

**“TO EXPAND AND ENHANCE THE CONTRIBUTIONS AFRICANS IN THE  
DIASPORA MAKE TO AFRICAN DEVELOPMENT”**

# AFFORD BUSINESS CENTRE



ABC aims to stimulate and harness diaspora investment to create jobs and enhance the African social economy. It incorporates a business club/community which provides the space to connect with entrepreneurs in Europe and in Africa with shared value systems, ambitions and experiences, and offers benefits and services for its members to assist in making ‘doing business’ easier and more effective. Since 2015, AFFORD has embedded the ABC approach in large programmes - including our £2.9m Comic Relief-funded and Diaspora Finance Initiative (DFI, 2016 – 2020) - creating more than 1000 jobs in Ethiopia, Kenya, Nigeria, Rwanda, Sierra Leone, Somalia, Uganda, Zimbabwe, and attracting more than £500,000 in matched investment from the diaspora. Businesses supported by AFFORD and ABC are innovative and solution-focused. In Zimbabwe, our diaspora partner Global Native provided low-cost market access for 10,000 farmers. Setota Care pioneered an affordable home healthcare system in Ethiopia.

In our latest project in Benin, Ghana, Nigeria and Senegal (2021 – 2025), ABC West Africa will build on a 2020 pilot in Benin, to examine the investment potential of the diaspora in small and medium-sized enterprises in the four target countries, to strengthen entrepreneurship and create sustainable jobs. Co-funded by the Swiss Agency for Development and Cooperation (SDC), the programme's main objective will be to harness and maximise diaspora contributions to stimulate wealth, job creation, and social development in rural and urban areas.

**For more information: [www.afford-uk.org/abc-west-africa](http://www.afford-uk.org/abc-west-africa)**



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**ABC WEST AFRICA FOCUSES ON THE FOLLOWING AREAS  
IN BENIN, GHANA, NIGERIA AND SENEGAL**

**1**

## **Diaspora Investment**

ABC West Africa mobilises and supports diaspora investors and resource persons across Europe to provide expert advisory support, training, mentoring and coaching to diaspora and local entrepreneurs to create jobs in emerging and diverse sectors.



**2**

## **Employment**

To increase the employability and business skills of TVET graduates (young people and women) by providing upskilling through development, business advisory sessions, mentorship, and investment to enable them to create sustainable income opportunities.

**3**

## **Diaspora Skills**

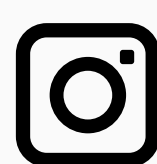
The diaspora Resources Persons network sees hundreds of diaspora entrepreneurs and professional engaged to deliver training, coaching and mentoring in business development to diaspora and local businesses, as well as in soft and technical skills for TVET graduates seeking employment.



**4**

## **Social Impact**

Our innovative approach mobilises the financial, intellectual, and political assets of the African diaspora and channels them to drive economic growth and social development in Africa. We also enhance the capacity of actual and potential investors and actively influence international policies to ensure that they address the real needs and root causes of underdevelopment and poverty on the continent.



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As AFFORD marks its 30th anniversary milestone and looks to the future, it seeks to build on its achievements by focusing its efforts on working with diaspora communities globally to promote investment and business development opportunities across the continent. Whilst working in collaboration with local, national, international institutions and actors, among others.

**AFFORD is looking to expand ABC West Africa beyond the current geography and is seeking partners, collaborators and funders in Europe, Africa and elsewhere. Read more about the services we offer below:**



### **AFFORD Institute**

The AFFORD Institute brings together AFFORD’s policy elaboration and implementation work, focused on providing the evidence base to understand the impact of diaspora development interventions; as well as setting out policy recommendations that create an enabling environment that result in greater efficiency and impact for those contributions.

### **Return of the Icons: Heritage for Prosperity**

AFFORD’s Return of the Icons programme is exploring and taking forward key conversations around cultural artefacts and human remains held by UK museums and other institutions, their preservation and campaigns for their eventual return to their countries of origin. ROI initiatives includes Heritage for Prosperity that builds and nurtures a network of professionals from the Heritage, Cultural, and Tourism sectors to preserve, promote, enhance and build the capacity of Local, National and Regional Heritage, Cultural and Tourism sectors to create sustainable jobs in Africa.





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## Diaspora Experience

Mobilising and supporting diaspora investors and resource persons across Europe to provide pro bono expert advisory support, training, mentoring and coaching to diaspora and local entrepreneurs to create jobs in emerging and diverse sectors.

## Factsheets on ‘Doing Business in Guinea’

AFFORD’s factsheets on ‘Doing Business’ in various African countries are designed to facilitate seamless operations for diaspora investors in these markets and serve as resources for investments in the Micro, Small, and Medium Enterprises (MSME) sector of these countries. We have now produced 8 publicly available guides across 7 African countries.

In 2023, Mr Alain Serge Zai, a Senior Consultant from the diaspora in Marketing, Communication, Media, and Digital, and the Co-founder and Managing Director of Digitalus Guinea, had this to say of our 2023 Guide to Doing Business in Guinea:

*“... the guide is excellent in that it serves as a benchmark for investors interested in Guinea and for the Guinean diaspora... [It] is excellent for a young company like Digitalus, which has been [profiled] in it and which will give us visibility.”*



**Read Guide here:**



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## **ABC: SOME NUMBERS & IMPACT**

### **2800+Jobs**

Generating opportunities for increased employment by creating over 1,000 jobs across Ethiopia, Kenya, Nigeria, Rwanda, Sierra Leone and Zimbabwe.



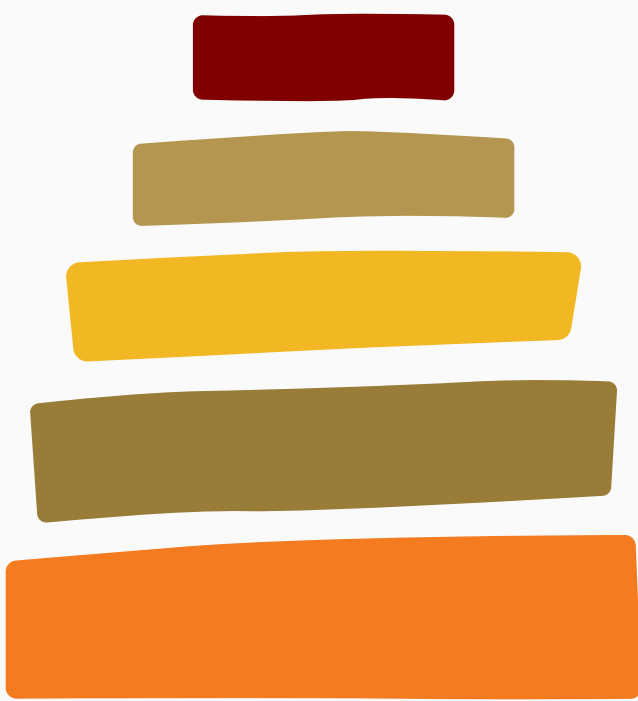
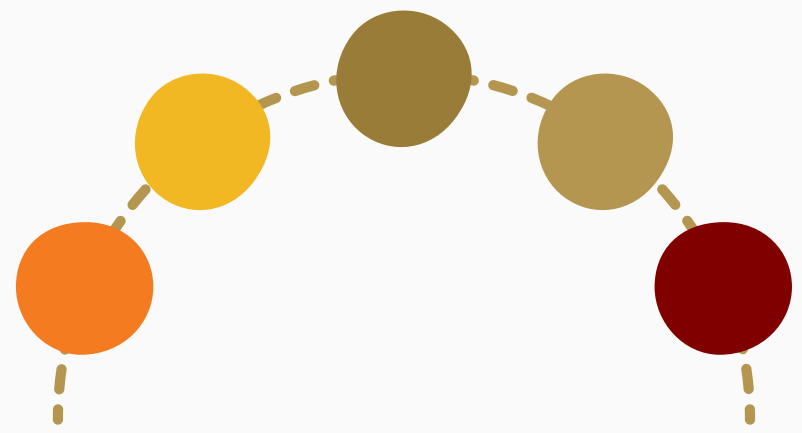
### **£1.5m Co-Investment**

(including £500k of diaspora match funds)

In technology, energy, health, water, agri-business, and culture industries in Sub-Saharan Africa.

### **Business Development**

- Providing end-to-end business advice through partners in Benin, Ghana, Nigeria, and Senegal,
- Diaspora business accelerator training developed in 2020 and delivered to over 300 diaspora and African entrepreneurs.



### **Policy & Fact sheets**

- Business and remittance fact sheets, including 8 ‘How to do business’ guides in Central, West & Southern Africa
- Diaspora Investment and Policy Forums held in Nigeria, Rwanda, Benin, Sierra Leone, UK & Zimbabwe
- Co-secretariat for the All Party Parliamentary Group (APPG) Afrikan Reparations UK & APPG Nigeria

### **Diaspora Volunteers**

Over 200 Diaspora Resource People/Volunteers mobilised to support 850 SMEs in Sub-Saharan Africa in business development



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## **ABC Case Studies:**

### **Data Analytics, ITC & Outsourcing (Nigeria)**

**£30,000 grant / £7500 match (2017)**

Through AFFORD's business development support and matched grant, UK-based and 2nd generation diaspora entrepreneur, Toby Oludayomi, pivoted his UK business to create a successful technology outsourcing business in Nigeria.

In addition, Studio14 runs free workshops to encourage young people to pursue careers in technology. Studio14 has delivered workshops to 9 schools, trained over 500 students in Lagos (57% females) and created over 23 jobs to date.

**Enterprise: Studio14**  
**Founder/CEO: Tobi Oludayomi**



### **Food & Agri-Business (Benin)**

**€4,000 grant / €1,714 match (2023)**

Bademe Natural Foods processes vegetables and spices for retail. Marlene has undergone the diaspora-led ABC accelerator programme to build the organisational capacity of Bademe Natural Foods. Her business proposal to scale her operations and create jobs was approved by the ABC programme in 2023 for grant financing and she has continued to benefit from ongoing ABC support to realise her business objectives.

In 2023, Marlene partook in AFFORD's crowdfunding training that was funded by ICMPD to develop capacity in leveraging crowdfunding for SME financing. With the support of 2 diaspora Resource Persons to develop a crowdfunding campaign for her enterprise, Marlene aims to launch this year.



**Enterprise: Bademe Natural Foods**  
**Founder: Marlene Kindji**



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## **AFFORD Europe & ABC:**

**THE “PROJECT FOR ENTREPRENEURIAL MOBILITY” PEM WECCO’ (WECCO MEANS EXCHANGE IN WOLOF) AIMS TO SUPPORT THE SENEGALESE AND BELGIAN BUSINESS ECOSYSTEMS: SMALL AND MEDIUM ENTERPRISES ARE AT HEART OF THE PROJECT.**

AFFORD Europe is a delivery partner for PEM WECCO with a focus on engaging Belgian-based African diaspora businesses with business interests in Senegal and matching them with local Senegalese businesses to foster economic and business partnerships between both countries.

**\*PEM WECCO is funded and implemented by the Belgian Development Agency (Enabel) and partners.**

### **Transport and Logistics (Senegal & Belgium)**

#### **In-kind support (2023)**

Saliou Sarr, an entrepreneur from the Senegalese diaspora in Belgium, and Mamadou Fofana, an entrepreneur from Senegal were matched to participate in the PEM WECCO programme. Together they bring complementary skills: Saliou’s in IT, coding, entrepreneurship and Mamadou’s in logistics. The objective is to expand Mamadou’s logistics company Dinafop to Belgium. AFFORD Europe provides business development support to the match, and legal advice through the ABC to help them realise their joint objective. The BDS has helped them reach more prospect clients and expand their business idea further.

As a diaspora entrepreneur Saliou was motivated to support Dinafop given his passion in promoting safer routes for migrant workers.



**Enterprise: SOS Math, Belgium  
Founder: Saliou Sarr**

**Enterprise: Dinafop, Senegal  
Founder: Mamadou Fofana**



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