



Foreword

Every time I land in an African capital I am awestruck by the hustle of entrepreneurs, the buzz of economic activity, and the role that women play in public life. There is an unmistakable energy in the air - a sense of possibility that defies stereotypes and challenges outdated narratives. For example, you may not know that Africa is the only continent in the world where female entrepreneurs outnumber men. I once met an attractive, ambitious and charismatic young Nigerian woman called Haowa Bello in Cote d'Ivoire. She runs a successful luxury handbag export business out of Abuja. They are handcrafted in Nigeria and sold in Europe and North America under the brand name *Madame Coquette*. Her designs, crafted primarily from animal skins, celebrate rich textures, bold colours, and meticulous workmanship. Her business may be modest, but Haowa embodies the spirit of African entrepreneurship.

This book is a celebration of that spirit. It brings together stories of small entrepreneurs who dared to dream big and turned those dreams into thriving enterprises. These are not tales of overnight success; they are accounts of perseverance, creativity, and courage in the face of adversity. They remind us that entrepreneurship is not about perfect conditions. It is about making things happen despite the odds.

What makes this collection even more compelling is the inclusion of some exemplary entrepreneurs from Singapore who have ventured into Africa. Their journeys reflect a growing partnership between Asia and Africa - a relationship built on shared values, common history and mutual economic interests.

Entrepreneurs, no matter where they come from, carry three common characteristics. First, they have an uncanny ability to spot business opportunity. Second, they are not afraid to take risks. Third, they remain resilient in the face of failure. If anything, they learn from it and move forward. If you are that person, then this book will appeal to you.

For young Africans, the stories in this book serve as a beacon of possibility—a call to believe in their potential and to shape their own destinies. For foreign investors, they highlight untapped opportunities in markets often overlooked. For students, they offer rich material for learning, debate, and research. These narratives are not just business cases studies. These are human stories of grit, innovation, and growth. Let them inspire you to think differently, act boldly, and perhaps even write your own chapter in Africa's unfolding story. Whether you are an entrepreneur, investor, policymaker, or student, I hope this book ignites your imagination and deepen your understanding of a continent that is shaping the future of world.

The story of Africa is a story of promise. By 2050, the continent will be home to one in four people on the planet. Its cities are expanding, its middle class is growing, and its economy expanding. These trends present immense opportunities for those willing to take the plunge.

Africa is not waiting for the world to define its future. It is shaping its own destiny. Africa is not just rising - it is soaring. And the individuals featured in How we Made in Africa II are the wind beneath its wings.

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