

## ENTREPRENEURS/PANELISTS



**Prof. K. Shirley Motaung**  
South Africa

**Founder,  
Global Health Biotech (PTY)  
LTD**

Prof. Keolebogile Shirley Motaung is a Full Professor, Biomedical Scientist and Director. Technology Transfer & Innovation at the Durban University of Technology.

She is the founder and Chief Executive Officer of Global Health Biotech (Pty) Ltd, and President of the African Tissue Engineering and Regenerative Medicine International Society. Her research and innovation focused on the role of medicinal plants in tissue engineering of bone and cartilage. Based on her own scientific exploration into the use of medicinal plants in tissue engineering of bone and cartilage, she founded a company called Global Health Biotech (PTY) Ltd in 2016. She is an award winner and has received a number of accolades from far and wide because she has thrown the gauntlet in bridging the gap between science and entrepreneurship. As a Professor, research scientist and entrepreneur, she trains her postgraduate students not just on how to do research, and become a scientist, but also on how to become entrepreneurs.

Global Health Biotech has developed a natural anti-inflammatory ointment named La-Africa Soother (LAS) from medicinal plants which helps relieve muscle and joint aches, thus offering athletes, sportsmen and women an alternative natural anti-inflammatory ointment. This is the first product of its kind aimed at preventative care, meaning it is applied ahead before and after physical activity to prevent anticipated muscle aches, as well as after the fact.

This product, packaged in a green and white tube, is already available on the market. Motaung has also licensed a technology from Stellenbosch University to develop a second product named pump protein shake (vegan friendly plant-based). The product simultaneously leads to decreased muscle inflammation which leads to accelerated regeneration and may be more effective as an anti-inflammatory agent than known non-steroidal anti-inflammatory drugs (NSAID) and with less side-effect.



**Ms. R. Gumsu Hussaini**  
Zanna  
Nigeria

**Founder and CEO of Vivido  
Schone Int'l LTD**

Ruqayyah Muhammad Hussaini, married with five children, is an entrepreneur who is passionate about natural and healthy alternatives for the basic, everyday things in life. She is also passionate about encouraging and advocating for women and youth to explore their creative sides and start their own businesses.

Ruqayyah's background is in education and prior to establishing Vivido Schone, she was involved in numerous small businesses such as interior design and fragrance making, exploring her creative side.

She is an active member of organizations that empower women in small and medium enterprises such as Business Visa & Trading Ltd, African Women Entrepreneurship Program (AWEP) where she holds an elected position as the national treasurer.

She has also cofounded NGOs that support education for orphans and vulnerable children, as well as empowering rural communities. Exploring natural flavours, especially for tea and spices, has been part of Ruqayyah since childhood and she is very happy and proud at the opportunity to share this experience with the world.



**Ms. Caroline Owusu-Ansah**

**Founder  
LUV SCRUB**

LUV SCRUB is a company that focuses on smooth skin by the way of exfoliation. Born to Ghanaian parents, she graduated from UMass Amherst with a degree in Apparel Marketing and went into a career of Branding and Retail Merchandising.

Her role was a critical one as she assisted with merchandising direction for different retail brands across North America. With the skills, she learned from her career, she was able to bring LUV SCRUB to life.

Caroline has a true passion for building brands, presentation and the overall customer experience. She wants everyone to experience the LUV and toss the loofah. Her efforts were recently rewarded by Allure Magazine as she won Best of Beauty for 2020.



**Ms. Zohra Baraka**  
Kenya

**Founder,  
Mohazo Ex-Impo  
Ltd.**

Zohra Baraka is Founder and Managing Director of Mohazo Ex-Impo Ltd, a Kenyan company which, since 1987, has achieved several milestones in successful trading of authentic handicrafts in local and global markets. The company has given Kenya, and Africa, a platform to showcase the rich ethnic culture that the continent has to offer to the global marketplace. With timely and much-needed technical assistance from International Finance Corporation (IFC), World Bank Group member, Mohazo Ex Impo Ltd has re-branded and documented its systems and procedures in pursuit of ISO 9001-2008 certification. In Jan 2019, Mohazo Ex-Impo was registered in the USA.

Zohra manages several producer groups and microenterprises at the grassroots level which her company mobilizes to facilitate the process of selecting products suitable for the marketplace. Currently, the company's products are both decorative and functional and can be found in renown chain stores in the US and Europe. It is Zohra's vision that women entrepreneurs, like herself, gain access to local and international markets in order to grow their businesses and ultimately improve their living standards, that of their families, communities and generations to come. This resulted into Mohazo e-commerce platform (uberization of the handicrafts sector).

Surprisingly, managing Mohazo is not all Zohra does! She serves on boards of various organizations that promote gender equality, women leadership and cross-cultural exchange in education and Micro-Enterprise development. She also promotes progressive dialogue between communities in conflict.

Zohra is a recipient of several awards and recognitions and sits on several boards.

Last but not least, Zohra is a wife and a mother of three sons. Her accolades precede her legend. Zohra is a legitimate global ambassador, transforming this and future generations through art.



**Mr. Doumbia Boureima**

**Founder and  
Managing Director  
Aminata Konte Ltd.**

Doumbia Boureima left school at the age of 15 to begin his professional life in 1994 as a laborer for cola and *attiéké* producers prior to undertaking his first experience as an entrepreneur and cola salesman.

In 1997, at the age of 20, he decided to return to Bamako with a modest fortune of 20,000 CFA which he used to erect a stall from where he sold condiments and cooking oil at Lafiabougou market, a popular district of Bamako. Since this activity was exclusively reserved for women, M. Doumbia was subjected to daily mockery and humiliation for working in a profession that was supposedly degrading to a man. The very difficult beginnings did not however discourage him from persevering. On the contrary, he persisted in taking up not only the challenges but also erased some of the prejudices deeply rooted in Malian society.

In the course of his entrepreneurship, he met a staff of the Malian Center for the Promotion of Industrial Property (CEMAPI) who advised him to find a distinctive sign and to register it in order to distinguish his products from those of the competition. This is how he worked for the first time with CEMAPI.

In 2008, Mr. DOUMBIA decided to formally register his small retail business. He chose his mother's name "*Aminata KONATE*" as the trade name of his company. Driven by the idea of innovation, he set out to showcase local products and offer local populations the best products that meet very high quality standards.

To advertise his products, he decided to sell them under the brand "Bara Musso" which means "the husband's favorite wife" in the local Bamanakan language.

Today the company has several industrial property assets (Trademarks, trade names, industrial designs, registered with the African Intellectual Property Organization (OAPI).



**Ms. Joyce Chimanye**  
Zimbabwe

**Founder**  
Zuvva Fashion

**Co-founder and Trainer**  
Zuvva Fashion School

Zuwa was established in 1994, by fashion designer Joyce Chimanye who studied fashion design and clothing technology in Cape Town South Africa, worked for 3 leading Zimbabwean garment manufacturers (Coh Coh/ Taig, Continental Fashions and Barlana) in Harare before establishing her own brand Zuwa (means Sun in Shona).

In August 2016, Zuwa School of Fashion opened its door to the public by hosting a mentorship program for young and upcoming designers in partnership with the Miss Tourism Zimbabwe Pageant 2016, under Zuwa Fashion Hub- ZFH.

Before starting the Zuwa Fashion School, Joyce Chimanye was a consultant- Training for United Nations Educational, Scientific and Cultural Organisation (UNESCO) in collaboration with Leonard Cheshire Disability Zimbabwe, which enabled training for girls with disabilities on how to make reusable face masks for protective clothing during the covid-19 Pandemic.

They made masks for distribution to the Disability Fraternity in Zimbabwe in August 2020. Before that, she was a consultant of COMESA and Ministry of Women's Affairs/ Small to Medium Enterprises in Gweru and Chitungwiza Clusters of Zimbabwe.



**M. Serge Armel Njidjou**  
Cameroun

**Founder**  
Agence universitaire pour  
l'innovation (AUI)

The *Agence universitaire pour l'Innovation (AUI)*, an association of engineers and academics passionate about innovation, was created in 2016, to contribute to the emergence of a standardized local manufacturing industry to develop local products adapted to local context and concerns through the exploitation of the results of local Research. It is a technological incubator which already has branches in Yaoundé, Dschang, Bafoussam and Douala for Cameroon.

AUI has just launched its first Spin-Off. Called AUI Techno SARL, it is dedicated to the manufacture and marketing of neonatal incubators and other electronically thermo-adjustable devices. Its commercial headquarters is in Yaoundé, while the manufacturing base is in Bafoussam.

AUI has already designed around ten technological prototypes: an interactive neonatal incubator; a solar-powered egg incubator; a solar public charger; a vending machine for drinks; a crushing machine running on solar power.

Mr. NJIDJOU is the Founder and General Manager of UAI. At 48, he has twenty years in project design and management. Passionate about technological innovation, he has expertise in educational technologies and the incubation of entrepreneurial ideas. Furthermore, he is Head of the cooperation Division at Dschang University. Within the Cameroon branch of Global Entrepreneurship Network, he holds the position of vice-president.