

A word from **Dr. Pascal Lorot**, President of the Institut Choiseul

Promoting the younger generation of African leaders

Remarkable for the youthfulness of its population, half of which will be under 25 years old by 2050, the African continent is at the crossroads of contemporary and future global challenges.

Since 2014 with the launching of the *Choiseul Africa* initiative, the Institut Choiseul has been willing to promote a positive speech on the African potential in order to bridge the gap between the perception of the continent – particularly from private operators – and the reality on the ground.

In that perspective, the *Choiseul 100 Africa* ranking was launched in order to highlight the talent of its young economic leaders and create a network for the young leaders who embody the dynamism of an entire

continent. These champions are the first actors in the economic development of Africa on a profoundly changing international scene.

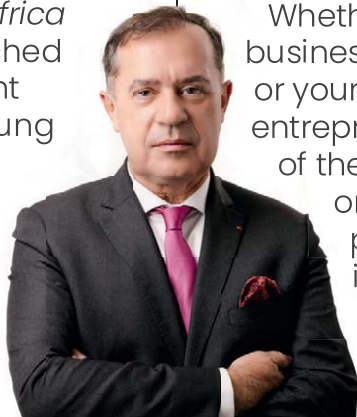
Leaders have the unique ability of both inspiring others and driving change through their aura and actions for growth. Faced with the many challenges linked to the digitalisation of the continent, the urgent need for ecological transition or the necessary development of infrastructures, young African entrepreneurs have shown resilience and demonstrated their capacity to adapt.

Whether they are business leaders or young creative entrepreneurs, gems of the new economy or leaders of prestigious institutions, these exceptional personalities have continued

to reinvent their models of governance to exploit the opportunities offered by the world of tomorrow. They made it clear that Africa will be at the heart of tomorrow's global economic recovery.

Producing a ranking is not enough to value the great talent of these young leaders. To go further, the Institut Choiseul has been organising events dedicated to the development of business opportunities in Africa. With the upcoming *Choiseul Africa Business Forum*, which will take place in Casablanca on October 19th and 20th, we aim to achieve structuring and value-bearing partnerships and to stimulate growth dynamics on the continent.

Through the *Choiseul 100 Africa* ranking and the *Choiseul Africa Business Forum*, we are proud to promote inter- and intra-continental synergies, for a fertile business climate in Africa.



Africa's Top 100 Young Business Leaders

For the 9th year, the Institut Choiseul reveals the 100 most promising African business leaders aged 40 and under.

This ranking highlights the tremendous assets of Africa and aims to build a unique network of economic leaders on the whole continent. The first edition of the *"Choiseul 100 Africa – The Economic Leaders for Tomorrow"* was created in 2014 and already revealed in *African Business Magazine*. The ranking identifies every year the 100 leaders aged 40 and below who are called upon to play a leading role in the continent's economy. According to Dr. Lorot, "the *Choiseul 100 Africa* aims to shed the light upon the young men and women who are successful and have the ambition of lifting Africa its highest level of economical, societal and cultural development".

The *Choiseul 100 Africa* now has an additional list of 100 more laureates who aspire to join the top 100. *"It is impossible to showcase all the talents on the*



Above, from left to right, this year's top three young business leaders: Shaban Whiba, Leila Bouamatou and Anta Babacar Ngom Diack.

continent with just 100 names", explains Dr. Lorot. Whether they come from the banking, energy, agri-food or infrastructure sectors, these young decision-makers are participating in the growth of the African economy and driving innovation on a national or even pan-African scale.

The *Choiseul 100 Africa* is widely seen as a unique and important survey, and confers considerable prestige upon those who figure in it. More than a ranking, the *Choiseul 100 Africa* has become an unparalleled network of pan-African influence for the young generation, with comprising 500 active members spread across 48 of

the continent's 54 countries. With so many countries represented and more than 16 sectors of activity, this 2022 edition aims more than any other to reflect the diversity of the

continent's talented leaders.

Shaban Whiba, Libyan General Manager of Whiba Holding, **Leila Bouamatou**, Mauritanian Managing Director and Board Member of the Générale de Banque de Mauritanie and **Anta Babacar Ngom Diack**, Senegalese Managing Director of Sedima Group, are the top three this year.

When asked about the main trends that can be identified from this new edition of the *Choiseul 100 Africa*, Dr. Lorot pointed out the growing concern on corporate social responsibility from the young generation of decision-makers. *"The new leadership integrates impact as a real KPI, reshaping the local ecosystems. It considers that governance has to be driven by new fundamentals."*

The Choiseul 100 Africa: Methodology

The Choiseul 100 Africa is an annual study carried out independently by the Institut Choiseul. The selection and classification work is carried out over several months. The Institut Choiseul contacts experts and specialists on the continent to achieve this ambitious study. Specific conditions must be met in order to be considered for the rankings. Only profiles meeting the following conditions are selected:











- being a citizen of one of the 54 African states;
- being 40 years old or below on the 31st of December 2021;
- being an active contributor to the economic development of Africa.

To rank the selected profiles, several weighted criteria are taken into account such as the reputation, background and skill of the applicant. Also considered are the function, influence and networks,

potential and leadership of the applicants. The total score obtained in the different categories determines the position of each laureate in the final ranking. As the study was completed on 31 August 2022, professional or other developments after this date were not taken into account.

The methodology is dedicated to representing all the African regions and as many countries as possible to identify an elite cohort from across the continent, as well as from all value creating sectors.

Ranking Choiseul 100 Africa 2022

Rank 2022	Surname	Name	Position	Company	Country
1	 Whiba	Shaban	Gen. Manager	Whiba Holding	Libya
2	 Bouamatou	Leila	Managing Director & Board Member	Générale de Banque de Mauritanie	Mauritania
3	 Ngom Diack	Anta Babacar	Managing Director	Sedima Group	Senegal
4	 Abdella	Amrote	Gen. Manager Sub-Saharan Africa	Amazon Web Services	Ethiopia
5	 Abdelmessih	Sherife	Chairman	Future Energy Corporation	Egypt
6	 Abdul-Razaq	Mohammed Usman	Vice President	Africa Finance Corporation	Nigeria
7	 Mabhena	Linda	Chief Executive Officer	DLO Energy Resources Group	South Africa
8	 Alj	Mehdi	Chief Executive Officer	Sanam Agro	Morocco
9	 Niyonkuru	Zephania	Deputy Chief Executive Officer	Rwanda Development Board	Rwanda
10	 Ntumba Bukasa	Eric	Dir. in charge of the South of the DRC	Equity Bank Congo	DRC
11	Payida Jabangwe	Natalie	Group Digital Executive Officer	Sanlam Group Limited	Zimbabwe
12	Da Conceicao Uini Baptista	Maria	Chairwoman	Angolan Cap. Market Commission	Angola
13	Ismael	Shahim	Chief Executive Officer	Inviso Group	Madagascar
14	Ben Aissa	Ghassen	General Manager	C-Logistics	Tunisia
15	Sefrioui	Saad	Chief Executive Officer	Fadesa Maroc	Morocco
16	Wafy	Yacine	Vice President West Africa	Savannah Energy PLC	Niger
17	Chleuh	Issam	Reg. Manager West & Cen. Africa	United Nations Capital Dev. Fund	Mali
18	Yavarhoussen	Hasnaine	Chief Executive Officer	Filatex Group	Madagascar
19	Disu	Belinda	Chairwoman	Abumet Nigeria	Nigeria
20	Fakhoury	Clyde	Managing Director	PFO Africa	Ivory Coast
21	Ahizoune	Youssef	Chief Executive Officer	Arma Group	Morocco
22	Remon Coubeche	Jordana	General Manager & Partner	Coubeche Group	Djibouti
23	Kane	Abdou	Chief Executive Officer	WAW Telecom	Senegal
24	Delano	Ladi	Co-Founder & Co-Chief Exec. Officer	Moove	Nigeria
25	Fall Kane	Mamadou	Energy Advisor to the President	Presidency of the Rep. of Senegal	Senegal

Ranking Choiseul 100 Africa 2022

Rank 2022	Surname	Name	Position	Company	Country
26	Tricha	Loubna	Managing Director	Office of Prof. Training and Work Promotion (OFPPT)	Morocco
27	Mihretu	Mamo	Chief Executive Officer	Ethiopian Investment Holdings	Ethiopia
28	Rusagara	Linda Tesi	Managing Director	Kigali Innovation City	Rwanda
29	Majija	Achumile	Chief Exec. Strategic Initiatives and Market Expansion West and S Africa	Prudential	South Africa
30	Morou	Aftar Touré	Managing Director	Public Markets Regulation Authority	Togo
31	Williams	Adebola	Group Chief Executive Officer	RED Group	Nigeria
32	Siyotula	Zukie	Chief Executive Officer	Siyotula Holdings	South Africa
33	Bâ	Fatoumata	Chief Executive Officer	Janngo	Senegal
34	Mansouri	Badreiddine	Managing Director Sub Sahara Africa	Stellantis	Morocco
35	Aguessy	Adetoye	Chief Executive Officer	RightCom Technologies	Benin
36	Da Cruz Pacheco	Walter	Chairman	Angolan Stock Exchange	Angola
37	Seddiki	Ali	General Manager	Moroccan Investment and Export Development Agency	Morocco
38	Annan	Roberta	Founder & Managing Partner	Annan Capital Partners	Ghana
39	Rugemanshuro	Regis	Chief Executive Officer	Rwanda Social Security Fund	Rwanda
40	Rawji	Zain	Director	Rawsur & Rawsur Life	DRC
41	Obambi	Paul Jr	Chief Executive Officer	Sapro Mayoko	Congo
42	Bensaid Alaoui	Hicham	Chief Executive Officer	Allianz Trade Morocco	Morocco
43	Teraï	Anisse	Partner	Tell Group	Algeria
44	Ngom	Taslim	Managing Director	Sertem Groupe	Senegal
45	Mbiya Ngandu	Yannick	Deputy Chief Executive Officer	Trust Merchant Bank	DRC
46	Waked	Tino Abdellatif	Regional General Manager Middle East and Africa	Uber	Egypt
47	Diarra	Adrien	Head of Trust & Safety Africa	Facebook	Mali
48	Ly	Aguibou	Chief Executive Officer	IBS Technologies	Guinea
49	Djermoun	Soraya	Associate partner	Terza	Algeria
50	Kounou	Gilles	Chief Executive Officer	Open Si	Benin

Ranking Choiseul 100 Africa 2022

Rank 2022	Surname	Name	Position	Company	Country
51	Doukoure-Bebey	Sarah	Managing Director	Vivo Energy Gabon	Ivory Coast
52	Rabana	Rapelang	Chairwoman	Rekindle Learning	Botswana
53	Ndlovu	Lesley	Chief Executive Officer	African Risk Capacity	Zimbabwe
54	Dewji	Fatema	Marketing Director	MeTL Group	Tanzania
55	Triki	Iheb	Co-Founder & Chief Executive Officer	Kumulus Water	Tunisia
56	Pillay	Yershen	Chief Executive Officer	Chemical Ind. Sector Education and Training Authority	South
57	Delle	Sangu	Founder & Executive Chairman	Golden Palm Investments	Ghana
58	Lokossou	Maryse	Chief of Staff to the President	West African Development Bank	Benin
59	Ogunro	Chinny	Senior Director	Broad Reach	Nigeria
60	Samuel Tafesse	Selamawit	Executive Deputy Chairwoman	Sunshine Business	Ethiopia
61	Bennouna	Mehdi	Managing Director	Mutandis Group	Morocco
62	Deniel	Romain	Deputy Managing Director	Arise IIP	Gabon
63	Ben Arbia	Mohamed Ali	Advisory Partner	Crowe	Tunisia
64	Ghanemi	Walid	Founder & Chief Executive Officer	Legal doctrine	Algeria
65	Babatope	Moses	Co-Founder & Deputy Managing Director	Filmhouse Group	Nigeria
66	Rockson	Gregory	Chief Executive Officer	mPharma	Ghana
67	Dhaker	Sidi Mohamed	Senior Advisor to the Governor	Central Bank of Mauritania	Mauritania
68	Abe Diallo	Ibrahima	Deputy General Administrator	Presidency of the Rep. of Guinea	Guinea
69	Musokotwane	Mwiya	Chief Executive Officer	Thebe Investment Management	Zambia
70	Tembe	Aldo	Chief Operating Officer	Ontime Logistics	Mozam -
71	Awogboro	Temi Marcella	Co-founder & Partner	Magic Fund	Nigeria
72	Bakulumpagi-Wamala	Lucia	Chief Executive Officer	Bakulu Power	Uganda
73	Cisse	Fatim	Chief Executive Officer	IHS Tower	Ivory Coast
74	Khanyile	Zama	Divisional Executive Venture Capital and Corporate Finance	National Empowerment Fund	South Africa
75	Lam	Aïssata	Chief Executive Officer	Investment Promotion Agency of Mauritania	Mauritania

Ranking Choiseul 100 Africa 2022

Rank 2022	Surname	Name	Position	Company	Country
76	Arnopoulos	Yanis	Deputy Chief Executive Officer	Groupe Arno	Cameroon
77	Morule	Karabo	Founder	Amara Strategic Investment	South Africa
78	Rhodes	Adesuwa Okunbo	Founder & Managing Partner	Aruwa Capital Management	Nigeria
79	Belhaj Soulami	Amine	Chief of Staff to the Minister	Ministry of Industry and Trade of Morocco	Morocco
80	Ndateelela Nghikembua	Emilia	Chief Executive Officer	Communications Regulatory Authority of Namibia	Namibia
81	Chandaria	Darshan	Chief Executive Officer	Chandaria Industries	Kenya
82	El Kabbaj	Hamza	Business Development Project Director	Nareva	Morocco
83	Camara	Louis	Managing Director	Kamsar Petroleum	Guinea
84	Gachara	George	Managing Partner	HEVA Fund	Kenya
85	Chambrier-Chabolat	Roselyne	Country Head & Chief Executive Officer	Arise Ivoire	Gabon
86	Diabi	Mohamed	Chief Executive Officer	AFRKN Ventures	Ivory Coast
87	Obeng-Ampofo	Freda	Founder	Kaeme Cosmetics	Ghana
88	Lô	Bamba	Co-Founder & Chief Executive Officer	PAPS	Senegal
89	Intidam	Mohamed	Director of Strategy and Development	Koutoubia Holding	Morocco
90	Gwatidzo	Munyaradzi	Founder & Chief Executive Officer	Astro Technology Group	Zimbabwe
91	Kientega	Thierry	Founder & Chief Executive Officer	OuiCoding	Burkina Faso
92	Mlambo	Perseus	President & Chief Executive Officer	Union54	Zimbabwe
93	Seck Mercier	Kiné	Principal & Head of Technology Officers Practice for France	Egon Zehnder	Senegal
94	Toure	Hafou	Deputy Chief of Staff	Ministry of the promotion of SME, Ivory Coast	Ivory Coast
95	Seck	Elhadji Mamadou	Managing Director	Ciment and Materials of Mali, Vicat	Senegal
96	El Iraki	Najwa	Founder & Managing Partner	AfricaDev Consulting Ltd	Morocco
97	Ngowi	Patrick	Chairman	Helvetic Group	Tanzania
98	Diseko	Ruli	Founder & Chief Executive Officer	Thakadu	South Africa
99	Cointre	Jeannie	Chairwoman	FAMY SN Group	Senegal
100	Mnyupe	James	Economic Advisor	Presidency of the Republic of Namibia	Namibia

The Choiseul Africa Business Forum, a must-attend event for the business community in Africa

Next edition on October 19th and 20th, 2022 Casablanca, Morocco

Dedicated to sharing experiences and deciphering the trends at work in the African business world, the Choiseul Africa Business Forum will be held on October 19th and 20th in Casablanca, Morocco. This 3rd edition organized by the Institut Choiseul, in partnership with the General Confederation of Moroccan Enterprises (CGEM) and the Casablanca-Settat Region, will bring together 600 key economic and institutional decision-makers from Africa, Europe and the Gulf around operational work sessions and privileged networking moments.

More than 600 international leaders and economic decision makers gathered to discuss major African economic issues Business leaders, head of state and ministers, international funders, representatives of the African and European business communities will explore the synergies and opportunities to be promoted between the two shores of the Mediterranean during this major investment forum.

Mr. Chakib ALJ, President of the CGEM and Mr. Abdellatif MÂZOUZ, President of the Casablanca-Settat Region will inaugurate this third edition to promote the economic vitality of Morocco

Key numbers:

**+600 high-level participants
+ 50 countries represented
13 working sessions on
themes of value for Africa**



Above: The last edition of the Choiseul Africa Business Forum.

and the Casablanca-Settat region. The event will also honor Madagascar: the President of the Republic His Excellency Mr. Andry RAJOELINA accompanied by a ministerial delegation will be

"Participating in this dialogue between the two shores of the Mediterranean by promoting the integration of economies and intelligences is a source of pride for the Institut Choiseul. The African leaders permanently support us in revitalizing the cooperation between Africa and Europe"

– Dr. Pascal Lorot

among the distinguished guests at the opening ceremony.

The Choiseul Africa Business Forum will be more generally a ground for emulation between high representatives of the African and European business community. The Forum will welcome the Minister of Economy and Finance of Morocco, Mrs. Nadia FETTAH ALAOUI, the Minister of Tourism, Culture and Arts of Benin, Mr. Jean-Michel ABIMBOLA, the President and CEO of the International Islamic Trade Finance Corporation Mr. Hani SALEM SONBOL, the Director General of the Investment Promotion Center in Côte d'Ivoire Mrs. Solange AMICHIA or the Egyptian businessman Mr. Naguib SAWIRIS.

After the first two editions in Nice, the Institut Choiseul has naturally turned this year to the African continent by organising the Choiseul Africa Business Forum in one of its major economic capitals, Casablanca. Like the city, at the crossroads of European, North African and sub-Saharan dynamics, the Choiseul Africa Business Forum continues to create and promote synergies on a pan-African scale and between the major economic and institutional players in Africa and Europe.