

TTY BRAND

AFRICA

Inclusive workplaces that value gender diversity, create an environment where all employees feel valued, respected, and empowered to contribute their unique talents.

Exclusive

AMAKA

OKEKE-LAWAL

My journey has been marked by series of achievements, reflecting my growth and transformation into the woman I have become

Women's History
Month

**Special
Edition**

#IWD2024



Inspire Inclusion



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AFRICA-BUSINESS-ENTREPRENEURS- BRANDS



OPTIVA CAPITAL

Partners

The Largest provider of **SECOND**
CITIZENSHIP AND RESIDENCY Services in Africa

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EDITOR'S NOTE

Dear readers,

We are thrilled to present to you our March/April edition of Ttybrand Africa magazine, a publication dedicated to amplify the voices of African entrepreneurs and business leaders. Also, celebrating women in business who are shaping the future of Africa.

In this special edition, we are honored to celebrate women's history month, Highlighting the incredible achievements of African women and their contributions to economic growth in the continent.

We would like to extend our heartfelt thanks to everyone who made this magazine possible, from our talented writers and editors to our dedicated team of designers. Your hard work and passion have truly brought this project to life. Thank you to our cover star, a great leader for the opportunity to curate your story and have an insight of your professional journey. To the amazing African female entrepreneurs who are making impacts in every industry. Thank you,! And to our amazing contributors, thank you for your insightful work.

We hope that this magazine will inspire more females in the continent to drive a cause for change. Thank you for joining us on this journey, and we look forward to sharing more stories and insights with you in the future.

EDITOR

ONEBAMO PATRICK

My name is Amaka Okeke-Lawal. I am the Executive Director, Business Development at Optiva Capital Partners, the largest provider of investment immigration not just in Nigeria but across Africa. I am a risk management professional, personal finance specialist, and management consultant. I am a quintessential, dedicated, and goal-oriented businesswoman leading a high-performance organization with over 1,000 full-paid employees. I oversee 21 branches while playing a key role in shaping the company's strategic direction as a member of the Board and Executive Committee. I hold a B.Sc. in Sociology from the University of Lagos and I'm also a certified business analysis professional.

The Chairman of Optiva Capital Partners has been a transformative influence in my career journey, inspiring me to pursue a career in the business industry. His visionary leadership and mentorship have instilled in me a sense of purpose, mental toughness, and a hunger for success that has guided me toward personal and professional growth since our encounter in September 2013. His belief in my potential has propelled me to embrace growth opportunities, shaping my career trajectory with resilience and determination in the face of challenges. My unwavering determination, persistence, and focus on achieving successful outcomes define my approach to goal-setting and overcoming obstacles.



My journey has been marked by series of achievements, reflecting my growth and transformation into the woman I have become.

Can you please share with us your journey of becoming the Executive Director at Optiva Capital Partners?

My journey has been marked by series of achievements, reflecting my growth and transformation into the woman I have become. I started my career as a Relationship Management Executive. I progressed to the role of General Manager and I'm currently the Executive Director, Business Development. I oversee the development and implementation of business strategies, providing leadership and strategic direction to the organization, identify potential locations for branch expansion, work tools for business development, team training and development, institutional operations, social media marketing, and generally overseeing the business operations of over 21 branches and still expanding.



As a female Executive Director, what challenges have you faced in your career and how did you overcome them? How do you believe gender diversity and inclusion can contribute to building transformative businesses in Nigeria and Africa?

On the contrary, I'm one of those who never faced a challenge in her industry as a woman. I have been fortunate to meet liberal people who are not biased but are interested in my growth and success. By embracing and promoting

gender diversity, businesses can tap into a wider pool of talent, perspectives, and experiences. Inclusive workplaces that value gender diversity create an environment where all employees feel valued, respected, and empowered to contribute their unique talents.

By valuing and empowering individuals regardless of gender, businesses can unlock the full potential of their workforce and contribute to the economic growth and development of Nigeria and Africa as a whole.



OUR SUCCESS STORY

Could you share any notable success stories or achievements at Optiva Capital Partners that highlight the positive impact it has made on individuals and businesses in Nigeria?

Optiva Capital Partners is a wealth management and investment advisory firm established and incorporated under the laws of the Federal Republic of Nigeria. We specialize in the provision of tailored wealth management solutions for High-Net-Worth individuals and institutional clients. We leverage our long-standing relationships with international partners and leading fund houses globally to provide a gateway to exclusive investment opportunities for our clients across different asset classes, currencies and geographies globally to enhance and maximize their wealth.

Aside from our vast experience in wealth management services, Optiva Capital Partners is passionate about giving back to society. We partnered with a Microfinance Bank in Enugu State to help over 700 women with Interest-free loans to set up and manage their petty trading businesses. We also partnered with the Lagos State Government to promote maternal healthcare to ensure the reduction of the maternal death rate in the country, thereby fulfilling one of the United Nations Sustainable Developmental Goals (SDGs). Furthermore, the firm is deeply devoted to the promotion of arts, entertainment, and tourism within the country. Optiva Capital Partners actively engages in multiple sponsorships and promotional initiatives aimed at enhancing and elevating the nation's tourism landscape. For instance, Alibaba's January 1st Concert, Responsible Funnybone Live concert (Lagos), and Pencil

Unbroken show in Abuja and Lagos. The company sponsored a new epic movie from the Nollywood stable titled 'Áfàméfùnà: Nwa Boi Story' and a soon-to-be-released movie titled 'Kiss of Death'. We were also the platinum sponsors of Eko Hotel 'Tropical Christmas Wonderland' in December where children and families were able to have a fun and memorable time together. We are also passionate about promoting charity works as we recently sponsored "Be More by ChinnyLove" a women empowerment program and Doam Foundation Annual Charity Golf Tournament. We also give back to our clients through Optiva + which is a complimentary service given to our clients free of charge which includes visa resolution, school admission processing, and passport renewal. This is one of our unique strategies that is rooted in service to our clients.



OPTIVA CAPITAL PARTNERS SPONSORED EVENTS



Optiva Capital Partners specializes in investment immigration, investment advisory, international real estate, and insurance services. Could you tell us more about the vision and the unique approach and strategies that your organization employs to provide these services in solving the investment needs of individuals in Nigeria and Africa?

Our vision is to be the undisputed leader in our chosen areas of focus- investment immigration, investment advisory and insurance. We are a Gateway to superior investment opportunities, we are here to serve and provide solutions to individuals and families. With our state of art branches and staff strength of over 1,000, we are right where our clients are, be it in their place of work, business or homes.

Nigerians are the most Global in terms of outlook, their needs for travel, tourism, global trade opportunities, children's education and quality of life aspirations.

The bigger picture at Optiva Capital Partners provides financial security, stability, independence and sustainability for our clients globally and also, currency depreciation and devaluation of local currency portfolios over time.

In your opinion, what are the key factors that contribute to the success of a business in Nigeria, how do you identify potential investment opportunities and assess their potential for transformative impact?

The success of any business is dependent on the value it offers. Optiva Capital Partners is a solution-driven organization and we offer value to our clients. One of our core values is rooted in service. So, for you to succeed in any business or to identify

potential investment opportunities you must first of all, identify a niche for yourself and devote your time to serving your unique market with bespoke products that will make them trust and rely on you all the time. Businesses that start by serving a niche market have a greater chance of succeeding over time as they develop a specialization in their offerings and own that space just as we have done at Optiva Capital Partners as the undisputed market leader in investment immigration, and investment advisory in Nigeria.

As a leader, what are the core values and principles that guide your decision-making process and shape the company's culture at Optiva Capital Partners?

As a leader, the core values and principles that guide my decision-making process and shape the company's culture at Optiva Capital Partners are professionalism, loyalty, and always ready to serve.

In the same vein, I drive this culture across branches at Optiva Capital Partners and I ensure that this same culture cascades to the entire team to follow suit.

As the Executive Director of Optiva Capital Partners, I am committed to consistently meeting and exceeding our client's expectations. Optiva Capital Partners is a premium brand which means that our values are like a compass and it is embedded in our D.N.A. We offer top-notch and end-to-end services to our esteemed clients.

Africa is a diverse continent with unique cultural, economic, and political landscapes. How do you navigate these complexities while building and expanding businesses across different African countries? What are some of the lessons you have learned from your experiences?

At Optiva Capital Partners, we recognize and respect the unique cultural diversity present across Africa. We understand that each country has its traditions, customs, and ways of doing business. To navigate these complexities, we prioritize building strong local and international partnerships and networks.

This allows us to gain insights into the local and international business environment, understand cultural nuances, and establish trust with key partners. We have branches in different locations across Nigeria. Each state has its own economic strengths, challenges, and regulatory frameworks. We conduct thorough market research and analysis to identify opportunities and assess risks in each specific market.

This helps us tailor our strategies and offerings to meet the definitive needs and demands of our clients in different locations.

From our 14 years of service at Optiva Capital Partners, we have learned the importance of flexibility, agility, and the ability to adapt quickly to changing market conditions. This adaptability is crucial to our success in building and expanding our business.



As a female Executive leader in the business industry, what advice would you give to aspiring young professionals, business leaders, and entrepreneurs who are looking to make a difference in Africa? What skills and qualities do you believe are essential for success in this challenging yet promising market?

It is crucial to establish a strong foundation for your career or entrepreneurial endeavors. Knowledge is power. The more you know, the more you learn so equip yourself every step of the way. Success is not accidental but rather a result of hard work, smart strategies, and a continuous learning mindset. Rome wasn't built in a day, emphasizing the importance of patience and perseverance in the journey towards success. Equip yourself with knowledge, embrace learning opportunities, and be open to feedback to enhance your performance and drive professional growth.



AMAKA
OKEKE-LAWAL
**LEADING TO
SERVE**

IWD 2024
#INSPIREINCLUSION

Lastly, what are your plans and aspirations for yourself and Optiva Capital Partners in terms of contributing to the growth and development of Nigeria's economy?

My future plan as seen in our achievements is to continue to mentor and provide leadership to our staff, clients and the society at large. From our empowerment programs which was stated above, I intend to do more to serve.

Optiva Capital Partners is the vehicle to achieve all these and much more as our organization understands talents. Basically, there are so many young people who are naturally endowed but they don't have the opportunity to have the right sponsorship that will enable their gift to be actualized. At Optiva Capital Partners, we are passionate about "SERVICE".

This year, we intend to do much more than our past in terms of youth empowerment, women empowerment, sponsorships and charity work.

SPECIAL

EDITION

#INSPIREINCLUSION

A CALL
TO SERVICE
& IMPACTS
IN THE CONTINENT

Recognizing the women
entrepreneurs driving
change in the continent
through social impacts

**IWD
2024**

Women Entrepreneurs
DRIVING SOCIAL

IMPACTS IN AFRICA

NTHANDA MANDUWI

MALAWI



WOMEN ENTREPRENEURS DRIVING SOCIAL IMPACTS IN AFRICA

In the rapidly evolving digital era, individuals like Nthanda Manduwi are leading the way in digital media landscape in Malawi. Nthanda is fostering the use of innovation and creativity to empower the next generation of Malawians.

Recognizing the power of technology and its ability to connect people, she embarked on a journey to harness its potential for positive change. Nthanda set out to create platforms that would amplify the voices of young African creatives and innovators. She is the founder of Bien Corporation Africa, a digital media production company and the Ntha Foundation, a platform that has been instrumental in fostering

a culture of innovation and creativity for African youths in the digital space. Empowering them to realize their potential and make a lasting impact in their communities. With her commitment to innovation, Nthanda has become a patron of change, harnessing the power of digital media to transform her nation. Through her ventures, Bien Corporation Africa and Ntha Foundation, she is paving the way for Malawi's digital transformation, aligning it with the country's development goals. By offering digital solutions that is helping Malawi to digitize. Creating a co-working hub where people can access internet devices and leveraging international opportunities.

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Driven by a desire to empower African youth and foster innovation, Nthanda founded the Ntha Foundation. A non-profit organization that focuses on providing digital educational trust fostering solutions and business development skills, particularly in the context of the country's development goals. Through various initiatives and advocacy, the foundation equips young Malawians with the necessary skills and resources to leverage digital technologies for social and economic impacts. She firmly believes that Africa has immense untapped potentials in the field of entrepreneurship and digitization. She has been a vocal advocate for nurturing local talent and creating an enabling environment for African innovators to thrive. As a digital media entrepreneur, Nathanda recognizes the struggles, loneliness and uncertainties faced with many entrepreneurs. She affirms, that entrepreneurs do not only need financial supports but also, need a supportive ecosystem that fosters collaboration, knowledge sharing, and growth. Nthanda has not only revolutionized the digital media landscape but has also garnered both local and international recognition for her remarkable impacts in the continent.

OLUWAKEMI ANN-MELODY AREOLA

NIGERIA



WOMEN ENTREPRENEURS DRIVING SOCIAL IMPACTS IN AFRICA

Oluwakemi Ann Melody Areola is a visionary serial entrepreneur who has fearlessly pursued her passion for empowering African youth and uplifting communities in need. With an indomitable spirit and an unwavering belief in the potential of the African continent, she has dedicated her life to creating positive change and fostering sustainable development.

Kemi's tireless advocacy for African youth has been instrumental in providing them with opportunities for growth, education, and empowerment.

Through her initiatives, she has successfully bridged the gap between young Africans and the resources they need to thrive. Her efforts have not only empowered individuals but have also contributed to the overall progress and prosperity of the African continent. Her commitment to humanitarian services has been exemplary. She has consistently demonstrated compassion, empathy, and a deep understanding of the challenges faced by marginalized communities.

As a passionate advocate for driving positive change in her community, Oluwakemi has been actively involved in organizing and participating in various conferences and events that focus on sustainability and the future of work.

One of her most recent endeavors was the conference titled "Embracing the Future of Work and Sustainable Development." This conference brought together experts, policymakers, and stakeholders from various sectors to discuss the challenges and opportunities of creating a more sustainable future. Oluwakemi played a key role in organizing the event, ensuring that it was inclusive, informative, and impactful.

In her words;

"There's nothing more amazing than impacting the younger generation and the younger generation enjoying/benefiting from the learning process"

Kemi's outstanding dedication and unwavering commitment to advocating for African youth and providing exceptional humanitarian services, earned her the prestigious Global Voice of the Year award 2023, by TTYBrand Africa. Her remarkable achievements and contributions have not only made a significant impact on the lives of countless individuals but have also inspired others to follow in your footsteps.

CHARLOT MAGAYI

KENYA



Witnessing the devastating effects of traditional cooking methods on the health of her family, the smoke and fumes produced by open fires and rudimentary stoves not only contributed to air pollution but also caused respiratory tract infections and other health problems. It was during this particularly difficult time when Charlot's daughter fell ill with a respiratory tract infection that she realized the root cause of their suffering – the traditional stoves used in their community. These stoves emitted harmful pollutants into the air, leading to a myriad of health issues for those exposed to them.

Determined to make a change, She set out to create a solution that would not only improve the health and well-being of women and children in her community but also reduce their impact on the environment. And thus, the Mukuru clean stove was born. Charlot Magayi

Charlot Magayi mission is to make a difference in the lives of women and children in her community and inspire them to lead the fight against household air pollution in Africa. By empowering them to take charge of their health and well-being. In order to protect themselves and their children from the harmful effects of household air pollution.

Fueled by a passion for social impact and a desire to create a sustainable solution to a pressing issue. Charlot launched the Mukuru clean stove, a social enterprise that aims to provide affordable and sustainable cooking solutions to low-income households in Kenya. With a dedication to repurpose locally sourced waste metal to manufacture improved, efficient, and reliable cookstoves that are not only environmentally friendly but also affordable for low-income households. Since its inception in 2017, Mukuru clean stove has sold over 400,000 clean cookstoves in Kenya, transforming the lives of over 2,000,000 people and saving them over \$50 million in fuel costs.

WOMEN ENTREPRENEURS DRIVING SOCIAL IMPACTS IN AFRICA

From the humble beginnings of the Mukuru Kwa Njenga slums to the forefront of environmental innovation, a remarkable entrepreneur is making waves with her innovative solution to a pressing environmental and health issue. Charlot Magayi's journey is nothing short of inspiring.

Born and raised in one of Nairobi's most impoverished areas, Charlot experienced firsthand the harsh realities of poverty. She was orphaned at 10 and became a teenage mum at 16. Through the harsh challenges to provide for her daughter and herself, she dropped out of school and ventured into her very first business. Selling charcoal within her slum community.

JESSICA MSHAMA

TANZANIA



WOMEN ENTREPRENEURS DRIVING SOCIAL IMPACTS IN AFRICA

In a society where traditional gender roles often limit the potential of women and youth, there are individuals who rise above societal expectations and strive to make a difference. One such remarkable entrepreneur and youth ambassador, is Jessica Mshama, the founder of Assumpter Digital Training Schools in Tanzania and Nakua Na Taifa Langu NGO . Jessica is on a mission to empower women and youth through digital skills, creating job opportunities, and financial education. She is breaking barriers on the global stage, advocating for women and youth. Thereby creating opportunities for other women to achieve economic

Independence. Jessica Mshama is a visionary entrepreneur who recognized the untapped potential of women and youth in Tanzania. Born and raised in a society where gender inequality is deeply ingrained, she witnessed firsthand the struggles faced by women and the limited opportunities available to them. The mentality and idea that girls need to be assisted and helped before they can become economically independent, became a driving force that inspired Jessica to create platforms that equips women and youth with the necessary skills to thrive in the digital world, entrepreneurship, leadership and social activities.

She founded Assumpter Digital Training, the first digital training school in Tanzania, a platform that is connecting African communities through digital education and preparing a generation that can drive positive impact in the society by utilizing the digital skills. Jessica Mshama believes that everyone, regardless of their background or financial status, should have the opportunity to acquire digital skills. Her dedication and passion for bridging the digital divide have made her a true inspiration for aspiring entrepreneurs and change-makers in Tanzania and beyond.

With a passion for social change and a drive to empower her fellow Tanzanians, she founded Nakua Na Taifa Langu, a non-governmental organization (NGO) dedicated to fostering growth and development within local communities. Through her innovative initiatives and unwavering commitment, Mshama is transforming lives and inspiring others to create positive change.

By addressing critical issues such as poverty, gender inequality, and education , she has been set apart as an exceptional leader. Her remarkable impacts has earned her several international recognition, including being listed on Forbes 30 under 30, 2023 and Entrepreneur & Activist award of the year 2023 by TTYBrand Africa.

GRACE IHEJAMAIZU PAUL

NIGERIA



WOMEN ENTREPRENEURS DRIVING SOCIAL IMPACTS IN AFRICA

Grace Ihejamaizu Paul is a remarkable individual who is making a significant impact in the world of global opportunities and education. She has dedicated her life to empowering young people and providing them with the tools they need to succeed. With a passion for empowering the youth, Grace has become a global leading figure in the field of social entrepreneurship and education. Recognizing the immense potential that young people possess and the barriers that hinders them from accessing quality education and global opportunities. Grace determined to bridge this gap, founded Opportunity Desk in 2012, the largest global online platform that connects young individuals with various

Opportunities. The platform has become a beacon of hope for countless young individuals seeking scholarships, internships, fellowships, conferences, grants, and other life-changing opportunities. It serves as a one-stop hub for young people looking to explore and seize opportunities that can help them grow personally and professionally. Under her leadership, the platform has grown exponentially, reaching thousands of young individuals across the world.

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As the driving force behind Opportunity Desk, Grace has dedicated herself to curating and disseminating information about opportunities from around the world. Her tireless efforts have opened doors for young people who may have otherwise been unaware of the possibilities available to them. Grace is also an author and accomplished educator. She has worked as a teacher and mentor, inspiring and guiding young people to pursue their dreams. Her dedication to empowering youth extends beyond the online platform, as she actively engages with young individuals through workshops, seminars, and speaking engagements. Her passion for education is evident in her work. She firmly believes that education is the key to unlocking one's full potential and creating a better future. Grace has helped countless young individuals gain access to quality education and training programs that they may not have otherwise known about.

With her unwavering commitment to empowering youth, Grace has earned the title of the "Queen of Opportunities."

Mo Abudu

“ECHOES OF AFRICA,”

Renowned Nigerian media mogul and filmmaker, Mo Abudu, has once again made waves in the global film industry with her latest project, “Echoes of Africa.” Which has made history to become the first-ever African production to be showcased at the prestigious Academy Museum. This milestone achievement not only highlights the immense talent and creativity within the African film industry but also serves as a testament to the diverse narratives woven into the rich tapestry of African cinema.

“Echoes Of Africa” curated by Mo Abudu, is a captivating series that delves into the heart of African storytelling, shedding light on the continent’s diverse cultures, celebration of dreams, aspirations, and overcoming the challenges faced by Africans. The series has garnered international acclaim for its exceptional storytelling and production quality. The Academy Museum, located in Los Angeles, California, is a highly esteemed institution dedicated to the preservation and celebration of the art of motion pictures.

Its recognition of “Echoes Of Africa” signifies a significant step towards the global recognition of African cinema and its contribution to the world of film. Mo Abudu, the visionary behind “Echoes Of Africa,” expressed her excitement and gratitude for the opportunity to showcase African stories on such a prestigious platform. She stated, “This is a momentous occasion for African cinema. ‘Echoes Of Africa’ aims to showcase the rich tapestry of African cinema.

Being present on the 1st of February, the inaugural day of Black History month, lends deep significance to this journey. Standing within the halls of the Academy Museum of Motion Pictures, being a part of this movement, is a cherished privilege that I will always treasure. She thanked her incredible partners who were part of the journey, the NAACP and the Academy Museum of Motion Pictures for entrusting her with the opportunity to program and showcase “Echoes Of Africa”

Mo Abudu, the CEO of EbonyLife Media, has been a trailblazer in promoting African stories and talent on the international stage. Her latest achievement, “Echoes of Africa,” is a testament to her unwavering commitment to showcasing the rich cultural heritage and diverse narratives of the African continent.



Ife Durosinmi-Etti: Empowering Women Across Africa Through Herconomy



In a world where women are still fighting for equality and facing countless obstacles, Ife Durosinmi-Etti is a shining example of a woman who is not only breaking barriers but also empowering others to do the same. Ife Durosinmi-Etti is on a mission to change the narratives. As the founder of Herconomy, a revolutionary savings app designed to improve the financial literacy and savings culture of women across Africa, Ife is transforming the lives of women one download at a time.

Her passion for empowering women is deeply rooted in her own experiences. As a successful entrepreneur and businesswoman, Ife understands the challenges that women face in the society. She knows firsthand the importance of financial independence and the power of saving for the future. With Herconomy, Ife is sharing her knowledge and expertise to help women across Africa build a better future for themselves and their families.

Through Herconomy, Ife Durosinmi-Etti is not only changing the lives of individual women, but also making a significant impact on the economic landscape of Africa as a whole.

By empowering women to save and invest in their futures, Herconomy is creating a ripple effect that will benefit communities, economies, and generations to come.

Herconomy is more than just a savings app – it is a movement. With a focus on empowering women to take control of their financial futures, Herconomy provides

users with tools and resources to set savings goals, track their progress, and make informed financial decisions. By making saving simple, accessible, and rewarding, Herconomy is breaking down barriers and empowering women to achieve financial independence.

But her impact goes beyond just building brands. She is also a vocal advocate for gender equality and women's empowerment, using her platform to raise awareness about the challenges that women face in the business world and beyond. Through her speaking engagements, workshops, and mentorship programs, Ife is inspiring a new generation of female leaders to step into their power and make a difference in their communities.

She believes that by investing in women and giving them the tools they need to succeed, we can create a more inclusive and prosperous society for all. With her passion, drive, and determination, she is leading the way towards a brighter future for women in Africa.

Ife Durosinmi-Etti, is a trailblazer, a visionary, and a champion for women's empowerment. Her commitment to changing the lives of women across Africa is inspiring, and her dedication to building a brand that is transforming the savings culture of the continent is truly remarkable. With Herconomy, she's not just building a brand – she is building a movement that is changing the world, one woman at a time.

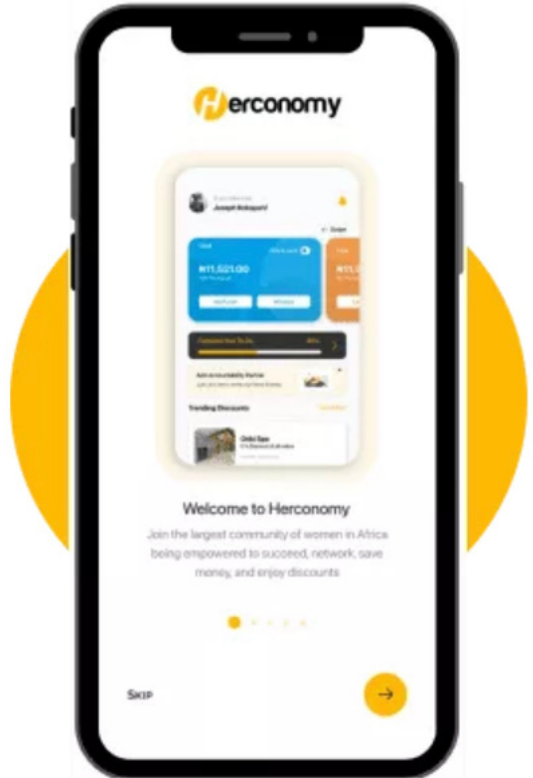
Herconomy

Why You Need A Savings Plan On The Herconomy App In 2024

Finance and Lifestyle App For Women **Save, Earn, Learn, Thrive and Connect**

Start Saving Today on the Herconomy App.

HERCONOMY



March to a Billion

Introducing the biggest savings challenge yet. We're on a mission to save one Billion Naira collectively in the month of March.

Through our "March to a Billion" campaign, we are committed to closing the gender gap through financial literacy and inclusion.

[Learn More](#)



WOMEN

IN FOOD INDUSTRY & LUXURY HOUSEHOLD ESSENTIAL BRANDS

Inspiring Stories

International Women's Day is a time to celebrate the achievements and contributions of women around the world. In the world of food industry and luxury household essential brands, there are inspiring stories of women who have defied the odds and achieved success against all obstacles.

Let us celebrate their achievements and continue to support and empower women to reach their full potential.



I'm Oge Ighodalo, a Nigerian Chef who is an adventurous cook, a menu daydreamer, a reader of cookbooks, and a shameless foodie.

I'm thrilled as a contributor to this women's history month special edition. Talking about food; have you ever gone to a restaurant or ate something so delicious and wondered how the food is cooked and what ingredients used or if its there own recipe and how did they come about it ?

Most people just eat the food because it tastes good but if you're like me you would think about what makes it taste so good.

I've always had a passion for cooking. When I was a little girl, I loved to cook and enjoyed learning about food. Today, I am still in the kitchen and every chance I get, I cook.

My true passion, however, is helping others discover their love of cooking.

I'm far from being a Master Chef, but I feel confident in my cooking skills. By God's grace through this cooking, I have been able to cater for a lot of brands ranging from UPS, OVALTINE, FIDELITY BANKS, FIRST BANK and etc. Corporate events, weddings and movie productions with the likes of Zeb Ejiro production, Film Factory to mention but a few.

Which has opened doors for networking opportunities and referrals

We also offer our expertise to help you choose the perfect site for a wedding, party or event, and have had the privilege to cater and plan magnificent events

International Women's Day is a great chance to celebrate the achievements of a huge segment of different societies all over the world. In particular, it gives us a wonderful opportunity to focus on some of the strides women have made in various professional industries around the globe. The hospitality business is one such place, and the women chefs who make excellent meals into true dining experiences are big parts of how these services work. I look forward to our new cyber relationship.

Thanks for stopping by, and keep reading!

CHEF OGE CRAFTING EVERY DISH WITH LOVE & SKILLFUL HANDS



*Chef oge brand is on instagram as:
blissfullifestyleng*



EMMANUELA IS MAKING GLOBAL IMPACTS IN FOOD INDUSTRY

I'm Uzoukwu Emmanuela Chinenyenwa, CEO/MD of Global El-unique Limited, specializing in supplying and exporting various dried food products such as seafood, nuts, seeds, spices, grains, and vegetables sourced organically and hygienically packaged to meet customer preferences and satisfaction.

Originating from Bonny Island, Nigeria, where I observed a thriving fishing community, I seized the opportunity to supply dried seafood globally, leading to the inception of Global El-unique Limited in 2019.

Despite facing challenges like high processing, packaging, and transportation costs, our company has made Nigerian agricultural products accessible worldwide, creating job opportunities and fostering customer satisfaction through innovation and service excellence. Our products are gradually penetrating supermarkets across the country.



Through my brand Global El-unique Limited I believe it contributes to Nigeria's economy and positions Africa advantageously in the global market by promoting traditional African food products.

On this International Women's Day, i celebrate women's contributions to the society, and I advocate for women empowerment that will foster entrepreneurship for global economic growth and development.



Emmanuela brand is on instagram as:
GlobalEl-Uniquelimited



EXPERIENCE THE ULTIMATE IN LUXURY WITH IJEOMA'S EXQUISITE BEDSHEETS

My name is Izuogu ijeoma irene, the founder of Zureg beddings. I'm excited to be a contributor to this powerful edition that highlights women's history month. A perfect time to celebrate women and share their impact stories.

To begin with, I would love to share my own story in the business world. At a very young age, I became a bedsheet collector, I have always had a passion for great designs, home interiors and bedsheets. Also, I discovered sleeping in not so good bedsheets can cause health hazards, like skin irritations and etc. Most people barely know how important it is to have a quality sleep, the things that can help you achieve it and it's benefits to human health.

To also curb my sister's skin irritations and help her sleep better, I was driven to find a solution. I didn't know I would own a bedsheet company, here I am today, loving every thing about this business. I started zureg bedding after losing my job due to

the outbreak of covid in 2020 and all my life savings went down the drain that same year in a bad investment. It was tough. I tried a lot of business which didn't fly, I had to take a break and ask myself what can I really do, and at that point I knew I had to do what I have passion for. I started operation in 2022 to the glory of God I have expanded in my business and also able to furnish many hotels and homes.

On this international women's day, I'm using this opportunity to inspire other women and remind us of how amazing, beautiful, intelligent, and resilient we are. As our achievements are being celebrated all over the world, I want to urge other women who are yet to find their feet to not give up on their dreams no matter the setback.

Keep working on that dream because it's valid!



Ijeoma brand is on instagram as: Zuregbedding



HAMAMAT AFRICAN BEAUTY: UNLEASHING THE POWER OF SHEA BUTTER, TRANSFORMING GLOBAL SKINCARE STANDARDS

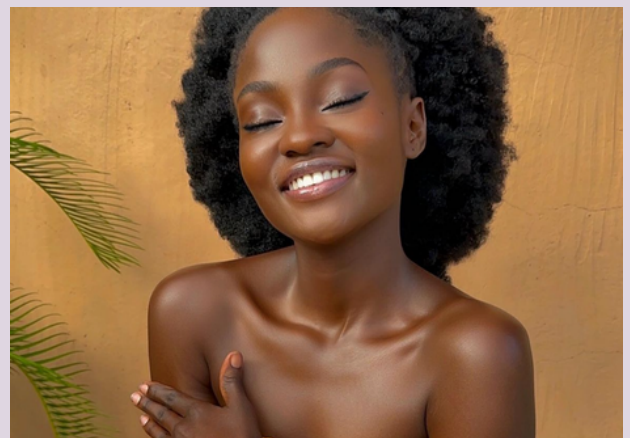
With the growing global interest in natural skincare products, consumers are becoming more conscious of the ingredients they put on their skin as they seek for effective and sustainable alternatives to chemical-laden cosmetics. One such gem from Africa is Shea butter, a versatile and nourishing ingredient that has been used for centuries.

Hamamat African Beauty, a renowned African skincare brand, is harnessing the power of Shea butter to create a range of naturally produced skin products that are revolutionizing the beauty industry. This brand is created by Ghanaian model and entrepreneur Hamamat Montia, who has emerged as a frontrunner in the realm of natural skincare. With a focus on traditional African beauty rituals and ingredients, Hamamat African Beauty offers a unique and holistic approach to skincare.

Their commitment to sustainability, ethical sourcing, empowering women and upholding the African story makes Hamamat African Beauty a brand that stands out from the crowd.

Handcrafted with love and care, each product is carefully formulated to harness the power of these indigenous ingredients, which are known for their nourishing, moisturizing, hydrating, and rejuvenating properties, making them ideal for all skin types.

Their Handmade Shea Butter, is a luxurious and nourishing product that has been used for centuries in African skincare rituals. Sourced directly from Ghana, this shea butter is carefully handcrafted by local women, ensuring the highest quality and authenticity. Packed with vitamins E, A and F, which deeply moisturizes the skin, protects and heals the skin, leaving it soft, supple, and radiant. Hamamat's African Beauty Handmade Shea Butter is a testament to the brand's commitment to preserving traditional African practices while promoting sustainability and fair trade. The company works closely with women in rural villages across Ghana, particularly those involved in the production of Shea butter. These women, often faced limited economic opportunities. However, Hamamat African Beauty is changing this narrative by providing them with a platform to showcase their skills and talents.



Hamamat brand is on instagram as:
[Hamamatafricanbeauty](https://www.instagram.com/Hamamatafricanbeauty)

With a passion for art and a commitment to creating unique and exclusive pieces, Kör-siwâ is redefining the way we decorate our homes.

Kör-siwâ brand is a household decor that prides itself on producing carefully crafted and handmade interior items.

From art pieces to exclusive household items, Kör-siwâ offers a wide range of products that are sure to add a touch of elegance and style to any home.

Every item is carefully designed and curated to bring a touch of artistry and elegance to your living space.

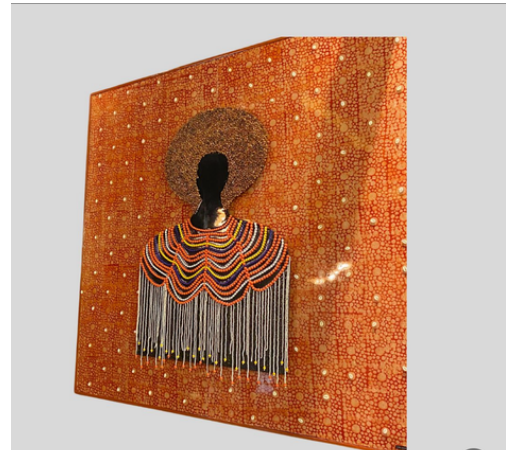
Each piece tells a story and adds a sense of sophistication to any room. Kör-siwâ is not just about showcasing exquisite art, but also about sharing a passion for storytelling, and restoration of beauty.

One of their recent art designs, named MAIMUNA, is a stunning example of the brand's commitment to quality and creativity. This Afro-fusion themed piece combines traditional African materials such as beads, adire, and Epoxy resin to create a truly unique and eye-catching work of art.

MAIMUNA is a stunning art piece that incorporates various African materials such as beads, adire, and Epoxy resin. These materials are skillfully combined to create a unique and visually captivating design that pays homage to the diverse and vibrant culture of Africa.

With its Afro-fusion theme and minimalist aesthetic, MAIMUNA is a versatile piece that can complement a wide range of interior styles. Whether displayed as a standalone art piece or incorporated into a larger decor scheme, MAIMUNA is sure to make a statement and add a touch of cultural richness to any space. The design of MAIMUNA is a true reflection of Kör-siwâ's commitment to creating exclusive household items that not only beautify living spaces but also tell a story.

What sets Kör-siwâ apart is their dedication to storytelling through their art. They stand for diversity, creativity, and the transformative ability of art to inspire and ignite conversations.



KÖR-SIWÂ: WHERE ART MEETS HOME DECOR

Each piece is meticulously crafted by skilled craftsmen who pour their passion and expertise into every detail, ensuring that each MAIMUNA art piece is a work of art in its own right

Kör-siwâ's dedication to producing high-quality, handmade interior items is evident in the craftsmanship and attention to detail that goes into each piece. MAIMUNA is just one example of the brand's commitment to creating unique and exclusive household decor items that are not only visually stunning but tell a story.

What sets Kör-siwâ apart is their dedication to storytelling through their art. They stand for diversity, creativity, and the transformative ability of art to inspire and ignite conversations.

Whether it's a painting that transports you to a far-off land or a sculpture that captures the essence of nature, Kor-siwa's art pieces are sure to inspire and delight.

When looking for a statement art piece or a stylish household item, Kör-siwâ has something for everyone. Their commitment to craftsmanship and creativity shines through in every product they create, making them a go-to destination for those who appreciate beautiful and unique interior items.

Kör-siwâ brand is on instagram as: Kör-siwâ



We are thrilled to announce the launch of a groundbreaking feature at TTYBrand Africa – the TTYBrand Africa Creatives section, dedicated to showcasing and celebrating the incredible talent within the African creative industry. Our spotlight will focus on African musicians, filmmakers, and entertainment industry professionals who are making significant contributions to the economic growth of the continent.

We believe that these individuals are not only contributing to the economic growth of the continent but also deserve recognition and support from our media community.

The newly launched section will feature a diverse range of African creatives, including musicians, influencers, comedians, and filmmakers. We will delve into their journeys, their inspirations, and the impact they have made on their respective industries. Through in-depth interviews, captivating articles, and engaging multimedia content, we will bring you closer to these remarkable individuals and their work.

At TTYBrand Africa, we have always been committed to providing a platform that amplifies African voices and showcases the immense talent that exists within the continent. With the launch of the TTYBrand Africa Creatives section, we are taking this commitment to a whole new level.

TTYBRAND AFRICA LAUNCHES NEW FEATURE: SPOTLIGHTING AFRICAN CREATIVES DRIVING ECONOMIC GROWTH ON THE CONTINENT

Our aim with this newly launched feature section, is to provide a platform for African creatives to showcase their work, share their stories, and connect with a wider audience. Our goal is to foster a sense of community and support within the African creative industry. By featuring these talented individuals, we hope to inspire others, encourage collaboration, and create opportunities for growth.

In recent years, the African creative industry has witnessed a remarkable surge in creativity, talent, and innovation across various industries. With a plethora of talented individuals making significant contributions to the continent's economic growth. From fashion industry, musicians and comedians to influencers, and artists who sell out shows, these African creatives have not only captivated audiences but also harnessed the power of personal branding to promote businesses across the continent.

At ttybrand Africa, we believe it is crucial to recognize and celebrate these individuals who are making significant contributions to Africa's development. We have dedicated a section to shine a spotlight on these remarkable individuals and explore their invaluable contributions to Africa's economic landscape

By shining a light on these talented individuals, we hope to inspire and empower the next generation of African creatives.

Join us on this exciting journey as we celebrate the African creative industry and the individuals who are shaping its future. Stay tuned for captivating stories, inspiring interviews, and a closer look at the incredible talent that Africa has to offer.

THANK YOU FOR COMING ONBOARD

Our goal is to serve as a digital media platform that amplifies the voices of young African entrepreneurs and business leaders. Which aims to promote their brands and showcase their stories, achievements, and impacts on the continent. By doing so, TTYbrand Africa aims to foster a community of global leaders who are making a difference in various industries and sectors.



OUR SERVICES:

Magazine Interviews
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Product Promotion
Visual Storytelling
Documentary
Corporate Events -
(Highlights/News/Interviews)

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