn't “How does climate affect African art?” but something closer to: What would it mean to look at any artwork, anywhere, and ask what role the ground it stands on, the materials it was built from, and the weather it has survived actually played in making it what it is? That's a question that doesn't have a tidy answer, which is probably why it's worth sitting with a while longer.



Keturah Ovio

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NOSTALGIA MARKETING – HOW BRANDS CAN USE THE PAST TO WIN CUSTOMERS

FEYISITAN IJIMAKINWA

What Is Nostalgia Marketing?

Nostalgia marketing is a strategy that taps into consumers' fond memories of the past to create an emotional connection with a brand. By evoking sentiments of childhood, cultural touchstones, or iconic moments from previous decades, brands can establish deeper relationships with their audience. Whether through retro packaging, reboots of classic advertisements, or collaborations with beloved celebrities from past eras, nostalgia marketing leverages familiarity and sentimentality to boost engagement and sales.

Why Nostalgia Marketing Works Like Magic

i. Taps into emotions

Emotional marketing is one of the strongest tools in advertising, and nostalgia is deeply tied to positive emotions. When people recall fond memories, their brains release dopamine, which creates a sense of comfort and happiness. Brands that evoke nostalgia help consumers associate those positive feelings with their products, leading to stronger brand loyalty and purchase intent.

ii. Builds instant trust

Familiarity breeds trust. When consumers see a brand bringing back a beloved character, jingle, or aesthetic from their childhood, they feel a sense of reliability and authenticity. This is especially useful for older brands looking to re-establish connections with previous customers while appealing to younger generations who are drawn to vintage and retro aesthetics.

iii. Drives engagement & sales

Nostalgia-driven campaigns often go viral because they encourage social sharing. People love revisiting their past and sharing those experiences with others. Brands that successfully integrate nostalgia into their campaigns create not only buzz, but also higher conversion rates. Limited edition throwback products, revived ad campaigns and nostalgic collaborations often drive significant sales and customer interaction.

A quick history: When did Nostalgia Marketing take off in Nigeria?

1950s-1970s: Classic jingles, print ads, and mascots that shaped brand identities.

In Nigeria, the foundation of nostalgia marketing was laid in the mid-20th century. Print ads with artistic designs and radio jingles became iconic, embedding brands into the collective memory of Nigerian households.

1980s-1990s: Pop culture-infused campaigns
The era of television brought nostalgia marketing to life in new ways. Brands like Bournvita, Milo, Omo, Elephant Blue Detergent, Star Lager, Lux, Joy soap. Tree Top and television shows like Village Headmaster, Cock Crow At Dawn, Mirror in the Sun became household staples, with their jingles and characters leaving a lasting impression. Soft drink brands like Gold Spot and Coca Cola also built cult followings, capitalising on youth culture.

2000s-Today: Social-media revives old trends, and brands remix the past for digital-first consumers. With the rise of social media, brands have begun reintroducing old trends and remixing past campaigns to appeal to digital-first consumers. From brands reintroducing their vintage packaging, nostalgia marketing has seamlessly adapted to modern platforms, making the past more accessible than ever.

How your brand can use Nostalgia Marketing

1. Revive old branding

Reintroduce classic logos, packaging, or mascots that once resonated with consumers. Limited-edition retro packaging can spark excitement and encourage customers to share their nostalgia online, creating organic brand awareness.

2. Leverage iconic music & pop culture

Music is a powerful nostalgia trigger. Brands can use classic jingles or collaborate with celebrities from past decades to create an emotional connection. Pop culture references—such as TV shows, cartoons, or old-school catchphrases—also enhance engagement.

3. Reinroduce classic products

Bringing back discontinued or “fan-favourite” products can generate buzz and rekindle consumer interest. Many brands have successfully revived products that were once popular, creating exclusivity and urgency around limited-time releases.

4. Use social media throwbacks

Hashtags like #ThrowbackThursday (#TBT) and #FlashbackFriday (#FBF) are perfect for engaging audiences with nostalgic content. Brands can share old advertisements, behind-the-scenes footage, or consumer-generated content from past decades to create sentimental appeal.

5. Create Limited-Edition collectibles

Nostalgic collectibles, such as reimagined merchandise, figurines, or packaging, can drive sales and enhance brand loyalty. Partnering with artists or influencers to design throwback merchandise can further amplify impact.

What’s Next for Nostalgia Marketing?

a. AI & Nostalgia

Artificial Intelligence is revolutionising nostalgia marketing by restoring and colourising vintage content, allowing brands to breathe new life into old memories. AI-powered tools can enhance and remaster old commercials, music, and visuals, making them more engaging for modern audiences. Additionally, AI-driven personalisation enables brands to tailor nostalgic experiences based on user data, creating hyper-personalized campaigns that feel uniquely sentimental to each customer.

b. Deepfake Tech

Deepfake technology is unlocking unprecedented opportunities in nostalgia marketing. Brands can now recreate legendary advertisements featuring past celebrities, bringing back icons in a way that feels seamless and immersive. This technology also enables brands to reimagine classic commercials with modern twists, ensuring that nostalgic campaigns remain fresh and relevant. However, ethical considerations must be carefully managed to maintain authenticity and consumer trust.

c. Metaverse & Virtual Reality

The rise of the Metaverse and Virtual Reality (VR) is set to take nostalgia marketing to new heights. Brands can create fully immersive experiences where consumers can virtually step into past eras—whether it’s reliving the golden age of 90s gaming, experiencing classic retail stores, or even attending recreated concerts of legendary artists. The ability to blend nostalgia with cutting-edge technology offers brands a compelling way to engage audiences across generations, merging the best of the past with the limitless possibilities of the future.

LAST LINE

Nostalgia marketing isn’t just a fleeting trend—it’s a powerhouse of emotional connection and consumer loyalty. Think about it: when a brand reminds you of your childhood, your first favourite TV show, or a discontinued snack that made school lunch breaks exciting, you instantly feel a rush of warmth and familiarity.

This emotional pull isn’t just good for engagement; it leads to stronger brand trust, repeat customers, and viral marketing success.

So, if you’re a brand looking to create memorable campaigns that resonate across generations, don’t just look ahead—take a look back. Because the past isn’t just history; it’s an untapped goldmine waiting to be rediscovered!



FEYISITAN IJIMAKINWA

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YOUR PRICING PROBLEM IS PROBABLY A SELF-CONCEPT PROBLEM

SALISH KAFILAT OLAMIDE



Every founder thinks they have a pricing problem, most have a self-concept problem.

Spend enough time around entrepreneurs, consultants, and agency owners in Nigeria and you will hear the same complaint: clients do not want to pay, but that is only part of the story.

The more interesting question is why so many founders reduce their prices before a client has even objected, why do they hesitate before naming their fee? Why do they apologise for their rates? Why do they immediately begin explaining, defending, and discounting?

The answer is rarely strategy. It is identity.

Pricing is one of the clearest reflections of how a founder sees themselves. Before the market places a value on your work, you have already placed a value on it yourself. The founder who believes they are an expert presents their fee differently from the founder who secretly believes they are lucky to be in the room.

The agency that sees itself as a strategic partner charges differently from the agency that sees itself as a vendor. The market often responds accordingly and this is why undercharging becomes so expensive.

Cheap prices attract clients who are shopping for cheap prices. They are more demanding, more likely to challenge your expertise, and more likely to leave when someone offers a lower quote. Over time, you build an entire business around clients who value affordability more than excellence. Then you wonder why growth feels difficult, the irony is that many founders know the number they should be charging.

There is the real number in their head, and then there is the number they say out loud after fear has edited it. Fear of losing the client, fear of being perceived as expensive, fear of rejection and they negotiate against themselves before the conversation even begins.

The problem is that businesses rarely outperform the self-concept of the people leading them.

Founders who see themselves as premium build premium businesses. Founders who see themselves as replaceable often create businesses that are treated as replaceable.

None of this suggests charging irrationally or ignoring market realities, value must always be backed by competence, results, and execution.

But founders should remember this: the market is often responding to the value you communicate, not just the value you create and sometimes the fastest way to improve your pricing is not another pricing strategy.

It is upgrading the way you see yourself.

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VOZINHA: FROM CAPE VERDE UNDERDOG TO WORLD CUP STARDOM

ANTHONY NLEBEM



A few days ago, Vozinha was known primarily by football followers in Cape Verde and supporters of Portuguese second-division club Chaves. Today, the 40-year-old goalkeeper has become one of the biggest stories of the FIFA 2026 World Cup, transforming overnight from a respected veteran into a global sporting sensation.

His extraordinary performance in Cape Verde's historic 0-0 draw against Spain in Atlanta has not only rewritten football history but also captured the imagination of millions around the world.

Facing one of the tournament favourites and the reigning European champions, Vozinha produced a goalkeeping masterclass, making seven crucial saves to frustrate a Spanish side packed with world-class talent. The result secured Cape Verde's first-ever World Cup point in their debut appearance at football's biggest tournament and instantly elevated the veteran goalkeeper into the spotlight.

Immediate Impact

Before the match, Vozinha had fewer than 50,000 followers on Instagram. Within days, that figure exploded to more

than 14 million, making him one of the fastest-rising sports personalities on social media during the tournament.

"I just have to say thank you to all of them, to all of the followers," Vozinha said after his remarkable rise to fame.

The veteran goalkeeper admitted he was stunned by the attention.

"That is unpredictable; I didn't expect that," he told the Men in Blazers podcast.

"Things run fast on Instagram, but I didn't believe it. I still don't believe it, but it is what it is. Thank you to everyone."

A Journey Built on Persistence

Vozinha's story is far from the typical football fairytale.

Born in Mindelo on the island of São Vicente, he grew up facing challenges long before he stepped onto a World Cup stage.

"I was one of the best keepers on my island but as a kid I was a bit small," he recalled in a FIFA interview in 2024.



"Though I was the best, I didn't get picked in trials because of my height."

While many talented Cape Verdean players left for Portugal in search of opportunities, Vozinha's journey took longer. He did not become a professional footballer until his mid-twenties, joining local side Batuque in 2007 before embarking on a career that took him across Portugal, Angola, Moldova, Cyprus and Slovakia.

Throughout that journey, he remained largely unknown outside African and lower-division European football circles.

His father served in the military while his mother worked to support the family. Vozinha has often spoken emotionally about the role his grandparents played in his upbringing, crediting them for much of his success.

Following the Spain match, he broke down in tears while reflecting on their sacrifices.

"They gave everything for me, for my life," he said.

The Match That Changed Everything Cape Verde entered the World Cup as one of the biggest outsiders in the competition.

With a population of just over 500,000, the island nation is among the smallest countries ever to qualify for the tournament. Spain, meanwhile, arrived as one of the favourites to lift the trophy.

Yet for 90 minutes in Atlanta, Vozinha stood between Spain and victory.

His seven-save performance ranks among the finest goalkeeping displays of the tournament so far. At 40 years and 12 days old, he became the oldest player to feature in a nation's first World Cup match and one of the oldest goalkeepers ever to keep a clean sheet at the tournament.

Only Northern Ireland legend Pat Jennings has recorded more saves in a World Cup match after turning 40.

The performance sparked an outpouring of admiration across social media, with fans, pundits and former players hailing the Cape Verdean as the symbol of the tournament's magic.

A Mother's Dream

The emotional impact of Vozinha's story extended beyond football.

After the Spain match, the goalkeeper revealed that his mother had been unable to attend because she could not afford the costs associated with obtaining a U.S. visa.

The revelation triggered widespread sympathy online.

Fans flooded social media with messages urging FIFA and U.S. authorities to help reunite the pair.

Soon after, U.S. officials confirmed that arrangements had been made for Vozinha's mother to receive a visa and travel to watch her son play at the World Cup.

For many supporters, the reunion became another heartwarming chapter in a story already filled with resilience, sacrifice and redemption.



Inspiring a Nation

Vozinha's rise has also shone a global spotlight on Cape Verde itself.

The Atlantic archipelago, located roughly 373 miles off the West African coast, is experiencing unprecedented international attention thanks to its football team's performances.

For Cape Verdeans, Vozinha has become more than a goalkeeper. He is now a symbol of perseverance and national pride.

Since making his international debut in 2012, he has earned nearly 90 caps and helped guide the Blue Sharks through some of the most successful years in the country's football history.

Now, after one unforgettable night against Spain, he has become one of the faces of the FIFA 2026 World Cup.

"It's the best moment in my life, the best experience I've had in what I love," Vozinha told NBC News.

"There are no words to describe this moment. This will stay in my mind forever—and not only in my mind, but in the minds of all Cape Verdean people."

As Cape Verde prepare for their next World Cup challenge against Uruguay, the football world will once again be watching.

Not just to see whether the tournament's surprise package can continue its fairytale run, but to witness the remarkable story of a goalkeeper who spent most of his career in obscurity before becoming an overnight global icon.



YOUSKIN BEAUTY REAFFIRMS COMMITMENT TO AFRICAN SKIN WITH REFORMULATED RANGE



As Nigeria's beauty and personal care industry continues its rapid expansion, local brands are increasingly facing a new challenge: consumers who are more informed, ingredient-conscious, and discerning than ever before.

For many Nigerian skincare businesses, the question is no longer simply how to enter the market, but how to remain relevant in an industry increasingly shaped by science-backed formulations, global beauty trends, and rising consumer expectations.

This reality informed the recent reformulation of YouSkin Beauty, a Nigerian-owned skincare brand under the Youtopia Beauty umbrella, which has unveiled an upgraded product portfolio after more than eight years of serving skincare consumers across Nigeria.

The move reflects a broader shift taking place across Nigeria's beauty industry, where homegrown brands are investing more heavily in research, formulation improvements, and product development to compete not only with international brands but also with a growing number of local entrants.

According to Nnenna Okoye, Founder of YouSkin Beauty, the decision to reformulate the brand's range was driven by changing consumer needs and a recognition that the African skincare consumer is becoming increasingly sophisticated.

"Today's skincare consumer is far more informed than ever before. They understand ingredients, they ask questions, and they expect products that genuinely deliver results. As a brand, we felt it was important to evolve alongside them while staying true to our commitment to African skin," she said.

The reformulated range features a carefully selected blend of active ingredients including Vitamin C, Hyaluronic Acid, Niacinamide, Retinol, Tranexamic Acid, and Kojic Acid, while maintaining the use of African botanicals including African Black Soap, Camwood, Turmeric, Cocoa Pod, and Shea Butter.

Industry observers note that this blending of globally recognised actives with locally familiar ingredients is becoming a defining characteristic of African beauty innovation. For YouSkin, this approach reflects a belief that African consumers should not have to choose between globally recognised skincare science and ingredients rooted in local beauty traditions. The African beauty and personal care market has attracted growing investor interest in recent years, fuelled by rising disposable incomes, increased urbanisation, social media influence, and a growing preference for products designed specifically for African skin types and climate conditions.

For brands such as YouSkin, product development is increasingly viewed as a strategic investment rather than a cosmetic refresh.

The company's portfolio has been rebuilt around some of the most common skincare concerns among Nigerian consumers, including hyperpigmentation, uneven skin tone, dryness, and environmental stress caused by prolonged sun exposure and humid weather conditions.

The relaunch also introduces updated packaging and a more premium positioning, reflecting a growing trend among Nigerian beauty brands seeking to bridge affordability with formulation quality typically associated with international skincare labels.

Since its launch, YouSkin has built a growing community of customers across Nigeria through its retail, online, and distribution channels, reinforcing the increasing demand for locally developed skincare solutions.

As competition intensifies across the sector, industry analysts believe brands that combine local relevance, scientific credibility, and consumer trust will be best positioned for long-term growth.

For YouSkin, the reformulation represents more than a product upgrade. It reflects a long-term commitment to building a Nigerian skincare brand that combines scientific innovation, local relevance, and world-class quality.

As the African beauty industry continues to evolve, the company aims to remain at the forefront of creating effective skincare solutions designed specifically for African skin.

The relaunch marks a new chapter for the brand as it continues its mission of creating effective, science backed skincare tailored specifically to African skin.

YouSkin Beauty is a Nigerian-owned skincare brand operating under the Youtopia Beauty umbrella. Founded with a mission to create effective skincare solutions tailored to African skin, the brand combines proven scientific actives with carefully selected botanical ingredients. Built on the values of nourishment, honesty, and empowerment, YouSkin develops results-driven products designed to help consumers achieve healthier, more confident skin.

THE RIGHT BEGINNING

UDY OSARO-EDOBOR

Gary and Eleanor had been married for seven years without children. Throughout those seven years, Gary made Eleanor's life miserable. He was convinced that she was the one with the fertility problem. He refused to get tested and allowed people to believe the problem was from her.

When he finally agreed to medical tests seven years later, the results showed that he was the one with the problem.

Eleanor never told anyone. She protected his dignity even when he never protected hers. She never tried to clear her name or prove herself. She simply endured it all in silence.

Eventually, Gary suggested they visit a reputable fertility facility for artificial insemination. Eleanor agreed.

It was not because she was deeply in love with him. It was because she respected him. Gary was much older than her and enjoyed using his authority over her. He often intimidated her and made her feel small. Over time, Eleanor became tired of arguing or trying to explain herself. Agreeing with him was often the easiest way to keep the peace.

At the facility, Gary asked all the questions. Eleanor simply followed along. Tests were carried out, forms were completed and the procedure was successful.

The pregnancy went smoothly. When a scan revealed they were expecting a boy, Gary proudly announced the news to everyone. He bragged about his strength and virility even though nobody had asked. Throughout the pregnancy, he remained distant and unsupportive but that did not stop him from taking credit for the baby.

Nine months later, their son was born. Bug there was a problem that was impossible to ignore.

Gary and Eleanor were both white but the baby was dark-skinned. Gary exploded with anger. He created a scene and accused Eleanor of betraying him. She couldn't understand him.

The fertility facility was immediately contacted and after a thorough investigation, the truth came out. There had been a mix-up during the procedure. It was a mistake the facility had never experienced before.

No apology could undo the damage. Gary could not bear the embarrassment. Instead of accepting the truth, he began telling people that Eleanor had cheated on him.

For years Eleanor had tolerated his bad behavior but this was the final straw. She packed her things, took her son and left. She moved out of the house and out of town.

Months later, Eleanor returned to the facility. She wanted information about the sperm donor. She was curious about his medical history, intelligence and background.

Everything she learned was impressive. She was also surprised to discover that the donor, Ethan, had visited the facility months earlier. He had wanted to know if his donation had helped a family.

When he learned about the unfortunate mix-up, he felt genuinely sorry for the couple, especially Eleanor. After that, Ethan quietly sent gifts and support for the baby through the facility. His kindness touched Eleanor.

Eventually, she asked if he would be willing to meet. The first meeting was awkward. The second was easier. By the third, they found themselves laughing together.

They spoke about life, dreams, disappointments and hopes for the future.

What surprised Eleanor most was how easy it felt to be around him. There were no arguments. No intimidation. No walking on eggshells. For the first time in years, she felt heard.

Ethan adored the little boy from the moment he met him. The child seemed to adore him too. As the months passed, the three of them naturally spent more time together.

They visited parks, celebrated birthdays and slowly created memories that felt like family memories.

Without realizing it, Eleanor found herself smiling more. She laughed more.

She slept better. She felt lighter.
For years she had survived. Now she was finally living.

The feelings between her and Ethan became impossible to ignore. There was warmth. There was friendship. There was trust. And eventually, there was love.

Years later, on a bright afternoon surrounded by family and friends, Ethan married Eleanor. As she walked toward him, she realized something beautiful.

The mistake that destroyed her marriage had opened the door to a life she never imagined.

The little boy who had once been the reason for so much pain was standing before them carrying the wedding rings with the biggest smile on his face.

Ethan watched him with eyes full of pride. Not because they shared the same blood but because from the very first day he met him, he had chosen to love him with all his heart.

Then his eyes found Eleanor.
The woman who had once carried shame that was never hers.

The woman who had been blamed for another man's shortcomings.

The woman who had loved faithfully, suffered quietly and walked away with nothing but her dignity and her son.

Now she stood before him, glowing with a happiness she had never known.

As Eleanor looked at Ethan and then at her son, tears filled her eyes.

For years, she had believed her story was one of loss. She had mourned the marriage that broke her, the home she lost and the dreams that never came true. But standing there, she finally realized that some endings are simply God's way of making room for better beginnings.

The child who had once seemed like the biggest mistake of her life had become her greatest miracle. The man she was never supposed to meet had become the love she had always prayed for.

In that moment, Eleanor understood that sometimes, life's most painful detours lead us exactly where we were always meant to be.

And sometimes, after years of heartbreak, God had a way of giving back far more than He had taken away. For the first time in a very long time, Eleanor was home...in the hearts of the two people who loved her most.

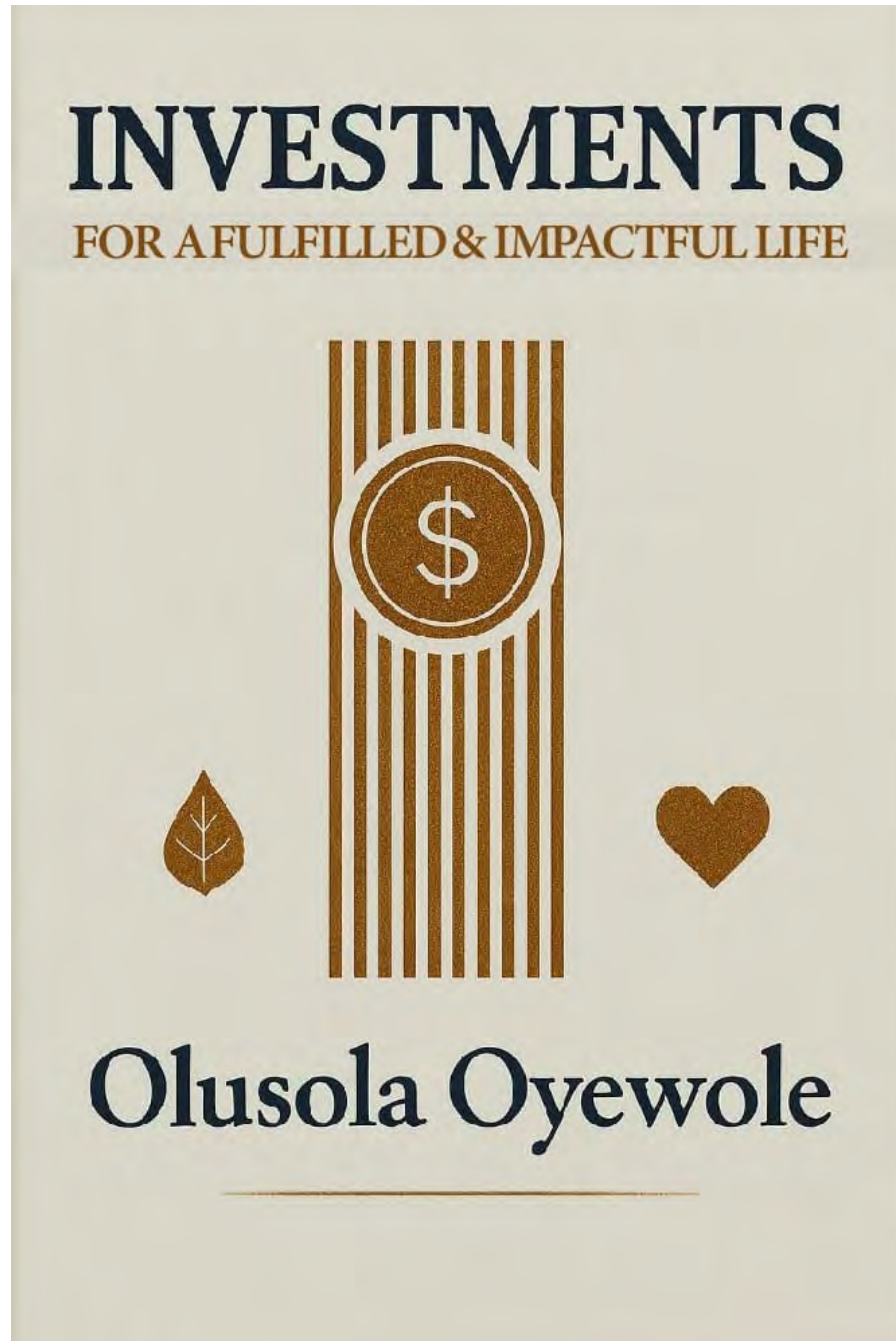
And that was more than enough.



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Building a Life, Not Just a Bank Account-A Review
of Olusola Oyewole's Investments for a fulfilled &
Impactful life

Title: Investments for a Fulfilled & Impactful life
Author: Olusola Oyewole
Year of Publication: 2025
Number of Pages: 504
Category: Self Help

INVESTMENTS FOR A FULFILLED & IMPACTFUL LIFE

TITILADE OYEMADE

If you are someone seeking quick wealth and a fast-paced lifestyle, then you may need to reconsider picking up any of Olusola Oyewole's books. Investments for a Fulfilled & Impactful Life is no exception.

The title may lead readers to expect a typical finance or business book centred on wealth creation and financial freedom. Understandably, that draws attention because who does not want more money? However, Olusola Oyewole takes his readers in a different direction.

As the book unfolds, it becomes clear that its primary goal is not to teach readers how to become wealthy but to encourage deeper thinking.

The author redirects attention to matters that go beyond financial gain: purpose, impact, and the pursuit of a meaningful life. Instead of asking, "How much money can I make?" the book asks a more important question: "What kind of life am I building?"

Readers familiar with Olusola Oyewole's previous works will recognise this pattern. He raises thought-provoking questions rather than offering immediate answers. His writing encourages reflection, but not in a way that leaves readers discouraged. Instead, it invites them to examine their choices and consider how to improve their lives.

Although the book contains numerous investment opportunities, business ideas, and practical examples, the author deliberately places emphasis elsewhere before discussing financial growth. He argues that mindset must come before investment.

Only after establishing that foundation does he move into different areas where investment can take place. Interestingly, financial investment is only one aspect of the discussion. The author also highlights the importance of investing in health, character, thought processes, and personal development.

For readers seeking business ideas, whether for a side venture or a full-time pursuit, the book offers valuable insights.

One of the strongest aspects of the book is its honesty. The author does not simply present opportunities and leave readers excited about possibilities. He also discusses the realities, risks, and challenges involved. This level of openness is refreshing, particularly because many books that discuss business opportunities in Nigeria often remain vague.

The author is generous with practical insights and provides enough information to help readers make informed decisions. Anyone who chooses to pursue any of the opportunities discussed after reading about the associated risks does so with a clearer understanding of what lies ahead.

That said, one area where the book could have been stronger is its length. Some sections felt longer than necessary and could have been edited without reducing the value of the message. The same ideas and impact may have been achieved in fewer pages. At a time when many readers struggle to complete lengthy books, a more concise version may have made the work even more engaging.

Then again, readers familiar with Olusola Oyewole's style may not find this surprising. Depth and detail appear to be a defining feature of his writing.

Ultimately, Investments for a Fulfilled & Impactful Life is not primarily a book about making money. It is a book about reflection, realignment, and making decisions that lead to a fulfilled and impactful life. Along that journey, readers also encounter legitimate opportunities for financial growth.

This is a thoughtful and practical book that reminds readers that before investing in businesses, they must first invest in themselves.



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WEEKENDER

MOVIE REVIEW

COLORS OF EVIL BLACK (2020)

If you enjoy suspense, thriller, movies then this brand new movie on Netflix would be worth your while. In this movie a new Police officer just got transferred to a new quiet, slow city. For some weird reason, the city has never recorded any crime or kidnapping, yet he arrives that city to discover that loads of children have actually gone missing with no trace or track. In this move a young lady's son gets missing at the park, leaving her very worried. The new police officer must hurry up and disclose what is going on in this city. He must help find this kid, as time is running out. During this time working on this case, he discovers so many dark secrets, secrets that will leave you shocked and perplexed, you will need to pay attention to discover all the evils people behind these unbelievable acts and wickedness. The 110m Polish, Crime, Drama, mystery films, films based on books social issues was directed by Adrian Panek, they featured actors like Jakub Gierzal, Marianna Zydek, Andrzej Chyra, Beata Scibakowna, Adam Bobik Robert Gonera, Pistr Zurawski, Jan Salasriski, Julian Swizewski etc.



MATERNAL INSTINCTS (2026)

If you enjoy true-crime-documentary based on true events, then this is one you should check out this week. This movie was wild and mind blowing, in my head I was thinking how could someone make up this amount of lies, Taylor was a smooth liar. In this documentary Taylor met Wade and they dated, along the line Taylor claims she is pregnant for Wade, before the pregnancy Taylor had claimed that her grandma was very wealthy and had left her \$8m dollars, so she started buying things: tractors, trucks and cars for Wade's family & friends, she also wanted to buy Wade a ranch. Well, you will need to go check out this movie to find out if she was really wealthy, if indeed she was truly pregnant and how she got caught. The 96m Crime documentary movie was directed by Jessica Dimmock, they featured actors like Jessica Brookes, Wade Griffin, Taylor Parker, Reagan Simmons-Hancock etc.



KEANU (2026)

Honestly, I wasn't quite sure what to expect from this movie, but to due to limited options, I had no choice but to watch it. if you enjoy action movies infused with loads of comedy and unrealistic scenes, then this will be worth your while. Rell Williams had just gone through a very bad breakup which affected him badly, just at the critical point when he was trying to come out of it, a very small, adorable kitten comes knocking on his door, he quickly gets drawn to this pet, as he really needed someone to pour his love and this kitten was at his door at the right time. Just after Rell have invested so much in taking care of this kitten, some bad guys come around to steal his newfound love. well, you will need to go check out this movie to find out how Rell and Clarence were able to fight the bad gangs, pitiless hitmen, ruthless drug dealers, who all claimed they owned the same kitten. The 100m buddy comedy, dark comedy, action movie, was directed by Peter Atencio, they featured actors like Keegan- Michael Key, Jordan Peele, Tiffany Haddish, Method Man, Darrell Britt-Gibson, Jason Mitchell, Jamar Malachi, Neighbors, Luis Guzzman, Will Forte, Nia Long, Rob Huebei, Madison Wolfe, Jordyn A. Davis and many more.



WEEKEND QUOTES



1

My destiny rejects
disappointment, sufferings
and agony
.....WhispersbyTEN

2

When your suffering gets to a
junction called “ this point and
no further” it must slow down
and divert
.....WhispersbyTEN

3

Your dreams remain on
life-support if you ignore
accountability
.....WhispersbyTEN

4

The visitor who takes care of
the house owner.
We reverence you
.....WhispersbyTEN