



Start-up Night! Africa - London

Connecting Africa's Women Global Brand Builders with the World

26 APRIL 2018

OXO2, LEVEL TWO OXO TOWER WHARF, BARGEHOUSE STREET, LONDON, SE1 9PH



#startupnightafrica

WELCOME

from Will Thorp, CEO. Standard Bank Wealth International



At Standard Bank, our vision is clear: “Africa is our home, we drive her growth”. For 156 years, we have helped fuel the continent’s development and it is something we are deeply proud of. Our focus, however, has not only been on being a trusted financial services provider to millions of customers in sub-Saharan Africa, it has also been about developing a culture that inspires and nurtures innovation.

In light of this, our decision to form a partnership with Lionesses of Africa was an easy one to make.

Like Standard Bank, the community founded by the inspirational Melanie Hawken values celebrating success, exchanging stories, connecting and networking, learning from like-minded people, and inspiring and mentoring the next generation of entrepreneurs.

Throughout history, the capacity for innovative thought and entrepreneurial spirit has never been defined by gender and I salute the work of this fast-growing network of entrepreneurs. Standard Bank has worked with Lionesses of Africa on a number of projects yet Start-up Night! Africa is probably our most ambitious collaboration. However, it is fitting that some of the continent’s most exciting entrepreneurs bring their concepts, passion, energy to London - one of the world’s most vibrant, diverse and inspiring cities.

Africa’s largest bank joining forces with the continent’s brightest and best in a global powerhouse of creativity is an appealing combination and I have no doubt that this will be a night to remember for many years to come.

WELCOME

from Melanie Hawken, founder and ceo, Lionesses of Africa



Welcome to our third Start-up Night! Africa event and our first in London. This event forms part of Lionesses of Africa’s ‘Access to Markets Programme’ which aims to connect Africa’s women entrepreneurs through our various initiatives to local, regional and international markets. Our previous Start-up Night! Africa events have already yielded great impact in the lives of the women entrepreneurs we showcased... and we are sure tonight will create just as much impact.

Lionesses of Africa is a social enterprise working to advance Africa’s women entrepreneurs, by building and delivering entrepreneur development programmes, business tools, digital media channels, community platforms, networking events and information resources. Delivered at scale to women entrepreneurs, always free of charge. Lionesses of Africa is committed to growing the next generation of women entrepreneurs across Africa.

By supporting their start-up dreams, allowing them to create economic prosperity, helping them to build solutions to improve their communities, we believe women entrepreneurs can become the game-changers needed to solve many of Africa’s most pressing problems. Lionesses of Africa has over 500,000 users across 49 African countries and also reaches tens of thousands of users in the Diaspora in Europe and North America. It is on target to meet the goal of empowering ONE MILLION women entrepreneurs across Africa.

Tonight’s event aims to excite London’s investors, retailers and other decision-makers as we showcase the depth of entrepreneurial brand-building talent that we have in Africa and the Diaspora.

The women entrepreneurs you will meet tonight are some of the most successful and innovative brand builders in their fields, and definitely ones to watch in 2018 and in the years to come.

Enjoy your evening with us and prepare to be inspired!

PROGRAMME

- 6.30pm **Registration, refreshments and networking**
- 7.00pm **Welcome from Will Thorp, CEO of Standard Bank Wealth International**
- 7.10pm **Welcome from Melanie Hawken, founder & ceo of Lionesses of Africa**
- 7.20pm **Meet the Lionesses of Africa**
A panel discussion with three leading women entrepreneurs who have built successful global brands. They talk about the challenges of brand building, the opportunities for Africa's women entrepreneurs to break into global marketplaces, the current interest from global markets in women owned brands that have a strong backstory, and the investment climate for Africa's women owned businesses looking to grow.
Host - [Melanie Hawken, ceo of Lionesses of Africa](#)
- [www.lionessesofafrica.com](#)
Panelist - [Margaret Hirsch, co-founder of Hirschs Homestores](#)
- [www.hirschs.co.za](#)
Panelist - [Bernie de le Cuona, founder of De Le Cuona](#)
- [www.delecuona.com](#)
Panelist - [Brenda Wilkinson, co-founder of Rio Largo Olive Oil](#)
- [www.riolargo.co.za](#)
- 7.40pm **Pitch Session 1 - Africa's women brand builders pitch their businesses**
[Swaady Martin, founder of Yswara, South Africa](#)
Yswara is a social enterprise transforming African agricultural commodities into luxury products - [www.yswara.com](#)
[Akosua Afriyie-Kumi, founder of AAKS, Ghana](#)
AAKS is a luxury handbag brand from Ghana built on authenticity and ethical values - [www.aaks.com](#)
[Adèle Dejak, founder of Adèle Dejak, Kenya](#)
Adèle Dejak is a premium brand of handcrafted fashion jewellery and accessories from Kenya - [www.adeledejak.com](#)

- [Kim Addison, co-founder of 57 Chocolate, Ghana](#)
57 Chocolate is an artisanal bean-to-bar chocolatier celebrating Ghana's renowned cacao
- [www.57chocolategh.com](#)
- [Dr Gladys Kalema-Zikusoka, founder of Gorilla Conservation Coffee, Uganda](#)
Gorilla Conservation Coffee is a high impact coffee brand from Uganda - [www.gorillaconservation.org](#)
- 7.55pm **Q & A from the audience to the pitchers**
- 8.05pm **Pitch Session 2 - Women brand builders from the Diaspora in London pitch their businesses**
[Eva Sonaïke, founder of Eva Sonaïke](#)
A London-based lifestyle company creating beautiful African inspired, luxurious accessories for interior design
- [www.evasonaïke.com](#)
[Afua Dabanka, founder of Monaa and Mo Saique](#)
Monaa and Mo Saique are handcrafted African inspired shoe and accessory brands - [www.monaaonline.com](#) and [www.mo-saique.com](#)
[Hazel Aggrey Orleans, founder of Eki Orleans](#)
Eki Orleans is a luxury African printed silk design brand
- [www.ekiorleans.com](#)
[Mimi Shodeinde, founder of Miminat](#)
Miminat is a contemporary African inspired furniture and homeware brand - [www.miminat.com](#)
- 8.20pm **Q & A from the audience following the pitches**
- 8.30pm **Call to action to investors, retailers, entrepreneurial eco-system players and the media in London to meet with the women entrepreneur pitchers and talk opportunities.**
- 8.40pm **Closing remarks from Melanie Hawken, founder and ceo, Lionesses of Africa**
- 8.45pm **Networking and refreshments**

MEET THE PARTNERS

Standard Bank Wealth International



Standard Bank Group is the largest African bank by assets with a unique footprint across 20 African countries.

Standard Bank has a 155-year history with a vision to be the leading financial services organisation in, for and across Africa, delivering exceptional client experiences and superior value. “Africa is our home, we drive her growth” is central to the Bank’s global proposition.

The group has over 55,000 employees, which enable it to deliver a complete range of services across personal and business banking, corporate and investment banking and wealth management.

Standard Bank Wealth International, a division which has key offshore centres in Jersey, Isle of Man and Mauritius, offers its clients banking and wealth management solutions connected to Africa. It has relevant expertise and value propositions in offshore banking, institutional banking, fiduciary services and asset management.

Lionesses of Africa



COMMITTED TO ADVANCING AFRICA’S WOMEN ENTREPRENEURS

Lionesses of Africa is a social enterprise working to advance Africa’s women entrepreneurs, building and delivering entrepreneur development programmes, business tools, community platforms, digital media, networking events and information resources that women entrepreneurs really want and need. Always free of charge to the women entrepreneurs in the network.

Lionesses of Africa has over 500,000 users across 49 African countries and also tens of thousands of users in the Diaspora in Europe and North America. It is on target to meet its goal of empowering 1 MILLION women entrepreneurs across Africa.

To find out more, go to www.lionessesofafrica.com

MEET THE ENTREPRENEURS



Margaret Hirsch, co-founder of Hirsch’s Homestores

The Hirsch Group is a multi-million rand appliance and electronic retail organisation in Southern Africa
www.hirschs.co.za

Margaret Hirsch has become a leading example to business women in Southern Africa – coming from a humble background, to co-founding and running the multi million rand Appliance and Electronic retail organisation, Hirsch’s. Margaret has been recognised through her efforts in building a successful business, and her determination to give back

to the community by, over the last four years, winning a multitude of business awards, including two Lifetime Achievement Awards in business and entrepreneurship.

As Chief Operations Officer of the Hirsch group, a sought after speaker at business events and schools, where she has established a successful motivational programme across Southern Africa, this dynamic woman who is passionate about her business and the people who work for and with her, has become a legend in her time. Margaret Hirsch was born in Zimbabwe, and when she came to South Africa at the age of ten, her family was thrown into poverty when her father died. This did not deter Margaret who started work washing hair in a salon at the age of twelve. She has never stopped working, and her determination and drive have helped Hirsch’s grow from a tiny repair shop to a multi billion rand company. She points out that it is only through sheer hard work and a love for what the individual is involved in, that businesses will thrive.

Putting it simply she says “You can work for a boss and make a living – or you can work for yourself and earn a fortune, but you have to be passionate about what you do.” Margaret regards herself as a “jack of all trades”, having done the selling, invoicing, demonstrating, being a delivery person on the trucks, installing and demonstrating in customers homes and generally taking care of almost everything at Hirsch’s for the past 37 years. Margaret’s knack of empowering everyone who works for the company is extraordinary.



Bernie de le Cuona, founder of De Le Cuona
De Le Cuona is a luxury fabric design brand celebrating master weaving techniques and artisan craftsmanship www.delecuona.com

De Le Cuona is the purveyor of unique interior fabrics and accessories, loved for its washed linen, fine cashmere and wool paisley. The company was founded in 1992 by South African born Bernie de Le Cuona and today celebrates 25 years as an international luxury brand.

Bernie travels the world working with the finest artisans, best spinners and specialist mills, developing traditional and innovative techniques that bring her designs to life. Whether it's stonewashing and embossing linen or weaving paisley on authentic looms, it's the raw sophistication of these weaves and the iconic 'handle' and 'fall' of the fabric that sets de Le Cuona apart. The collections are inspired by travel and contrasting cultures. Whether it is the rugged natural accents of the African bush, an original artist's canvas in Los Angeles, or an antique shawl uncovered in Kashmir, she interprets these 'moments' into superior fabrics that adorn both classic and contemporary interiors.

Bernie is an industry expert and acclaimed business woman with de Le Cuona showrooms in London and New York, and a network of elite distributors and agents worldwide. The new flagship showroom at 44 Pimlico Road opens in June 2018, and is set to refashion the fabric house in one of London's most prestigious design districts.



Brenda Wilkinson, co-founder of Rio Largo Olive Oil
Rio Largo is a multi-award winning olive oil producer from South Africa
www.riolargo.co.za

Brenda Wilkinson is the co-founder, together with husband Nick, of the multi award-winning Rio Largo Olive Oil in South Africa. Whilst Nick is in charge of production, Brenda, a marketing specialist, travels the world promoting the Rio Largo Olive Oil brand and products to global retailers and consumers alike.

The brand has consistently won awards for its superior olive oil since its first Double Gold Award back in 2010 from the SA Olive Association, a first award of its kind. Since then, Rio Largo Olive Oil won the coveted Gold Award in Japan for its 2016 harvest, and Best in Class Award in Japan. The olives grown on the RIO LARGO ESTATE are hand picked, thus providing much needed employment for the people in the valley where they are grown.



Swaady Martin, founder of Yswara, South Africa
Yswara is a social enterprise transforming African agricultural commodities into luxury products
 - www.yswara.com

Swaady MARTIN is a serial entrepreneur and author. She has ~20 years experience in Business Management, Brand Building and New Business Model development working with the multinational GE (General Electric) and various entrepreneurial ventures (family businesses, start-ups).

She is the founder & CEO of YSWARA, a social enterprise; transforming African agricultural commodities locally to contribute to the reversal of the African commodity trap. Swaady is also the author/creator of the "Luxe Ubuntu" concept, an inclusive business model providing economic value and meaningful income to all the members of the supply chain, who participate in the production of products.

In January 2018, she launched SHIFT WITHIN, a self-development platform offering courses, programs, workshops, retreats and gatherings promoting mindful living. In November 2018, she is launching TOUNCHE, the first global consciousness festival committed to representing the diversity of the world.

She has received numerous distinctions and awards. She is an Archbishop Desmond Tutu Leadership Fellow and was named "The Queen of African Luxury" by FORBES in 2013. The same year, she was named by the same publication (FORBES), one of "The top 20 young Africans building the future of Africa". In 2014, she was listed on Oprah Winfrey's "O' Power List" and named one of the "Youngest Power Women in Africa" by FORBES. In 2011, Swaady was named "New Leader of the Future" by the Forum of Crans Montana.



Akosua Afriyie-Kumi, founder of AAKS, Ghana
AAKS is a luxury handbag brand from Ghana built on authenticity and ethical values
 - www.aaks.com

A A K S was founded by entrepreneur and designer, Akosua Afriyie-Kumi with the goal of introducing the world to her favourite weaving techniques done by the women of Ghana while also creating and igniting sustainable jobs within Africa. Handcrafted in Ghana, A A K S creates bags in styles that maintain the spirit and durability of their ancestral

counterparts characterised by bright exuberant colours. The very essence of the A A K S design philosophy is a complex combination of thoughts, design elements which come from a critical attention to craftsmanship, authenticity and ethical values in their production; while having a strong sense of identity and quality. Each collection silhouette is unique and tells a different story through detail, colour and shape. Akosua is connected to every stage of the design and production process to oversee and ensure that the end result is imbued with the spirit and soul worthy of the A A K S stamp.



Adèle Dejak, founder of Adèle Dejak, Kenya
Adèle Dejak is a premium brand of handcrafted fashion jewellery and accessories from Kenya
- www.adeledejak.com

Adèle Dejak is a premium brand of handcrafted fashion jewellery and accessories inspired by African tribes, textiles and cultural elements. Available from our Village Market and Kiambu Shops as well as from adeledejak.com/shop, is a luxurious line of handcrafted bags, bracelets, necklaces, earrings and rings. Edgy, articulate and peerless, Adèle

Dejak's pieces are a must-have for the bold, modern and style-savvy woman. The brand is based on an ethical & sustainable business model and aims to empower communities by celebrating local cultures, teaching technical skills and creating employment opportunities.

Adèle Dejak cut her teeth in the world of typographic design in England and Italy before moving to Nairobi, Kenya in 2005 and turned her attention to accessories design. She was captivated by the natural beauty of horn and began experimenting with it, using different techniques to create chic, original pieces. An admirer recognised Adèle's eye and skill and encouraged her to set up shop. Her Nigerian roots merged easily with her European influences and over the years, she has produced several celebrated collections that reflect that same harmonious balance of east and west, masculine and feminine as well as classic and modern. She is a champion of individual style and a believer in the transformative power of adornment. In the past, Adele has collaborated with Samsung and Salvatore Ferragamo and has been involved with Vogue Talents Milan.



Kim Addison, co-founder of '57 Chocolate, Ghana
'57 Chocolate is an artisanal bean-to-bar chocolatier celebrating Ghana's renowned cacao
- www.57chocolategh.com

Kimberly Addison, Co-Founder of '57 Chocolate is passionate about education, development, and the empowerment of girls and women in Africa. Previously, she worked in international organisations and non-profits focusing on women and education, homelessness and human trafficking.

Kim fell in love with the possibility of making chocolate after a factory tour in Switzerland where she was living. Intrigued by the fact that Ghana grew the main ingredient in chocolate (cocoa) but produced very little chocolate itself, Kim decided to embark on an entrepreneurial adventure with her sister Priscilla Addison, together, taking up the challenge of learning to make high quality chocolate from bean to bar, in order to add more value to the cocoa bean, in Ghana, her native country.

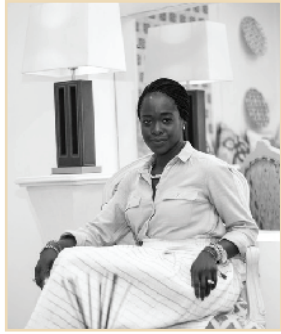


Dr Gladys Kalema-Zikusoka, founder of Gorilla Conservation Coffee, Uganda
Gorilla Conservation Coffee is a high impact coffee brand from Uganda
- www.gorillaconservationcoffee.org

Gladys Kalema-Zikusoka is a renowned veterinarian and founder of Conservation Through Public Health, an organisation dedicated to the coexistence of endangered mountain gorillas, other wildlife, humans, and livestock in Africa.

She was Uganda's first woman to be the country's wildlife veterinary officer and was the star of the BBC documentary, Gladys the African Vet. Gorilla Conservation Coffee is a social enterprise that was launched after Dr Gladys visited farmers living adjacent to Bwindi Impenetrable Forest. Here she learned that the farmers were not being given a fair price for their coffee and were struggling hard to survive, forcing them to use the national park to meet their basic family needs for food and fuel wood. Gorilla Conservation Coffee was created through a partnership between Conservation Through Public Health and World Wide Fund for Nature Switzerland. Gorilla Conservation Coffee pays a premium of \$0.50 per kilo above the market price to coffee farmers living next door to the gorillas around Bwindi Impenetrable National Park.

Gorilla Conservation Coffee further supports the farmers through training in sustainable coffee farming and processing. This helps to improve the coffee quality and increase production yield. Supporting local farmers helps to protect the critically endangered gorillas and their fragile habitat. Gorilla Conservation Coffee is the only Ugandan coffee expressly created to help conserve the mountain gorillas by directly supporting farmers living around the gorillas' habitat.



Eva Sonaïke, founder of Eva Sonaïke, UK

A London-based lifestyle company creating beautiful African inspired, luxurious accessories for interior design

- www.evasonaïke.com

Eva Sonaïke is a London-based interiors and lifestyle brand creating luxurious textiles, home décor and accessories with a distinctive and vibrant West-African aesthetic. The company's ethos 'Bringing Colour to Life' is reflected in its signature collections of cushions, bags, stationery, fabrics and furnishings using textiles designed by Eva Sonaïke, combined with the finest velvets and leathers. Emphasis is placed on hand finishing, distinct designs and high quality manufacturing. Creative Director Eva Sonaïke graduated with an MA in Fashion from the London College of Fashion, where she specialised in contemporary African fashion and textiles. She then pursued an editorial career working as UK Fashion Editor for Hubert Burda Media for six years, working for titles such as German Elle, InStyle and Focus.

Driven by her enormous passion for African fabrics and interior design, she set up the company in 2009 with the mission of bringing the vibrancy of African colours and aesthetics to the luxury homedécor and accessories market. Eva Sonaïke's products have been stocked in department stores such as Liberty, Fenwicks of Bond Street and Selfridges in London, Globus in Switzerland and ABC Carpet & Home in New York, as well as in exclusive boutiques around the world; and are regularly featured in UK and international interiors and fashion press.



Afua Dabanka, founder of Monaa and Mo Saique, UK

Monaa and Mo Saique are handcrafted African inspired shoe and accessory brands

- www.monaaonline.com and www.mo-saique.com

Afua Dabanka is a banker turned shoe designer and has over 15 years direct experience in general management, business analysis and operations in the banking and financial services industry. Afua has worked as a senior

manager in various countries, such as the UK, USA, Germany, Ghana and Poland and has set up several operational units as well as, trained and consulted Tier One banks through major changes. It is for the love of shoes that made Afua tap into her passion and creativity and launched MO SAÏQUE in 2012. MO SAÏQUE is a sustainable lady's luxury footwear brand utilising production processes in Italy, Portugal and Kenya that fuses striking African sensibilities with European sartorial flair - inspired by her upbringing in Germany and Ghana.

Afua sources expertise from artisans across Africa, to preserve traditional art forms such as beading and weaving. The motivation behind her work, is not only the love affair with shoes, but to answer to the increased global interest in sustainable and ethical

fashion and popularity for "African" inspired luxury fashion, creating authentic "Modern Day African Inspired Pieces", that her customer will feel proud to walk in. Not only does this provide an opportunity to bring value and job opportunities to disadvantaged communities, but also creates an intimate connection with her customers. Current plans for MO SAÏQUE are to continue to grow the collection with the use of global artisans in collaboration with the Frallain Group, a platform promoting the expansion of luxury brands by African designers into the global market and incorporating social impact within the brands ethos.



Hazel Aggrey Orleans, founder of Eki Orleans, UK

Eki Orleans is a luxury African printed silk design brand - www.ekiorleans.com

Designer and entrepreneur, Hazel Aggrey-Orleans, founder of Eki Orleans, has made it her mission to find her passion and purpose in life, which is to inspire women around the world. Her collections accentuate the feminine, the brave and the sexy within all of us and her sole purpose is to bring out the colourful goddess in every woman. It was Hazel's love for colour and buying pieces in small boutiques that

led her to the fashion industry. Her diverse mix of cultures from being born in a rural town in Germany, raised in Nigeria to now living in London gives rich inspiration for her work and has clearly influenced her design aesthetics. She draws inspiration from her cultural experiences, most notably her West African heritage, which she finds incredibly rich in story telling. Growing up in the buzzing and culturally diverse city of Lagos is where she first developed her love for the vivid and earthy colours of Africa.

After Hazel's studies she pursued a career in financial marketing for several years until she became pregnant and decided to listen to her inner creative voice, reliving the little girl's dream of colours and combining it with African story telling. She took it upon herself to learn the art of designing prints and combining this with a personal story.

For inspiration, she always resorts back to her African roots. Each pattern she designs tells a story reminiscent of her childhood memories or is an interpretation of nature. There is always an injection of colours with a distinct orange running through most of her prints. She made it her mission to incorporate sustainability into her brand. She only works with silk, as it is a natural fabric and is biodegradable. Her fabrics are printed in China by a lady she has been working with for years and understands her ethical values. Once her designs are printed, all production is handled in a small London studio that ensures there is no wastage. When collaborating with others in the industry, Hazel always ensures their work ethics matches her own.



Mimi Shodeinde, founder of Miminat, UK

Miminat is a contemporary African inspired furniture brand - www.miminat.com

Born and raised in London, Mimi developed a distinct flair and passion for art at a young age. Her drawing and painting skills allow her to explore the beauty between form and function and how they are interwoven, which is reflected in her designs. Mimi's degree in Interior Architecture at Heriot Watt University in Edinburgh, encouraged and pushed her desire to play with the concept of using art to constantly

manipulate and create an architecturally well designed space. There she developed the notion that everything is a form of art.

Her influences are drawn from her Nigerian heritage but also her love for travel, which allows her to assimilate different cultures and incorporate them into her designs. Her design style is contemporary, functional, quirky and sophisticated; it encapsulates the very nature of art inspired design. Furniture must have a personality as well as be beautiful and she endeavors to bring elegance and charm to the world of art and design. In addition to her painting and furniture design, Mimi is the Co-Founder of the charitable organisation 'SHE.Creates.' This charity has been established to help improve the lives of young women in developing regions by nurturing their creativity.



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