



The Social Media Landscape in Nigeria

2014: the who, the what and the know.



The Social Media Landscape in Nigeria

2014: the who, the what and the know.

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The Social Media Landscape in Nigeria

preface

The functions of social media have and continue to transform into that which was never anticipated. Most founders of social networks are surprised with the diverse and astounding ways users are able to engage and utilise their platform. That is the beauty of invention within social media- capacity and opportunities are infinite.

In the developing world, the internet has led to solutions and services even more forward thinking than those in advanced nations, further highlighting the transformative nature of these networks and their capacity to incite change to promote the kind of development countries like Nigeria need.

This report is the first of future analysis, which aims to highlight the personalities and the platforms that are the most impactful through the quality of content and material – not just the most popular but the most reliable, forward thinking, social media bodies that are influencing the landscape within Nigeria.

Here we classify the who, the what, and the know in the spaces where we see the most rapid developments. Where results, conversations and engagement are explicit, direct and revolutionary.



The Social Media Landscape in Nigeria

contents

1

Defining the Indefinable

2

The Numbers

3

Assessing Impact

4

The Chosen Mediums

5

The Who, The What & The Know

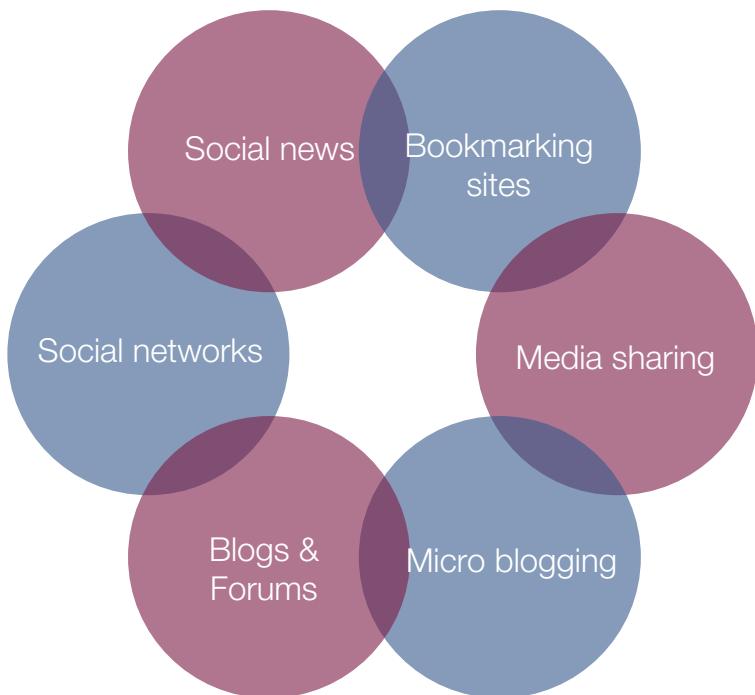
The Social Media Landscape in Nigeria

1
defining the
indefinable

1

defining the indefinable

Social Media continues to expand and change with new applications appearing every day. Its indefinable nature speaks to its ability to transform how we engage, sell, buy, create and live in the digital age. There are roughly six categories within social media:



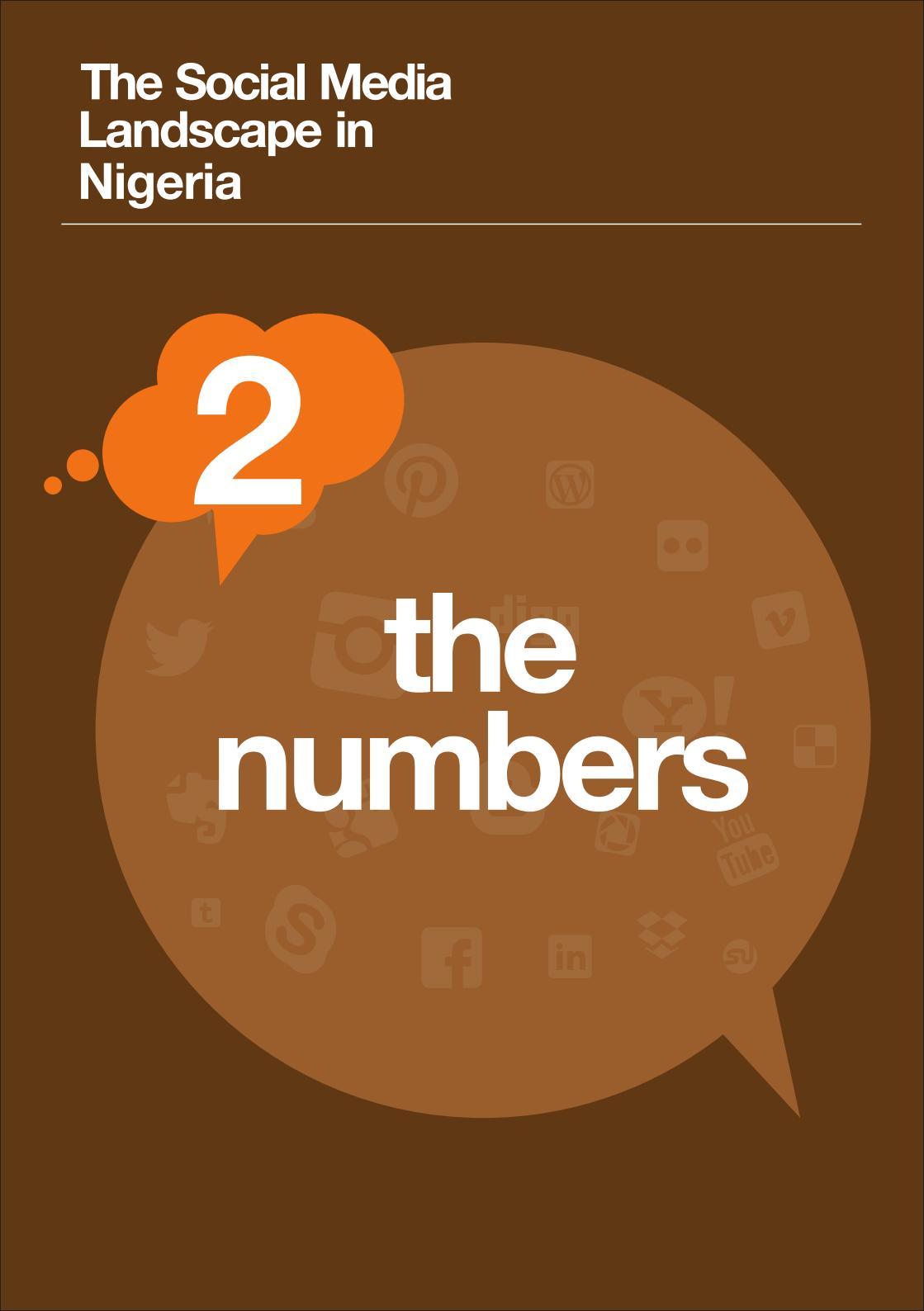
defining the indefinable

Within Africa, social media practices have materialized in unprecedented capacities. They've led to revolutions, encouraged, demanded and monitored best practices during elections and are also contributing to a larger dynamic of promoting growth on the continent through accountability and conversation. In fact, the most visited websites across the continent are social media platforms:

	Nigeria	Kenya	South Africa	Egypt
1	Google	Google	Google South Africa	facebook
2	Google Nigeria	facebook	Google	Google Egypt
3	facebook	YouTube	facebook	YouTube
4	YAHOO!	YAHOO!	YouTube	Google
5	YouTube	Google Kenya	YAHOO!	YAHOO!
6	e Blogger	SMI standardmedia	LinkedIn	e Blogger
7	Nairaland	twitter	Wikipedia	youm1
8	LinkedIn	DAILY NATION	Wikipedia	hao123.com
9	twitter	WIKIPEDIA	news24	Ask
10	WIKIPEDIA	e Blogger	FNB	فتنكانت

Source:  Alexa

The Social Media Landscape in Nigeria



the
numbers

2 the numbers

Internet penetration in Nigeria currently stands at about 30% with over 50 million internet users¹

In **2009**,

70% were visiting social networking sites
65% email | **54%** entertainment²

By **2013**,

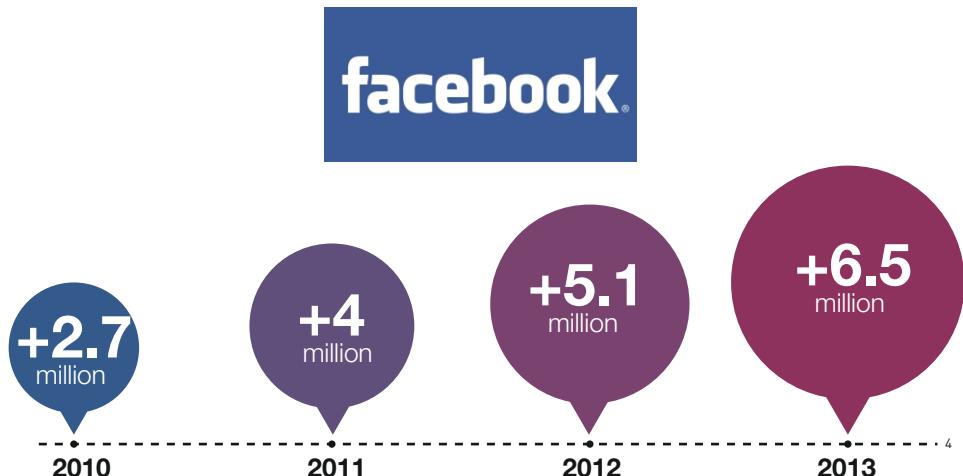
72% were visiting social networking sites
55% email | **46%** entertainment³

1 According to Research carried out by Business Day Research and Intelligence Unit (BRIU) and Terragon Insights' 2013 Report on the State of Digital Media in Nigeria, 2013.

2. Assessment of Economic Impact of Wireless Broadband in Nigeria, Analysys Mason, February 2011.

3. Terragon Insights' Report on the State of Digital Media in Nigeria, 2013.

While Facebook users have steadily increased over the past few years, numbers show that Facebook is losing active users (logged in and engaged) to other platforms such as mobile chat apps and microblogs



Throughout the continent there are more users on mobile chat platforms than social networks such as Facebook. The mobile chat apps with the most users in Nigeria are:



Mobile Social network that consists of jobs, music, chat, fan clubs and forums.



Social networking mobile app that allows you to connect to friends and meet new people

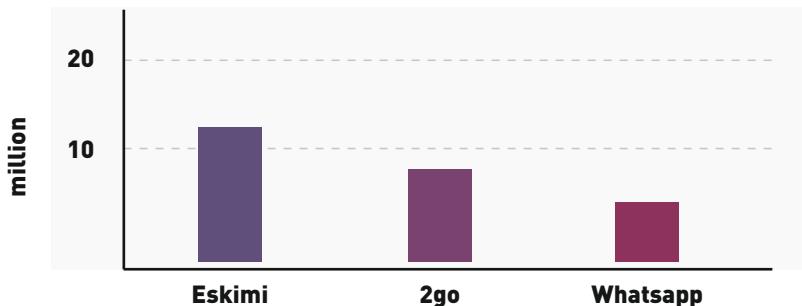


Cross platform mobile messaging app (acquired by Facebook, February 2014)

4. Social Balkers, 2014.

shifting to mobile

Users in Nigeria



As Facebook numbers have been on a slow decline, many attribute the upsurge of mobile chat apps to social networking platforms to factors such as:

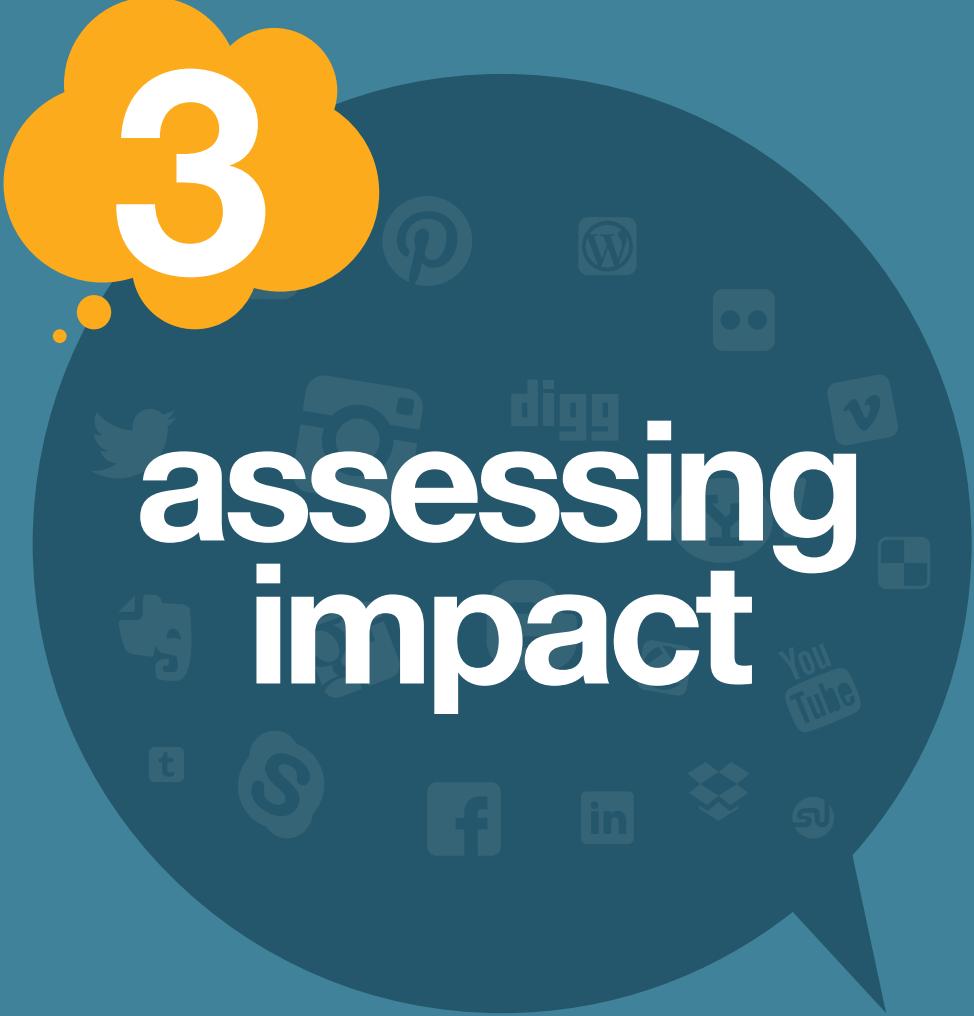
- 1 Mobile chat apps perform well on lower bandwidths and use less data.
- 2 Mobile chat is a cheaper alternative to SMS.

BlackBerry

With over 2 million Blackberry users, Blackberry Messenger (BBM) is another platform with high penetration in Nigeria. In October of 2013, BBM was released as a cross platform messaging service available to Android and iPhone users, which added an estimated **20 million** users worldwide to the platform with total active user base globally reported to be **80 million**.

The Social Media Landscape in Nigeria

3 assessing impact





3 assessing impact

Accountability fuels engagement and the elimination of barriers between those at the 'top' and the 'bottom'. Occupy Nigeria marks the significance of social media in Nigerian politics. The removal of fuel subsidy by President Goodluck Jonathan in 2012 led to mass protests, which were organized via Twitter. Occupy Nigeria translated cyber conversation to actual mobilization beyond those platforms. With an estimated tweet every second during the protest⁵, the movement highlighted that Nigerians are capable of, and will mobilize to demand change from the government. Occupy Nigeria cemented the need for the government and politicians to engage with citizens, which is why many are particularly active on platforms such as Facebook and Twitter today.

accountability impact branding

Within Nigeria, brands are growing their business alongside social media, encouraging customers to engage with them on these platforms, while also providing services through those platforms. In this way brands are realizing the significance of being a part of these networks and connecting with their customer base in non-traditional ways. In addition, through a redefinition of brand hierarchy, people are becoming the brands, and beyond that, they are becoming the media. Content creation is no longer top-bottom, but is truly becoming a synergy between people and entities in different spaces.

Using mobile technology as a means for promoting free and fair elections, 2011 saw the emergence of Revoda: a mobile application which allowed voters to connect to the entire electoral process. Spearheaded by the Enough is Enough Nigeria Coalition, Revoda enabled parallel vote count, access to polling unit results, transmission of collected results, and additional information about the entire electoral process throughout the country during the elections. However, voting irregularities were a serious problem in several states and electoral violence reached new heights⁶. In 2015 we will continue to see how social media networks engage with politicians, and the electoral results themselves.

civic engagement source

Social media as a source continues to grow relevance to both journalists and their audience. In Nigeria around one in seven of all stories may original from social media.⁷ While audiences in Nigeria seek verified news from newspapers, the traditional notions of what it means to be a source are rapidly expanding to encompass sourcing through engagement. Engagement as the primary purpose of these platforms, promotes conversations between parties in a non-traditional manner. Customers can discuss with companies or brands, journalists can debate, politicians can engage with their constituents—the capacity for conversation is infinite.

5. Gunn, Andrew and MacDONALD, Jennifer "It Started With A Tweet: How Social Media is Shaping the News." *Brusnwick Review*, Vol. 4, Summer 2011.

6. LeVan, Carl, and Patrick Utaka. "Nigeria." *Countries at the Crossroads: An Analysis of Democratic Governance*. Ed. Jake Dizard, Vanessa E.

Tucker, and Christopher Walker. New York: Freedom House, 2012.

7. According to estimates from Social Mention

journalism and social networking

What is the difference between a journalist, a blogger and a social commentator?

“Our media ecology is a chaotic landscape evolving at a furious pace. Professional journalists share the journalistic sphere with tweeters, bloggers, citizen journalists, and social media users”⁸

The traditional lines between professional journalism and what is often termed participatory (citizen) journalism or grassroots media are becoming increasingly blurred as more journalists operate blogs and Twitter accounts and more non-journalists bloggers and Twitterati become increasingly professional in their news reporting and commentary. Journalism's ethical norms differentiate it from social commentary where advocacy and activism is to be expected, but the increasing use of interactive social media is creating a shift to partisan journalism with more journalists beginning to express personal opinions in their reports⁹.

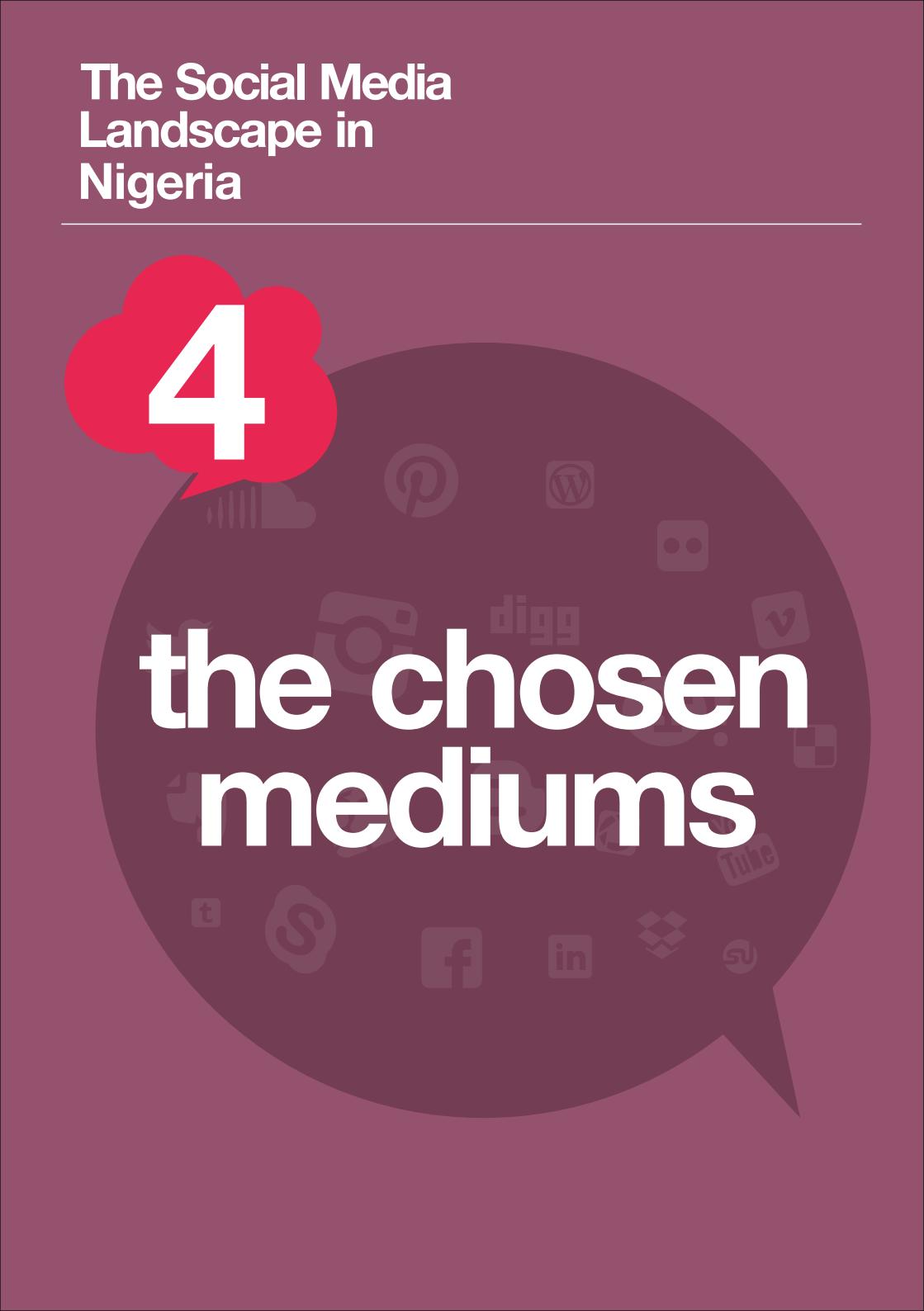
Today nine out of ten journalists have been prompted to investigate a story by social media; three quarters by blogs and half by Twitter¹⁰. As journalists are engaging directly within their readers via platforms such as Twitter, the barriers between author and audience are dissipating and challenging journalists by allowing them to see the direct impact of their works: whether the audience is interested, and even more so, what the audience thinks.

8. Ward, Stephen “Digital Media Ethics” University of Wisconsin Centre for Journalism Ethics, 2014.

9. Powell, Lisa Arledge “Blurring lines between journalists, commentators” PR Week, 14 January 2013; Snell, George “Reporting is now a commodity but journalism isn’t”, HighTalk.Com, 8 December 2009.

10. Gunn, Andrew and MacDonald, Jennifer “It Started With A Tweet: How Social Media is Shaping the News.” Brunswick Review, Vol. 4, Summer 2011.

The Social Media Landscape in Nigeria



4

the chosen
mediums

The Social Media Landscape in Nigeria



NIGERIAN NOSTALGIA PROJECT

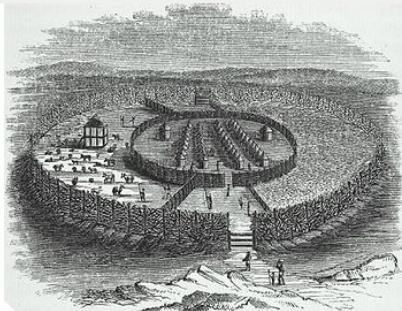
-This is Nigeria shown from late 19th century to the 1990s. Click "About NNP" to find out more.

-Behind the blog: I'm Olayemi, a Yoruba lady infatuated with vintage photos and the history of Nigeria. 21 year old based in Houston, grew up in Lagos, Nigeria.

-Please do not remove the sources to these photos, majority of them are directly from Nigerian Nostalgia Project's personal archives.

Any questions at all, do ask. Thank you.

1 online



ukpuru:

nileearls:

Walls of Benin

The Walls of Benin was a combination of ramparts and moats, called Iya, used as a defense of the capital Benin City in present-day Edo State of Nigeria. It was considered the largest man-made structure lengthwise, second only to the Great Wall.

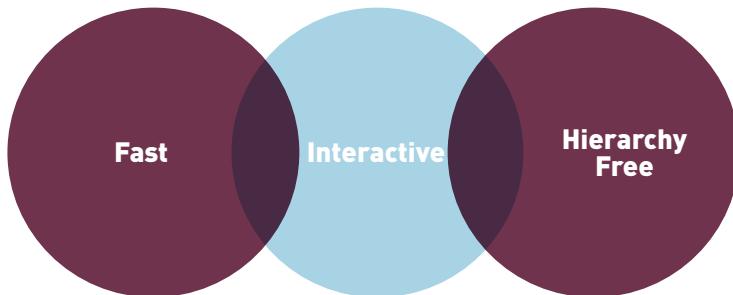


Marketplace, 1950s



5 the chosen mediums

① Microblogging is

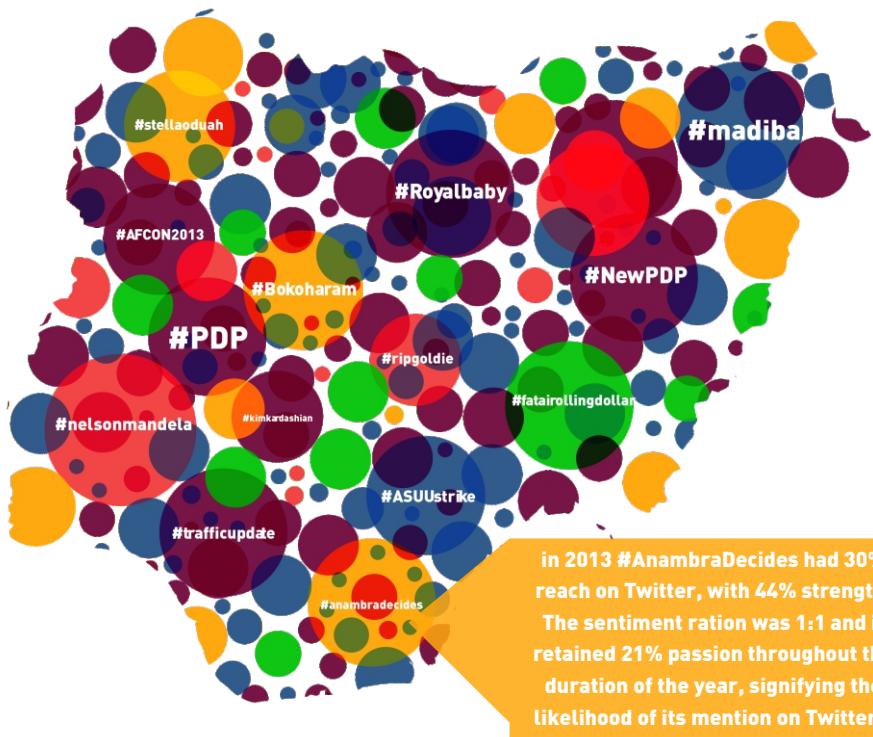


Perhaps counterintuitively, the limited format of various microblogs promotes truly creative and nuanced thought by encouraging users to test those very boundaries and produce something unique and different. In this space, **content is truly infinite**. Typically hosted on platforms such as WordPress or Blogger, with the occasional self-hosted website

② **Blogging** is a more **'traditional' digital medium**. Its accessibility for both audience and blogger is why amidst the homogenization and mass production of content, blogging is still one of the most effective ways to engage and share traditional journalism **within a new age platform**.

the chosen mediums

Twitter in 2013



Rather than creating custom hashtags, which have low penetration, better strategies for building a presence online occur through conversations and on going events. Beyond communicating about products and services- these popular hashtags from 2013 signify that the most popular topics on platforms such as Twitter are looking at real impact: what's happening now. The opportunities to build on these conversations are endless.

11. According to metrics from Social Mention.

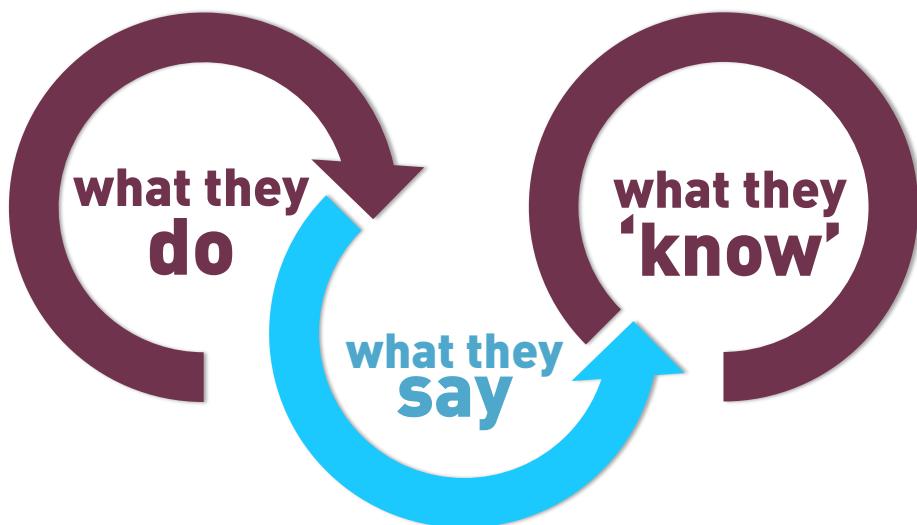
The Social Media Landscape in Nigeria

5

the who,
the what,
the know

6 the who, the what and the know

Focusing particularly within micro-blogging (Twitter) and blogs/forums, the aggregation below features some of the most influential platforms within Nigeria



The Social Media Landscape in Nigeria

JOURNALIST	BLOGGER	TWITTERATI	SOCIAL COMMENTATOR
Professional writing for a major mainstream newspaper or a broadcaster	Individual regularly posting content on a blog (web log or online journal)	Keen or frequent user of Twitter to provide breaking news alerts and commentary	Blogger Twitterati Journalist (or all of the above)
Expository reporting – investigation, analysis, insightful commentary, puts the breaking news in context	Commentary (opinion) on events, current issues or specific subjects. Closer to journalism but often just a social commentator	Regular breaking news alerts (reporting) and associated commentary (opinion)	Regular commentary (opinion) on events, current issues, news, or specific subject of interest. usually has a particular perspective
Traditionally print but increasingly online	Traditionally web-based	Traditionally web-based	Multimedia – Print, broadcast (TV or radio), web
Objective/ Balanced/Impartial	More likely to be nuanced/ partisan		Traditionally subjective/ expected to be partisan
Professional/ Trained	More likely to be non-professional/ amateurish		
Consistent	More likely to be haphazard		
Highly developed skills (research and investigative capabilities, communication) and respect for ethical norms (accuracy, verification etc	Immediacy and Speed of sharing, wider reach, interactive		Often insightful owing to individual's professional experience
Lack of immediacy, delayed by pre-publication verification and editorial oversight	No vetting or editorial standards, Often lacking quality and content, increased potential for errors, biased material, ease of manipulation of content e.g. images, Limited or no access to important public figures, government offices or events		
Increasing reach through migration to online media	Many different viewpoints, a lot more information more rapidly, Anonymity allows freedom of speech in otherwise restricted environments, increasing professionalism		
Struggle to remain relevant, limited number of professionals, increasing use of interactive new media is blurring the line of objective journalism	Often a hobby so no real commitment; Post publication corrections		Advocacy and activism presented as journalism
			circulation of Rumours or false reports with potentially harmful/ disastrous consequences Often a hobby so no real commitment

the who, the what and the know

Selection is based on active engagement:

- 1) original tweets
- 2) @ replies
- 3) retweets
- 4) mentions

Journalists

Daily News

Government/Politics

Fashion

Sports

Business & Technology

Gossip

the who, the what and the know

*Followers as of 20/3/2014

Profile	Followers	The What (FOR)
 Tolu Ogunlesi @toluogunlesi	+/- 57,600	Freelance Journalist with an unflinching capacity to say it like it is. Also partner at @wowemedia
 Abang Mercy-Asu @abangmercy	+/- 16,700	Journalist that shares daily news with a dose of opinion.
 Yvonne Ndege @yvonnendege	+/- 11,800	Al-Jazeera correspondent on West Africa based in Abuja
 Tomi Oladipo @tomi_oladipo	+/- 9,330	BBC Africa investigative journalist
 Funmi Iyanda @funmilola	+/- 59,200	Forefront of Nigerian women in the media, Television Host, World Economic Forum (WEF) Young Global Leader and self-acclaimed Chief Witch
 Chude Jideonwo @chude	+/- 16,500	Journalist, unafraid to tell it like it is. Founder of 'Ynaija , co-founder; Future Projects and Red Media'
 Teju Cole @tejucole	+/- 130,000	Journalist that shares daily news with a dose of opinion.
 Japheth J. Omojuwa @omojuwa	+/- 105,000	Great debater and social media commentator. Champion of lost iPads items on airlines.
 Femi Fani Kayode @realFFK	+/- 45,600	Outspoken poet, politician, and with very strong (tribal) views
 Simon Kolawole @simonkolawole	+/- 2,054	Former This Day newspaper Editor with an inside scoop on political affairs

the who, the what and the know

*Followers as of 20/3/2014

Profile	Followers	The What (FOR)
 Femi Oke @femioke	+/- 19,800	Former CNN International Anchorwoman. Now with Al Jazeera
 Dele Olojede @deleolojede	+/- 6,034	Founder of now defunct newspaper 234 Next. First Nigerian winner of the Pulitzer Prize. Good sense of humour
 Elnathan John @elnathan	+/- 7,536	Satirical commentator and award winning fiction writer
 Will Ross @willintune	+/- 5,689	BBC Nigeria correspondent
 Chika Oduah @chikaodua	+/- 3,622	Feminist writer with critical insight to daily news
 Feyi Fawehinmi @DoubleEph	+/- 10,970	Accountant, with a fierce passion for Nigeria. Budding detective who blogs about policy issues in Nigeria
 Jeremy Weate @jeremyweate	+/- 6,643	Philosopher with critical yet informed opinions on Nigerian politics and social issues
 Oby Ezekwesili @obyezezs	+/- 104,468	Former Vice President of the World Bank, Africa division. Former Minister of Solid Minerals . Former Minister of Education
 Fola Adeola @folaadeola	+/- 22,587	Founder of Guaranty Trust Bank Plc. Contested as Mallam Nuhu Ribadu's running mate in the 2011 Presidential elections
 Andrew Alli @afallli	+/- 75	President, Chief Executive Officer, and Director, Africa Finance Corporation (AFC)

the who, the what and the know

*Followers as of 20/3/2014

Source	Handle	Followers	Category
Nigeria Newsdesk	@nigerianewsdesk	514K	Daily News
Channels Television	@channelstv_ng	48K	Daily News
Vanguard Newspapers	@vanguardngrnews	342K	Daily News
Punch Newspapers	@mobilepunch	345K	Daily News
Daily Post Nigeria	@dailypostngr	118K	Daily News
The Guardian Nigeria	@ngrguardiannews	152K	Daily News
This Day Live	@thisdaylive	120K	Daily News
Daily Trust	@daily_trust	107K	Daily News
The Nation Nigeria	@thenationnews	86.1K	Daily News
Premium Times	@premiumtimesng	79.5K	Daily News
Gidi Traffic	@gidi_traffic	98.6K	Daily News
Sports Radio Brilla FM	@889brilafm	55.2K	Daily News



the who, the what and the know

*Followers as of 20/3/2014

Source	Handle	Followers	Category	The What (FOR)
Bankole Oluwafemi	@MrBankole	2,964	Information Communication Technology	Tech blogger and enthusiast
Abiola Kazeem	@Biolakazeem	10.3K	Sports	Impassioned football enthusiast with a heavy dose of political commentary.
Aderonke Ogunleye	@Aderonkew	2.4K	Sports	Feminist sports enthusiast
Tony Elumelu	@Tonyoelumelu	53.4K	Business/Technology	Philanthropist/ Africapitalist trying to change the world one tweet at a time.
Sanusi Ismaila	@Supersanusi	1.8K	Business/Technology	Daily technology updates
SweetCrude Reports	@Sweetcruderep	3.7K	Energy	 Holding the oil & gas sector in Nigeria accountable
Gbenga Sesan	@Gbengasesan	33.7K	Business/Technology	ICT enthusiast with a mind on development and good governance.
Techloy	@techloy	5,774	Information Communication Technology	Leading source for breaking technology news, informed opinion and unbiased analysis

the who, the what and the know

*Followers as of 20/3/2014

Source	Handle	Followers	Category	The What (FOR)
Chibuike .R. Amaechi	@ChibuikeAmaechi	11.8K	Govt/Politics	Rivers State Governor, new to twitter and the APC
Egghead Odewale	@Eggheader	37.2K	Govt/Politics	Outspoken activist and aide to Governor of Ekiti state
Senator Bukola Saraki	@Bukolasaraki	55.7K	Govt/Politics	Kwara state senator- first senator to share his weekly political activities via Social media
Reno Omokri	@Renoomokri	42.9K	Govt/Politics	Special assistant to President Jonathan on New Media, championing engagement with Nigerians and the activities of the federal government
Reuben Abati	@Abati1990	86.6K	Govt/Politics	Special adviser on media and publicity to President Jonathan, sharing official statements and breaking news from the President.

the who, the what and the know

*Followers as of 20/3/2014

Source	Handle	Followers	Category	The What (FOR)
Atiku Abubakar	@Atiku	106K	Govt/Politics	 <p>Former Vice President and advocate of social media's relevance to governance and democracy in Nigeria</p>
Pat Utomi	@Utomipat	91.1K	Govt/Politics	 <p>Economist and former Presidential Adviser unafraid to engage and provoke debate</p>
Ngozi Okonjo-Iweala	@Nolweala	131K	Govt/Politics	 <p>New to twitter and slowly but surely sharing her activities as Minister of Finance</p>
Nasir El- Rufai	@Elrufai	272K	Govt/Politics	 <p>Former minister, current Deputy National Secretary of APC.</p>
Enough is Enough (EiE)	@EiENigeria	43K	Govt/Politics	 <p>Coalition of individuals and youth-led organizations committed to instituting a culture of good governance and public accountability in Nigeria.</p>
Moji Rhodes	@Speaklagos	1,293	Govt/Politics	 <p>Deputy Chief of Staff Office of the Governor of Lagos State</p>

the who, the what and the know

*Followers as of 20/3/2014

Source	Handle	Followers	Category	The What (FOR)
Haute Fashion Africa	@Hautefashionafr	5.2K	Fashion	Africa's Best Runway Resource
Oluchi Orlandi	@Oluchi	27.6K	Fashion	Africa's Top Model
Terence Sambo (onenigerianboy)	 @TerenceSambo	956	Fashion	Editor-in-Chief of One Nigerian Boy; online fashion blog
Omoyemi Akerele	 @Omoyemikerele	3K	Fashion	Forefront African Women Entrepreneur & Creative in Fashion
Toke Makinwa	 @Tokstarr	26.9K	Entertainment	Evocative Lifestyle vlogger with a dedicated female following
Beat 99.9 FM	@Thebeat999fm	275K	Entertainment	Synchronizing the radio and social media effortlessly
Cool FM Nigeria	 @Coolfmnigeria	194K	Entertainment	Synchronizing the radio and social media effortlessly
Ndani TV	 @Ndanity	6K	Entertainment	Showcasing Africa for Africans through web based video content

the who, the what and the know

*Followers as of 20/3/2014

Source	Handle	Followers	Category	The What (FOR)
Genevieve Nnaji	@GenevieveNnaji1	553K	Entertainment	Award wining actress
Mosunmola Abudu	@MoAbudu	43.5K	Entertainment	Talk show hostess (Moments with Mo), TV producer, Media entrepreneur (Ebony Life TV)
Innocent Idibia	@2faceidibia	698K	Entertainment	Singer, songwriter and record producer. One of the most celebrated and successful contemporary musicians in Africa.
Ayodeji Balogun (Wiz Kid)	@Wizkidayo	1.02M	Entertainment	Singer and songwriter. Brand ambassador for Pepsi
Seun Anikulapo Kuti	@RealSeunKuti	31K	Entertainment	Musician son of late legend Fela. Leads his father's former band 'Egypt 80'
Karen Igho	@Karenigho	122K	Entertainment	Winner of the 2011 Big Brother Africa. Actress. Ambassador
Burna Boy	@Burnaboy	103K	Entertainment	Award winning Musician
Rita Dominic	@RitaUdominic	264K	Entertainment	Award wining actress and producer

the who, the what and the know

*Followers as of 20/3/2014

Source	Handle	Followers	Category	The What (FOR)
Dapo Oyebanjo (D'banj)	@lamdbanj	825K	Entertainment	Award wining musician
Michael Collins 'Don Jazzy'	@Donjazzy	723K	Entertainment	Most interactive and relatable musician
Banky W	@Bankyw	694K	Entertainment	R&B Crooner that loves to engage with his fans
Tonto Dikeh	@Tontolet	369K	Entertainment	An actress with no filter
Tosyn Bucknor	@Tosynbucknor	58.8K	Entertainment	Radio Host that says it like it is
Toolz Oniru 'Toolz'	@Toolzo	+/- 168K	Entertainment	Host on Beat FM99, NdaniTV, X Factor Nigeria

top 10 blogs/forums

Alexa is the leading provider of free, global web metrics. It provides traffic data, global rankings and other information on 30 million websites



top 10 blogs/forum

nairaland www.nairaland.com

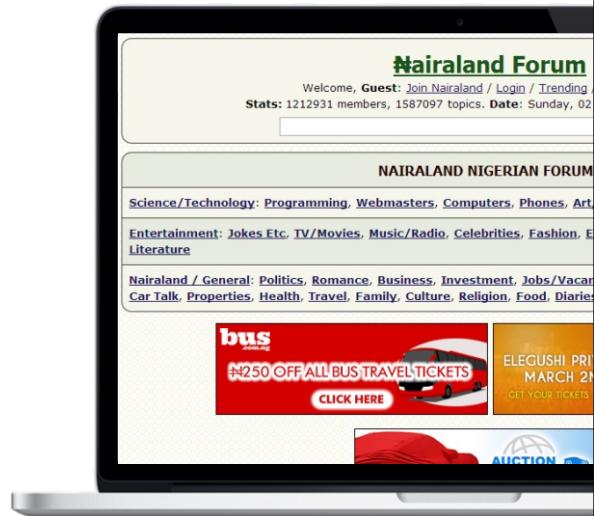
CATEGORY: General

For an insight into what Nigerians throughout the country think, about **EVERYTHING**

Daily Visitors: 397,219

 **Alexa (Nigeria):** 7

 :@nairaland



Linda Ikeji lindaikeji.blogspot.com

CATEGORY: Gossip

Where the comments are more entertaining than the content

Daily Visitors: 184.332

 **Alexa (Nigeria):** 10

 :@lindaikeji



top 10 blogs/forum



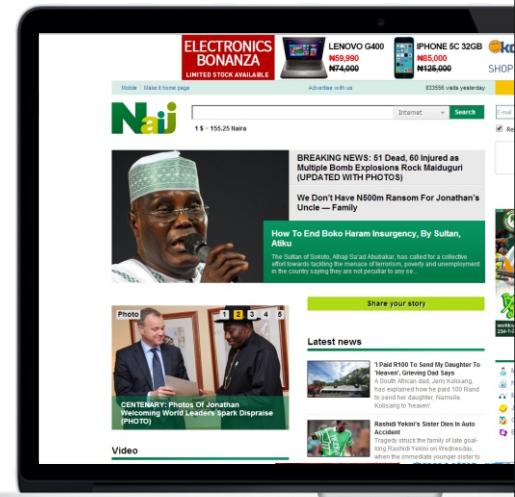
CATEGORY: News

The Yahoo of Nigeria (Everything in One Place)

Daily Visitors: 137,174

 **Alexa (Nigeria):** 21

 :@naijcom



www.bellanaija.com

CATEGORY: Gossip

The most consistent and cohesive lifestyle website in Nigeria

Daily Visitors: 76,263

 **Alexa (Nigeria):** 27

 :@bellanaija



top 10 blogs/forum

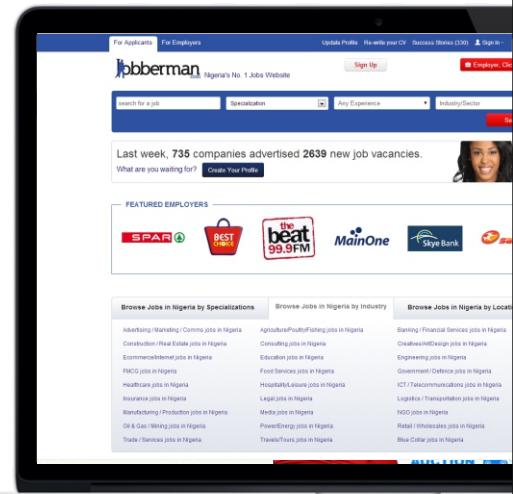


CATEGORY: Career

An online community for Job seekers within Nigeria

Daily Visitors: 66,957

 **@ Alexa (Nigeria):** 21
 :@Jobbermandotcom



CATEGORY: Music

One stop entertainment shop

Daily Visitors: 45,455

 **@ Alexa (Nigeria):** 44
 :@NOTJUSTOK



top 10 blogs/forum



www.360nobs.com

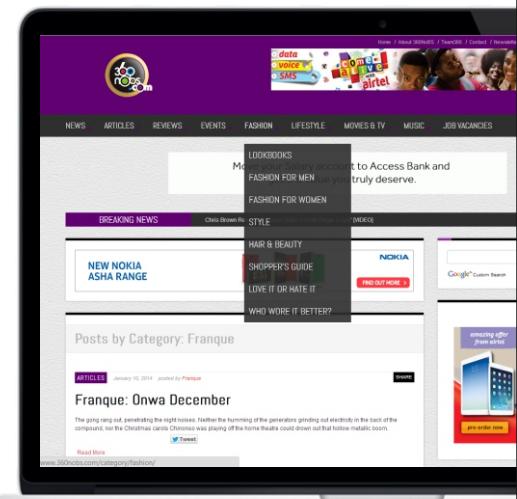
CATEGORY: Entertainment

The exclusive happenings in Music and Entertainment

Daily Visitors: 43,932

@ Alexa (Nigeria): 48

:@360Nobs



www.thenet.ng

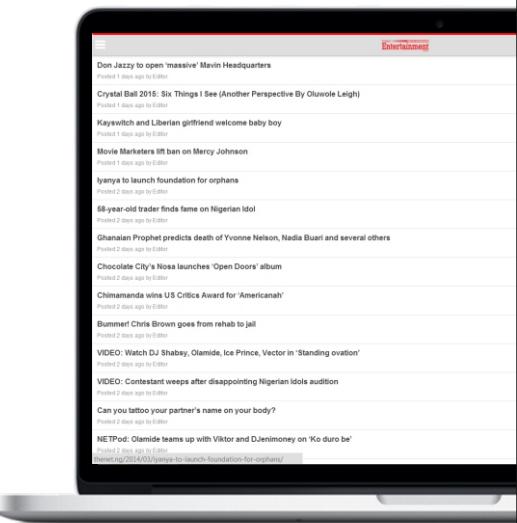
CATEGORY: Entertainment

Entertainment news with tabloid exclusives

Daily Visitors: 45,306

@ Alexa (Nigeria): 74

:@thenetng



top 10 blogs/forum



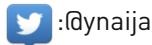
www.ynaija.com

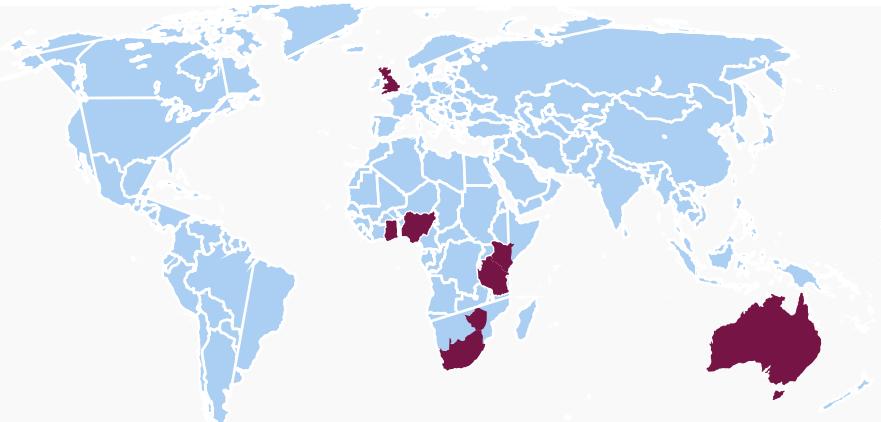
CATEGORY: Politics/Opinion

A seasoned mix of internet trolling and thought provoking opinions

Daily Visitors: 46,700

@ Alexa (Nigeria): 84





ZIMBABWE . GHANA . SOUTH AFRICA . KENYA
TANZANIA . NIGERIA . UK . AUSTRALIA

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