

RANKING

2014

Choiseul

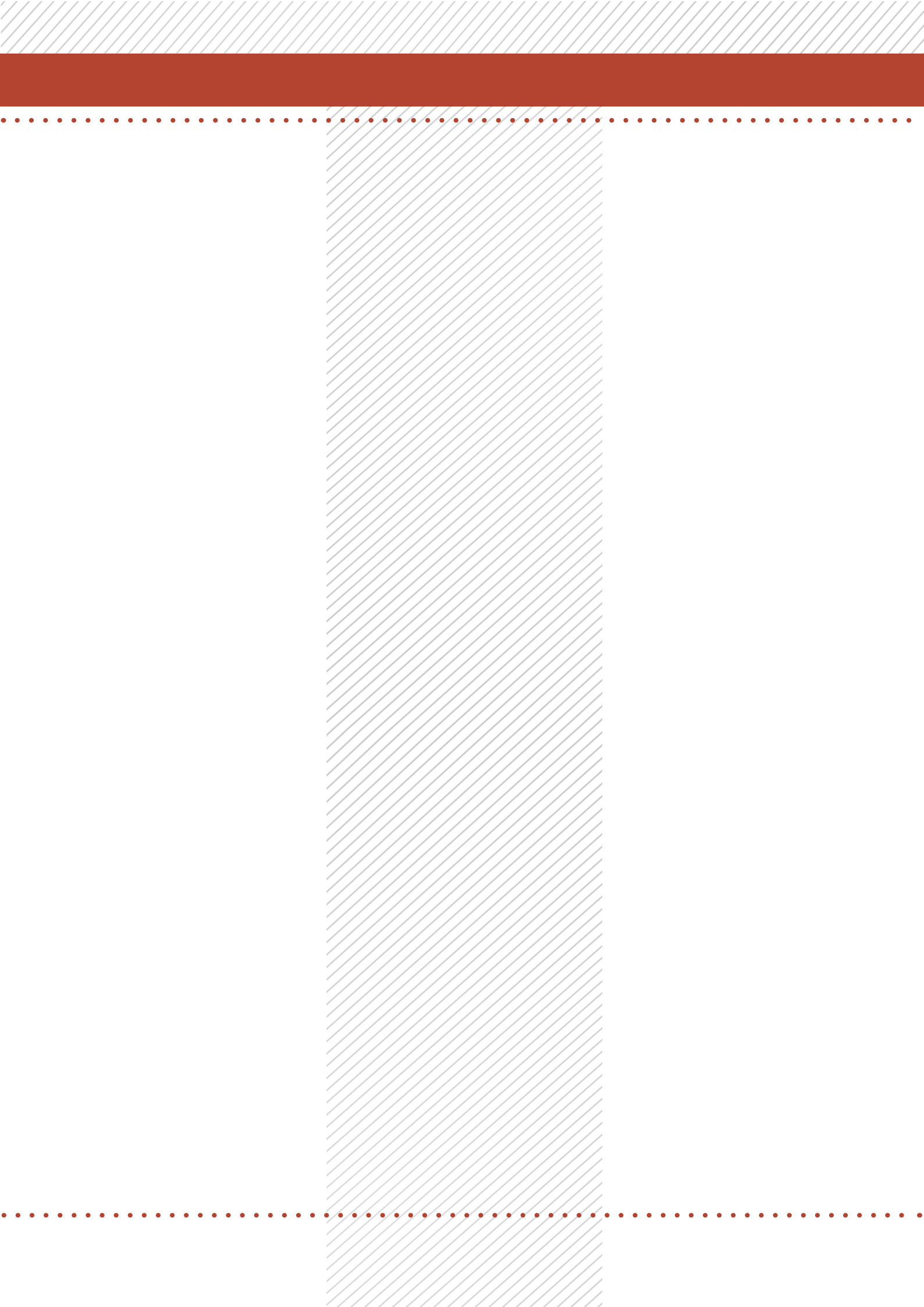
100

AFRICA

Economic Leaders  
for Tomorrow

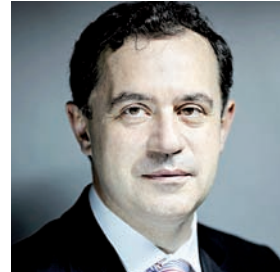
PARTNERS





## Pascal Lorot

President, Institut Choiseul



Today, we are witnessing the awakening of Africa. Considered for so long as the forgotten one of the globalization, it is slowly establishing itself in the geo-economical landscape, imposing itself on the long term as one of the major driving force of the global growth.

With its new great emergent powers, its dynamic and thriving companies, in every sector, every field, Africa is evolving, is being transformed, reinventing itself. Beyond the exploitation of its raw materials, Africa is turning today toward a more mature and diversified economy. Therefore, all around the continent, great programs are launched, projects are developed, growth levers are created.

This new paradigm is made possible by the flood of financing coming from everywhere, but also and more importantly from those men and women who are the actors of this Africa which is moving forward, which is growing.

Since nothing would be possible without the relentless will, and the impressive

competences of those whose actions contribute to shape the destiny of their country and of the all continent, the Institut Choiseul wanted to enlighten the action of those young economic leaders who are building the Africa of today and preparing the one to become.

The Choiseul 100 Africa aims to identify those men and women who are 40 years old and below, who are engaged in the way of success and have the ambition of lifting Africa to its highest level of economical, societal and cultural development. At The head of big companies, managers of a SMB, investors or creators of large-scale projects, they all have in common the excellence of their background, a social influences, a high potential and a capacity to do without common measure.

Realized independently by the Institut Choiseul, this continental and unique ranking draws the contour of the future of Africa, a future that is shaped through the dynamism and the engagement of its young economical elites.

# SUMMARY

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# PRESENTATION



**Economic Leaders  
for Tomorrow**

## The philosophy behind the study

The Choiseul 100 Africa is an annual study independently carried out by the Institut Choiseul. It identifies and ranks the young African leaders of 40 years old and under 40, who will play a major role in the continent's economic development in the near future.

Result of a work conducted over several months, the Institut Choiseul contracted many experts and specialists on the continent to achieve this ambitious and unique study which draws up an inventory of the African economy forces.

## Methodology of the study

### ■ A three-phase project



### ■ Performance of the study

The study Choiseul 100 Africa was carried out by the Institut Choiseul between summer 2013 and autumn 2014 and was articulated around three main steps :

- the definition of the methodology and objectives,
- the search and selection of profiles,
- the validation and preparation of the final ranking highlighting the 100 most promising young African business leaders.

### ■ The eligibility conditions

Only profiles that meet specific conditions have been selected :

- to hold the nationality of one of the 54 African states,
- to be 40 years old or under 40 on the 1st of January 2014,
- to make an active contribution to the economic development of Africa.

### ■ The selection criteria

To classify selected profiles, several weighted criteria were taken into account such as: the image and reputation, the background and skills, the power and function, the influence and networks, and the potential and leadership.

The total of the scores obtained in the different categories of criteria determines the position of each laureate in the final ranking.

The first 100 are ranked from the 1st to the 100th place. A second list includes the profiles ranked between the 101st and the 200th place.

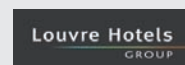
As the study was stopped on the 30th of June 2014, career developments after this date have not been considered.

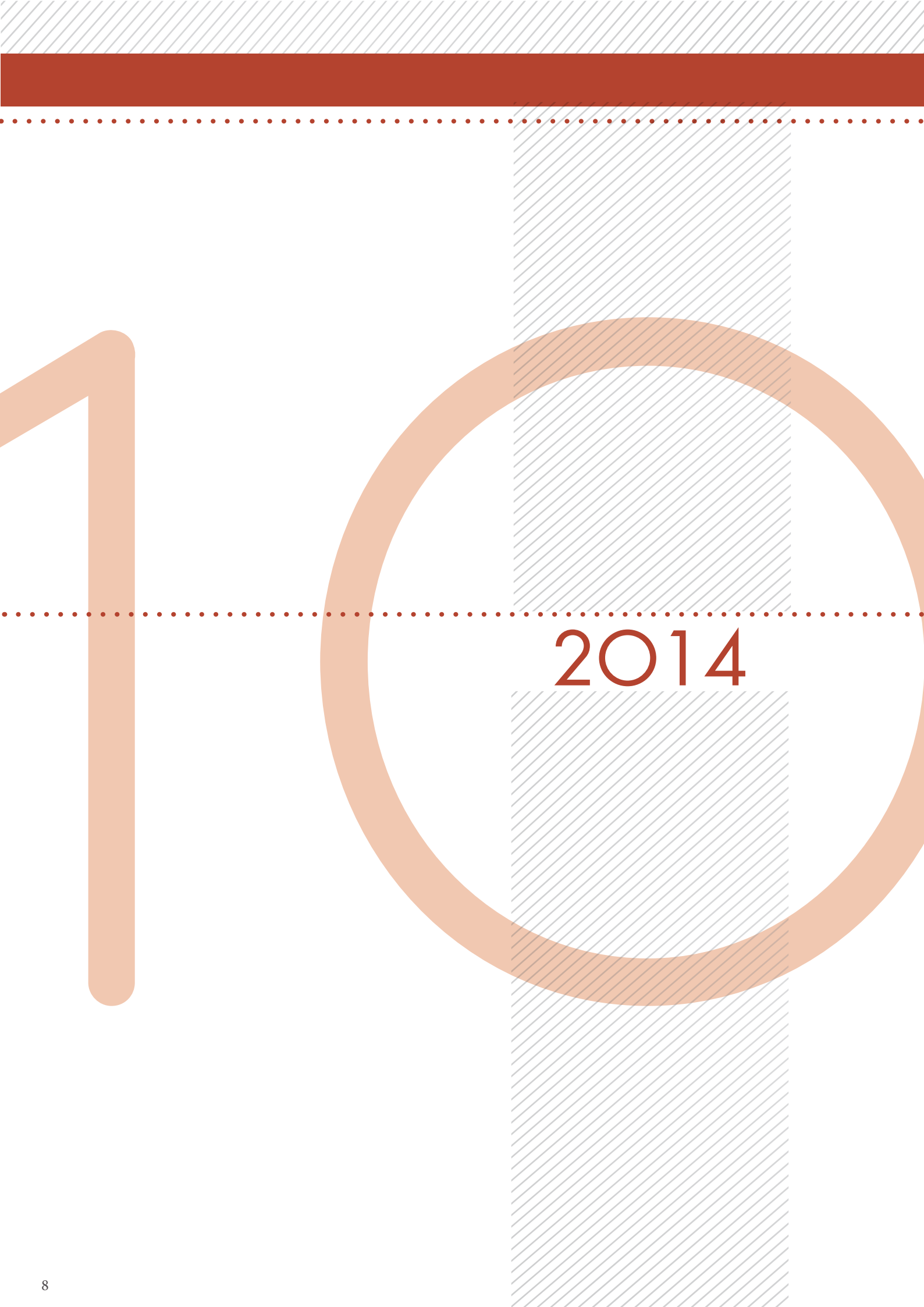
### Caption

|  | First Name NAME                           | Age   | NATIONALITY | Flag |
|---|---|---|-------------|------|
|   | Current Position<br>COMPANY / INSTITUTION | <ul style="list-style-type: none"> <li>Academic Background</li> <li>Last position held (dates)</li> </ul> |             |      |

### Thanks

In the context of the realization of Choiseul 100 Africa, the Institut Choiseul was supported by corporate partners that we want here to thank: RATP, Yves Rocher, Roland Berger, Necotrans, Eiffage Construction, Groupe BPCE, Clyde & Co et Louvre Hotels Group. Their support and their confidence were essential in the realization of our works, in the publication and distribution of this new study.





2014



# RANKING

Choiseul  
100  
AFRICA

**Economic Leaders  
for Tomorrow**

# RANKING

|    |   |  |    |                     |  |
|----|---|--|----|---------------------|--|
| 1  |    | <b>Igho SANOMI</b><br>Chief Executive Officer<br>TALEVERAS GROUP           | 39 | <b>NIGERIA</b>      |  <ul style="list-style-type: none"><li>• University of Jos</li><li>• Executive Director, Sarian Oil (2000-01)</li></ul>   |
| 2  |    | <b>Mohammed DEWJI</b><br>Chief Executive Officer<br>METL                   | 39 | <b>TANZANIA</b>     |  <ul style="list-style-type: none"><li>• Georgetown University</li><li>• METL (since 1999)</li></ul>  |
| 3  |    | <b>Hisham EL KHAZINDAR</b><br>Chief Executive Officer<br>CITADEL CAPITAL   | 40 | <b>EGYPT</b>        |  <ul style="list-style-type: none"><li>• American University in Cairo, Harvard</li><li>• Executive Director of Investment Banking, EFG Hermes (2000-04)</li></ul>                         |
| 4  |    | <b>Isabel DOS SANTOS</b><br>Chairman<br>UNITEL INTERNATIONAL HOLDING       | 40 | <b>ANGOLA</b>       |  <ul style="list-style-type: none"><li>• King's College London</li><li>• General Manager, Urbana (1999-01)</li></ul>  |
| 5  |  | <b>Tidjane DEME</b><br>Office Lead Francophone Africa<br>GOOGLE            | 40 | <b>SENEGAL</b>      |  <ul style="list-style-type: none"><li>• Polytechnique Paris</li><li>• Senior Consultant, CommonSys (2002-08)</li></ul>   |
| 6  |  | <b>Nomkhita NQWENI</b><br>Chief Executive Officer<br>ABSA CAPITAL          | 39 | <b>SOUTH AFRICA</b> |  <ul style="list-style-type: none"><li>• Rhodes University, University of Johannesburg</li><li>• General Manager, Alexander Forbes Financial Services, Holdings Ltd (2008-10)</li></ul> |
| 7  |  | <b>Mehdi TAZI</b><br>Chief Executive Officer<br>SAHAM ASSURANCE MAROC      | 39 | <b>MOROCCO</b>      |  <ul style="list-style-type: none"><li>• Telecom ParisTech, INSEAD</li><li>• General Secretary, Saham Finances (2013-14)</li></ul>  |
| 8  |  | <b>Marlon CHIGWENDE</b><br>Co-Head Sub-Saharan Africa<br>THE CARLYLE GROUP | 40 | <b>ZIMBABWE</b>     |  <ul style="list-style-type: none"><li>• St George's College, Southampton University</li><li>• Head of Africa Principal Finance, Standard Chartered (2007-11)</li></ul>                 |
| 9  |  | <b>Ashish THAKKAR</b><br>Chief Executive Officer<br>MARA GROUP             | 33 | <b>UGANDA</b>       |  <ul style="list-style-type: none"><li>• Autodidact</li><li>• Mara Group (since 1996)</li></ul>   |
| 10 |  | <b>Janine DIAGOU WODIÉ</b><br>General Manager<br>NSIA BANQUE               | 40 | <b>IVORY COAST</b>  |  <ul style="list-style-type: none"><li>• University of Essex</li><li>• Chief Financial Officer, NSIA (2005-12)</li></ul>  |

11


**Mark SHUTTLEWORTH**

| 40

**SOUTH AFRICA**


Founder

**CANONICAL**

- University of Cape Town
- Chief Executive Officer, Canonical (2004-10)

12


**Ken ETETE**

| 40

**NIGERIA**


Chief Executive Officer

**CENTURY GROUP**

- London School of Economics, Harvard
- Country Representative, Bluewater Offshore Nigeria (2000-01)

13


**Jean-Paul MELAGA**

| 39

**CAMEROON**


Head of Africa

**BANK OF TOKYO-MITSUBISHI**

- Institute of political studies Lyon, ESCP Europe
- Head of Francophone Africa, Renaissance Capital (2007-08)

14


**Sébastien KADIO-MOROKRO**

| 34

**IVORY COAST**


Chief Executive Officer

**PETRO IVOIRE**

- University of Paris
- Deputy Chief Executive Officer, Petro Ivoire (2008-10)

15


**Paul-Harry AITHNARD**

| 40

**Togo**


Head of Asset Management

**ECOBANK**

- University of Paris, HEC Montréal
- Director of Investments, BBSP (2007-08)

16


**Rosario MBASOGO K. NGUIDANG**

| 35

**EQUATORIAL GUINEA**


Vice-President

**CEMAC**

- University of Moscou
- Member of the Community Cell, CEMAC (2006-10)

17


**Peter NJONJO**

| 40 ans

**KENYA**


General Manager

**COCA-COLA EAST AFRICA**

- Strathmore College, USIU
- General Manager, Kenya, Coca-Cola (2009-11)

18


**Hassanein HIRIDJEE**

| 39

**MADAGASCAR**


President

**DTS - MOOV MADAGASCAR**

- ESCP Europe
- Chief Executive Officer, First Immo (1999-2005)

19


**Saad SEFRIQUI**

| 32

**MOROCCO**


Deputy Chief Executive Officer

**ADDOHA**

- University of Paris, HEC Montréal
- Operations Manager, Addoha Groupe (2011)

20


**Marieme JAMME**

| 40

**SENEGAL**


Chief Executive Officer

**SPOTONE**

- University of Lyon, EM Lyon
- SpotOne (since 2001)

# RANKING

21



**Roland AGAMBIRE**

| 40

**GHANA**



Chief Executive Officer  
RLG COMMUNICATIONS

- Ghana Institute of Management and Public Administration
- Chief Executive Officer, Roagam Links (2001-04)

22



**Delphine MAIDOU**

| 40

**BURKINA FASO**



Chief Executive Officer  
ALLIANZ GLOBAL CORPORATE & SPECIALITY OF AFRICA

- University of Pittsburgh, Boston University
- Head of Market Management, AGCS Canada (2009-12)

23



**Justin STANFORD**

| 31

**SOUTH AFRICA**



General Manager  
4Di GROUP

- Autodidact
- 4Di Group (since 2001)

24



**Pascal HOUANGNI-AMBOUROUE**

| 37

**GABON**



General Manager  
BOURSE DES VALEURS MOBILIÈRES D'AFRIQUE CENTRALE

- University of Abertay Dundee, IDRAC Business School
- Central Market and Development Manager, BVMAC (2007-12)

25



**Joshua OIGARA**

| 39

**KENYA**



Chief Executive Officer  
KENYA COMMERCIAL BANK

- University of Strathmore, University of Perth
- Chief Financial Officer, Kenya Commercial Bank (2011-13)

26



**Clare AKAMANZI**

| 34

**RWANDA**



General Manager  
RWANDA DEVELOPMENT BOARD

- University of Makerere, University of Pretoria
- Deputy Chief Executive Officer, Rwanda Development Board (2006-11)

27



**Denis-Christel SASSOU-NGUESSO**

| 39

**REPUBLIC OF CONGO**



Chief Executive Officer  
SNPC DISTRIBUTION

- Général Leclerc Military School
- General Administrator, Cotrade (2005-09)

28



**Fatiha CHARRADI**

| 40

**MOROCCO**



Chief Executive Officer  
OCP INNOVATION FUND FOR AGRICULTURE

- Mohammedia Engineering School, Pons Paris Tech
- Executive Officer at the presidency, OCP (2008-10)

29



**Adrien DIOUF**

| 39

**SENEGAL**



General Manager  
AGENCE UMOA TITRES

- University of Paris, McGill
- Head of Treasury Services, AfreximBank (2013)

30



**Vera SONGWE**

| 40

**CAMEROON**



Country Director (SEN, CPV, GMB, GNB, MRT)  
WORLD BANK

- Catholic University of Louvain, University of Michigan
- General Manager Advisor, World Bank (2007-12)

31

**Genevieve SANGUDI**

| 37

**TANZANIA**

Deputy General Manager, Sub-Saharan Africa  
**THE CARLYLE GROUP**

- Macalester College, Columbia
- General Manager, ECP Nigeria (2004-11)

32

**Moulay ABASS**

| 37

**MAURITANIA**

Chief Executive Officer  
**BMCI**

- University of Nouakchott
- Chairman, Mauritanian Football Federation (2003-07)

33

**Kamal BUDHABHATTI**

| 37

**KENYA**

Chief Executive Officer  
**CRAFT SILICON**

- Autodidact
- Craft Silicon (since 2000)

34

**Sahbi OTHMANI**

| 36

**ALGERIA**

General Manager  
**NCA-ROUIBA**

- ESC Tunis, EDHEC Nice
- Sales Manager, NCA-Rouiba (2001-10)

35

**Badr ALIOUA**

| 34

**MOROCCO**

Chief Executive Officer  
**WAFI GESTION**

- Polytechnique Paris, Ponts Paris Tech
- Business Analyst, Attijariwafa Capital Markets (2006-08)

36

**Bony DASHACO**

| 36

**CAMEROON**

Chief Executive Officer  
**ACMAR MEDIA GROUP**

- London School of Business and Finance, University of Ibadan
- Acmar Media Group (since 2002)

37

**Ken NJORGE**

| 38

**KENYA**

Chief Executive Officer  
**CELLULANT**

- University of Strathmore
- Chief Executive Officer, 3mice (1999-2003)

38

**Jason NJOKU**

| 32

**NIGERIA**

Chairman  
**IROKO PARTNERS**

- University of Manchester
- Iroko Partners (since 2010)

39

**Mohamed BRIDAA**

| 39

**TUNISIA**

General Manager  
**MICROSOFT TUNISIA**

- University of Tunis El Manar
- Sales Manager, Microsoft North Africa (2008-11)

40

**Hadeel IBRAHIM**

| 31

**SUDAN**

General Manager  
**FONDATION MO IBRAHIM**

- Bristol University
- Fondation Mo Ibrahim (since 2006)



# RANKING

41



**Eric MBOMA**

| 40

**DRC**

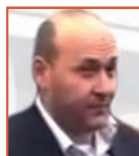


Chief Executive Officer

STANDARD BANK GROUP DRC

- MBA Institute, ESCP Europe, Harvard, Chicago Booth
- Head of Africa Commercial Activities Minerals Exploration, BHP Billiton Singapore (2010-12)

42



**Salim REBRAB**

| 37

**ALGERIA**



General Manager

NUMIDIS

- King's College, University of Lancaster, INSEAD
- General Manager, Cevital Food (2003-09)

43



**Hynd BOUHIA**

| 40

**MOROCCO**



Strategy and Development Director

CDG DÉVELOPPEMENT

- University of Casablanca, Centrale Paris, Harvard
- General Manager, Casablanca Stock Exchange (2007-13)

44



**Gachao KIUNA**

| 37

**KENYA**



Chief Executive Officer

TRANSCENTURY GROUP

- Imperial College of London, Cambridge
- Head of Sub-Saharan Africa, McKinsey & Co (2003-09)

45



**William NKONTCHOU**

| 40

**CAMEROON**



Investment Director

EMERGING CAPITAL PARTNERS

- Polytechnique Paris, Mines Paris Tech, Harvard
- Investment Director, Sindicatum (2005-08)

46



**Ladi DELANO**

| 33

**NIGERIA**



General Manager

BAKRIE DELANO AFRICA

- Autodidact
- Chief Executive Officer, Solidarnosc Asia (2004-11)

47



**Sami MAINICH**

| 39

**ALGERIA**



General Manager Maghreb

DOW CHEMICAL

- University of Haute-Alsace, ECPM Strasbourg
- Deputy Chief Executive Officer, Alliance Chimie Algérie (2006-11)

48



**Khanyi DHLOMO**

| 39

**SOUTH AFRICA**



Chief Executive Officer

NDALO MÉDIA

- University of Witwatersrand, Harvard
- Head of France, South Africa Tourism (2003-07)

49



**Safia HACHICHA**

| 37

**TUNISIA**



General Manager

SWICORP TUNISIA

- George Washington University, University of John Hopkins
- Executive Officer, Finance Ministry, Tunisia (2011-12)

50



**Gabriel CURTIS**

| 39

**GUINEA**



General Manager

APIP-GUINEA

- McGill, Columbia
- Risk and Capital Manager, BNY Mellon (2013-14)

51


**Michael KING'ORI MACHARIA**

| 39

KENYA



Chief Executive Officer  
SEVEN SEAS TECHNOLOGIES

- Strathmore University
- Sales and Marketing Manager, Comtech Systems (1998-2000)

52


**Elsie KANZA**

| 38

TANZANIA



Head of Africa  
WORLD ECONOMIC FORUM

- Williams College, University of Strathclyde, USIU
- Economic Advisor, President of Tanzania (2006-11)

53


**Karim Hassan SADEK**

| 40

EGYPT



General Manager  
CITADEL CAPITAL

- University of Reading
- General Manager, Arab Investment Company (2009-12)

54


**Lamia TAZI**

| 39

MOROCCO



General Manager  
SOTHEMA

- University of Liège
- Director attached to the Chairman Office, Sothema (1997-2000)

55


**Sim SHA GAYA**

| 39

NIGERIA



Chief Executive Officer  
KONGA ONLINE SHOPPING

- George Washington University, Dartmouth, Harvard
- Chief Executive Officer, E-motion Advertising Ltd (2006-12)

56


**Cyril ACHCAR**

| 37

MALI



General Manager  
GROUPE ACHCAR MALI INDUSTRIES

- ESC Rouen
- Deputy Chief Executive Officer, Achcar Group (2001-04)

57


**Yolanda CUBA**

| 37

SOUTH AFRICA



Strategy Director  
SABMILLER

- University of Cap, University of KwaZulu-Natal
- Chief Executive Officer, Mvelaphanda Group (2007-11)

58


**Youssef CHRAIBI**

| 38

MOROCCO



Chief Executive Officer  
OUTSOURCIA

- HEC Paris
- Senior Consultant, Umanis Consulting (2002-03)

59


**Charles NJENDU**

| 39

KENYA



Strategy Director  
DIMENSION DATA ASIA-PACIFIC

- University of Mississippi, MIT, Harvard, Wharton
- Strategy and Development Director ASEAN Business, IBM (2012-13)

60


**Chams DIAGNE**

| 39

SENEGAL



Head of Africa  
VIADEO

- ESIG Paris, IGS, University of Lille
- Business Development Director, Viadeo Europe (since 2006)

# RANKING

61



**Amy JADESIMI**

| 39

**NIGERIA**



General Manager  
**LADOL**

- Oxford, Stanford
- Head of Mergers & Acquisitions, Goldman Sachs (2000-03)

62



**Eskandar TOOMA**

| 37

**EGYPT**



Chief Financial Officer  
**ORASCOM DEVELOPMENT HOLDING**

- American University in Cairo, University of Adelphi, University of Brandeis
- Market Manager, Orascom Development Holding (2011-13)

63



**Magatte WADE**

| 38

**SENEGAL**



Chief Executive Officer  
**TIOSSAN SKIN CARE**

- ESG, Columbus University
- Chief Executive Officer, Adina Wolrd Beat Beverages (2004-09)

64



**Yemi BABINGTON-ASHAYE**

| 39

**NIGERIA**



Director of the Global Shapers Communities  
**WORLD ECONOMIC FORUM**

- Richmond, Emile Woolf College, Harvard, MIT
- Project Manager, GE Capital London (2011)

65



**Ismael KONE**

| 37

**IVORY COAST**



General Manager  
**ARMAJARO TRADING GROUP**

- University of Toulouse, ESG
- Business Manager, Bridge Bank Group Ivory Coast (2005-07)

66



**James MWORIA**

| 36

**KENYA**



General Manager  
**CENTUM INVESTMENT COMPANY**

- University of Strathmore, University of Nairobi
- Investment Director, TransCentury (2007-08)

67



**Adnane OUSSIDHOUM**

| 37

**ALGERIA**



General Manager  
**AVENDIS GROUP**

- HEM, IAE Toulouse
- Country Manager Algeria, Procter & Gamble (2011-13)

68



**Vérone MANKOU**

| 27

**REPUBLIC OF CONGO**



Chief Executive Officer  
**VMK**

- Associate Degree in Computer Science
- Advisor, Ministry of Posts and Telecommunications, Republic of Congo (2009-12)

69



**Eric KACOU**

| 39

**IVORY COAST**



General Manager  
**ESPARTNERS**

- HEC Montreal, ESSEC, Wharton, Harvard
- General Manager, OTF Group (2004-10)

70



**Moatlhodi LEKAUKAU**

| 38

**BOTSWANA**



Chief Executive Officer  
**STANDARD CHARTERED BANK BOTSWANA**

- University of Cape Town
- Head of Mergers & Acquisitions, Deloitte & Touche South Africa (2000-12)



71

**Alassane DOUMBIA**

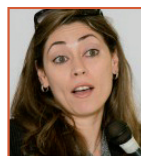
| 38

**IVORY COAST**

Investments and Projects Director  
SIFCA

- ISC Paris
- Projects and Finance Director, Sifca (2008-13)

72

**Minoush ABDEL-MEGUID**

| 38

**EGYPT**

Chief Executive Officer  
UNION CAPITAL INCORPORATED

- American University in Cairo, Wharton, Harvard
- Advisor to the Chairman, Egyptian Capital Market Authority (2005-07)

73

**Raisibe LEPULE**

| 37

**SOUTH AFRICA**

General Manager  
TRANSNET PROPERTY

- University of KwaZulu-Natal, University of Stellenbosch
- Deputy General Manager: Transport Entreprises, Departement of Public Entreprises (2011-12)

74

**Majid IRAQI**

| 37

**MOROCCO**

General Manager  
TAQA NORTH AFRICA

- University of Michigan
- Chief Financial Officer, CMS Energy Morocco (2005-07)

75

**Monica KALONDO**

| 38

**NAMIBIA**

General Manager  
STIMULUS PRIVATE EQUITY

- University of Namibia
- Head of Advisory Services, Nedbank Capital (2003-05)

76

**Amine BERRADA-SOUNNI**

| 40

**MOROCCO**

Chairman  
FENAGRI

- Duke
- General Manager, Cafés Ennasr (1997-2002)

77

**José Filomeno DOS SANTOS**

| 36

**ANGOLA**

Chairman  
FSDEA

- University of Westminster
- Chairman, African Innovation Foundation (2010-13)

78

**Samir KAROUM**

| 38

**ALGERIA**

Chairman  
ALSTOM ALGERIA

- ESTP Paris
- General Manager, Areva T&D Algeria (2009-11)

79

**Tiaan BAZUIN**

| 38

**SOUTH AFRICA**

Chief Executive Officer  
NAMIBIAN STOCK EXCHANGE

- University of North-West
- Listings Manager, Namibian Stock Exchange (2011-13)

80

**Nuradin OSMAN**

| 37

**SOMALIA**

General Manager Middle East and Africa  
AGCO CORPORATION

- University of Mogadiscio
- Assistant to the Chairman, AGCO Corporation (2007-12)

# RANKING

81



**Rachid KETTANI**

| 33

**MOROCCO**



Chief Financial Officer  
**ATTIJARIWABA BANK**

- Centrale Paris
- Strategy and Development Director, AWB (2008-11)

82



**Valentina DA LUZ GUEBUZA**

| 33

**MOZAMBIQUE**



General Manager  
**FOCUS 21**

- University of Maputo
- Focus 21 (since 2001)

83



**Fred SWANIKER**

| 36

**GHANA**



Chief Executive Officer  
**AFRICAN LEADERSHIP ACADEMY**

- Stanford
- Consultant, McKinsey & Co (2001-05)

84



**Olivier AVOA**

| 40

**IVORY COAST**



Country Manager  
**SAMSUNG ELECTRONICS IVORY COAST**

- University of Abidjan, ESC Abidjan, Hult
- Deputy Chief Executive Officer, Afric Xpress Services (2012-13)

85



**Monica MUSONDA**

| 37

**ZAMBIA**



Chief Executive Officer  
**JAVA FOODS**

- University of Zambia, University of London
- General Counsel, Dangote Group (2008-11)

86



**Adelane MECELLEM**

| 38

**ALGERIA**



Chief Executive Officer  
**AXA ASSURANCE ALGERIA**

- University of Cape Town, Polytechnique Alger, Polytechnique Paris
- General Manager, AXA Insurance Damage (2009-11)

87



**Moremi MARWA**

| 38

**TANZANIA**



Chief Executive Officer  
**DAR ES SALAM STOCK EXCHANGE**

- University of Dar Es Salam
- Chief Executive Officer, Tanzania Securities (2010-13)

88



**Bethlehem TILAHUN ALEMU**

| 34

**ETHIOPIA**



General Manager  
**BOSTEX PLC**

- University of Addis Ababa
- Bostex PLC (since 2004)

89



**Alan KNOTT-CRAIG Jr.**

| 36

**SOUTH AFRICA**



Chief Executive Officer  
**PROJECT ISIZWE**

- University of Port Elizabeth
- Chief Executive Officer, WOA (2010-12)

90



**Ndidi NWUNELI**

| 39

**NIGERIA**



General Manager  
**LEAP AFRICA**

- Wharton, Harvard
- General Manager, FATE Nigeria (2000-02)

91


**Patrick NGOWI**

| 28

**TANZANIA**


Chairman

**HELVETIC GROUP**

- University of Denzhou
- Helvetic Group (since 2007)

92


**Vinny LINGHAM**

| 35

**SOUTH AFRICA**


General Manager

**GYFT**

- University of Cape Town, Damelin Collège
- Chief Executive Officer, Yola Inc. (2007-11)

93


**Mamadou TOURE**

| 36

**CAMEROON**


Chief Executive Officer

**AFRICA 2.0**

- EDHEC Lille
- Investment Director Sub-Saharan Africa, IFC (2004-11)

94


**Ori OKOLLOH**

| 37

**KENYA**


Director of Investments

**OMIDYAR NETWORK**

- University of Pittsburg, Harvard
- Strategy Director Sub-Saharan Africa, Google (2011-13)

95


**Anteneh ASSEFA**

| 39

**ETHIOPIA**


General Manager

**ETHIOPIA COMMODITY EXCHANGE**

- University of Addis Ababa, University of Paris
- Operations Manager, Bank of Abyssinia (2007-12)

96


**Akin MONEHIN**

| 37

**NIGERIA**


Head of Logistics Strategy

**SHELL NIGERIA**

- University of Lagos, University of Dundee, Chicago Booth
- Head of Land Logistics, Shell Nigeria (2012-14)

97


**Tara FELA-DURUTOYE**

| 36

**NIGERIA**


Chief Executive Officer

**HOUSE OF TARA INTERNATIONAL**

- University of Lagos
- House of Tara International (since 1999)

98


**Alfred OMBUDO K'OMBUDO**

| 35

**KENYA**


Coordinator, EAC Common Market

**WORLD BANK**

- University of Nairobi, USIU
- Associate Director, Prosperity Capital Management (2008-09)

99


**Greg MARCHAND**

| 39

**ZAMBIA**


Chief Executive Officer

**GIZMOS SOLUTIONS ZAMBIA**

- Morehouse College
- Chairman, American Chamber of Commerce in Zambia (2011-12)

100


**Sibongile SAMBO**

| 39

**SOUTH AFRICA**


Chief Executive Officer

**SRS AVIATION**

- University of Zululand, University of South Africa
- Human Resources Director, De Beers Consolidated Mines (2003-04)

**R**RANKING

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Choiseul  
200  
AFRICA

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for Tomorrow**



# RANKING



**Sherife ABDELMESSIH**

| 33

**EGYPT**



Chief Executive Officer

**FUTURE ENERGY CORPORATION**

- MIT
- Future Energy Corporation (since 2009)



**Kennedy BUNGANE**

| 40

**SOUTH AFRICA**



Chief Executive Officer

**PEMBANI**

- University of Natal, University of Pretoria, Harvard
- Strategy Director, ABSA (2012-14)



**Houda CHAFIL**

| 39

**MOROCCO**



General Manager

**MAGHREB TITRISATION**

- Hassania TP, ENPC Paris
- Financial Strategy Director, CDG Developpement (2007-11)



**Edwin DANDE**

| 37

**KENYA**



Chief Executive Officer

**BRITISH AMERICAN ASSET MANAGERS**

- University of Monmouth, Wharton
- Development Director, Centum Investment Company (2009-11)



**Kadidiatou FADIKA-COULIBALY**

| 40

**IVORY COAST**



General Manager

**SGI HUDSON & CIE**

- University of Toulouse, University of Howard
- Capital Market Manager, SGI Hudson & Cie (2008-12)



**Adel HADDOUD**

| 36

**ALGERIA**



General Manager

**LAFARGE ALGERIA**

- ENSAE, INSEAD
- Project Manager, Mc Kinsey & Co (2008-12)



**Razia KHAN**

| 37

**BOTSWANA**



Africa Head of Economics

**STANDARD CHARTERED BANK**

- London School of Economics
- Analyst, Standard Chartered Bank (2006-08)



**Pape NDAW**

| 37

**SENEGAL**



General Manager Africa

**TE CONNECTIVITY**

- University of Bordeaux, HEC, Berkeley
- Strategy and Development Director, TE Connectivity (2013-14)



**Isis NYONG'O**

| 35

**KENYA**



General Manager

**ASPHALT & INK**

- Stanford, Harvard
- General Manager Africa, InMobi (2011-13)



**Ralph OLAYE**

| 38

**BENIN**



Head of Delivery and Performance

**AFRICAN DEVELOPMENT BANK**

- Centrale, MIT, HEC Paris
- Director NEPAD, African Development Bank (2011-13)

**Kamil OLUFOWOBI**

| 34

**NIGERIA**

Director of Acceptance Development  
**MASTERCARD WEST AFRICA**

- New Jersey Institute of Technology, Rutgers
- Head, Retail Products & Sales, Nigeria, United Bank for Africa (2009-11)

**Tony SMITH**

| 27

**CAMEROON**

Chief Executive Officer  
**LIMITLESS CORPORATION**

- University of Seattle
- Project Manager, Microsoft (2009-11)

**Sandro AFRICANO**

| 38

**ANGOLA**

General Manager  
**BANCO DE NEGOCIOS INTERNACIONAL**

- University of Lisbon
- Deputy Director, Banco de Negocios Internacional (2007-11)

**Rania ALMASHAT**

| 39

**EGYPT**

Sub-Governor for Monetary Policy Departement  
**CENTRAL BANK OF EGYPT**

- University of Maryland, American University in Cairo
- Economist, IMF (2001-05)

**Anne AMUZU**

| 29

**GHANA**

Chief Executive Officer  
**NANDIMOBILE**

- University of Kwame, MEST Ghana
- Nandimobile (since 2010)

**Christian BWAKIRA**

| 33

**MAURITIUS**

General Manager  
**VISA MAURITIUS**

- University of Mercer, University of Long Beach
- Development Manager, Visa (2012-13)

**Brenda BWALYA-THOLE**

| 37

**ZAMBIA**

General Manager  
**AIRTEL MOBILE COMMERCE ZAMBIA**

- University of London, University de Nottingham, Duke
- Investment Director, Barclays Bank Plc (2011-13)

**Hicham EL AMRANI**

| 34

**MOROCCO**

General Secretary  
**THE AFRICAN FOOTBALL CONFEDERATION**

- CIES
- Deputy General Secretary, The Asian Football Confederation (2009-10)

**Regis GATARAYIHA**

| 35

**RWANDA**

General Manager  
**RWANDA UTILITIES REGULATORY AUTHORITY**

- University of Tshwane
- Deputy General Manager Rwanda Utilities Regulatory Authority (2010-11)

**Yassir LAMRANI**

| 36

**MOROCCO**

General Manager  
**CASANET SA**

- Sciences Po Paris
- Director Media Departement, Casanet (2006-13)

# RANKING

☆☆



**Swaady MARTIN-LEKE**

| 36

**IVORY COAST**



General Manager

YSWARA

- HEC Lausanne, HEC Paris, London School of Economics
- Market Manager, Pagatech (2010-11)

☆☆



**Nazmeera MOOLA**

| 36

**SOUTH AFRICA**



Strategy Director

INVESTEC ASSET MANAGEMENT

- University of Cape Town
- Investment Director, Macquarie Bank (2007-13)

☆☆



**Mike NYINAKU**

| 37

**GHANA**



Chief Executive Officer

THE BEIGE GROUP

- IPS Ghana
- Consultant, OIC International Ghana (2002-08)

☆☆



**Ismael NZOUEMOM**

| 31

**CAMEROON**



Chief Executive Officer

I-DISPO

- University of Bandjoun, Galilée Institute, CNAM Paris
- Consultant, Microsoft France (2007-10)

☆☆



**Alex OKOSI**

| 39

**NIGERIA**



General Manager

VIMNA

- University of Vermont, UCLA
- International Development Director, Viacom (2005-08)

☆☆



**Nakoulima OUSSEYNOU**

| 36

**SENEGAL**



Chief Executive Officer

BICIS

- Polytechnique Paris, Mines Paris Tech, Harvard
- Head of Corporate Banking, BICIS (2010-12)

☆☆



**Dara OWOYEMI**

| 32

**NIGERIA**



General Manager

AVCA AFRICA

- University of London, London Business School
- Investment Manager, Lehman Brothers (2011-13)

☆☆



**Sharla PILLAY**

| 39

**SOUTH AFRICA**



General Manager

TRANSNET PIPELINES

- University of Kwazulu-Natal
- Chief Financial Officer, Transnet Port Terminal (2009-12)

☆☆



**Percy RADITLADI**

| 37

**BOTSWANA**



Chief Executive Officer

HOMECE INVESTMENTS

- University of Cape Town
- Chairman, Botswana National Sports Council (2012-13)

☆☆



**Harijoana RANDRIARIMALALA**

| 35

**MADAGASCAR**



Chief Executive Officer

ELITE GROUPE

- Autodidact
- Elite Groupe (since 2003)



☆☆


**Juliana ROTICH**

| 37

KENYA



General Manager  
USHAHIDI

- University of Missouri, MIT
- Project Manager, Ushahidi (2008-11)

☆☆


**Gilbert SAGGIA**

| 37

KENYA



General Manager  
ORACLE KENYA

- University of Nairobi, University of Tulane
- Head of East Africa, Cisco Systems (2011-13)

☆☆


**Moses SILOKO SIASIA**

| 32

NIGERIA



Chief Executive Officer  
MOSILO GLOBAL SERVICES

- University of Kansas, University of Bradford
- Mosilo group (since 2009)

☆☆


**Varsay SIRLEAF**

| 33

LIBERIA



Investement Director  
INTERNATIONAL FINANCE CORPORATION

- University of Manhattanville, University of Northwestern
- Chief Executive Officer, SKS Rubber (2007-10)

☆☆


**Gerald WAMALWA**

| 38

KENYA



Chief Executive Officer  
MELLECH GROUP

- University of Nairobi
- Chief engineer, Plan international (2000-02)

☆☆


**Ghislain YUMBA**

| 40

DRC



General Manager  
SHALINA RESOURCES MINING

- University of Lubumbashi
- General Manager, Etoile Mine (2003-08)

☆


**Seth AKUMANI**

| 30

GHANA



Chief Executive Officer  
CLAIMSYNC

- University of Ghana
- Customers Manager, ClaimSync (since 2011)

☆


**Biola ALABI**

| 40

NIGERIA



General Manager : special projects  
M-NET IN AFRICA

- University of Cincinnati, Harvard
- General Manager, M-Net in Africa (2008-2014)

☆


**Renaud ALLOGHO-AKOUÉ**

| 36

GABON



General Secretary  
GROUPE OGAR

- University of Nantes, University of Toulouse, HEC
- Project Manager, PwC (2007-10)

☆


**Nana-Aissa ANGO KOUSSA**

| 40

NIGER



General Manager  
BANQUE ATLANTIQUE NIGER

- University of Dakar
- Development Director, Banque Atlantique Niger (2005-09)

# RANKING



**Esi ANSAH**

| 34

**GHANA**



Chief Executive Officer  
**AXIS HUMAN CAPITAL**

- University of Florida, University of Chicago, University of Rutgers
- Axis Human Capital (since 2008)



**Gisèle ASSEMIAN**

| 30

**IVORY COAST**



Managing Director  
**THE CORPORATE SQUARE**

- London School of Management
- Administrative Manager, Randgold Resources Ivory Coast (2008-11)



**Brelotte BA**

| 36

**SENEGAL**



Chief Executive Officer  
**ORANGE NIGER**

- Polytechnic Paris, Ponts Paris Tech
- Operations Manager, Sonatel (2011-12)



**Nabile BACCOUCHE**

| 36

**TUNISIA**



Head of Middle East & Africa  
**SYNIVERSE**

- University of Louvain
- Head of wholesale & International, Telecom-Dubai Holding (2007-11)



**Tchern BALDÉ**

| 33

**GUINEA**



Chief Executive Officer  
**JOB2DAY**

- National Engineering School
- Job2Day (since 2010)



**Youssef BARRADI**

| 36

**MOROCCO**



Marketing Director  
**LESIEUR-CRISTAL**

- INPG Grenoble, EM Lyon
- Brand Manager, Procter & Gamble North Africa (2009-10)



**Bagoré BATHILY**

| 38

**SENEGAL**



General Manager  
**LLB**

- University of Louvain, University of Liège
- Veterinary (2003-06)



**Madjisse BERINGAYE**

| 29

**CHAD**



General Manager  
**BNM & ASSOCIATE**

- University of Paris
- Brand Manager, L'Oréal Paris (2010-12)



**Mohamed BERRADA**

| 34

**MOROCCO**



General Manager  
**YASMINE IMMOBILIER**

- HEC Paris, ESSEC
- Development Director, Ghita immobilier (2006-10)



**Philip BESIIMIRE**

| 37

**UGANDA**



Chief Executive Officer  
**MTN SOUTHERN SUDAN**

- University of Makerere
- Market Manager, MTN Zambia (2012-13)

**Eric BOUNDONO**

| 33

**GABON**

Chief Executive Officer  
VOCALCENTRE

- ESG Paris
- Vocalcentre (since 2008)

**Rafik BOUSSA**

| 35

**ALGERIA**

General Manager  
GRANT THORNTON ALGERIA

- ESB Algeria
- Investment Director, AFC El Djazair (2007-11)

**Daouda COULIBALY**

| 34

**MALI**

Chief Executive Officer  
TRAINIS

- University of Paris
- Trainis (since 2008)

**Jay CURRIE**

| 39

**SOUTH AFRICA**

General Manager  
TASTE FOOD DIVISION

- University of Natal
- E-commerce Director Massmart (2012-13)

**Paulino DIAS**

| 37

**CAPE VERDE**

Chief Executive Officer  
PD CONSULT

- University of Fluminense, Oxford
- Project Manager, Creditinfo Group (2011-12)

**Sirandou DIAWARA**

| 39

**MALI**

Chief Executive Officer  
SO DA

- ENSA, Charenton Architect School
- SO DA (since 2005)

**Denis DILLIP**

| 37

**TANZANIA**

Chairman  
CANACO TANZANIA

- University of Dar Es Salam
- Geologist, Canaco Tanzania (2006-12)

**Mokhlis Habti EL-IDRISSI**

| 40

**MOROCCO**

Investment Manager  
MAROCINVEST

- ESIG Rabat, SupInfo Casablanca, HEC Montreal
- Investment Manager, BMCE Bank (2005-12)

**Folahanmi FAGBULE**

| 34

**NIGERIA**

Development Director  
AFRICA FINANCE CORPORATION

- University of Lagos
- Advisor to the Chairman, AFC (2009-11)

**Geoffrey GANGLA**

| 38

**KENYA**

General Manager  
PAMOJA CAPITAL

- University of Strathmore, University of Kenyatta
- Investment Director, Equity Investment Bank (2009-10)

# RANKING



**Adama GOROU**

| 35

**IVORY COAST**



Chief Executive Officer

**A+ COACHING**

- Polytechnique Abidjan
- Co-Director West Africa, Voxafrica (2012-13)



**Nassim HALLAL**

| 39

**ALGERIA**



Business Intelligence Manager

**SONATRACH**

- Polytechnique Alger, Algerian Petroleum Institute
- Deputy Director to the Chairman Office, Sonatrach (2010-12)



**Cédric HOMBOUHRY**

| 36

**GABON**



Director Middle East & Africa

**XLS SYSTEMS**

- University of Paris, La Rochelle Engineering School
- World Forecast Manager, Shiseido (2011-13)



**Abasiama IDARESIT**

| 34

**NIGERIA**



Chief Executive Officer

**WILD FUSION**

- Manchester Business School, London School of Economics
- Head of Africa, Wild Fusion (2008-14)



**Davith KAHWA**

| 38

**TANZANIA**



Chief Executive Officer

**CREDITINFO**

- University of Dar Es Salam
- Chief Executive Officer, Equip GRC (2007-14)



**Steven KAPOLOMA**

| 37

**MALAWI**



Director of Corporate Affairs

**MALAWI REVENUE AUTHORITY**

- University of Malawi, University of Botswana
- Public Affairs Manager, Malawi Revenue Authority (2006-12)



**Minnie KIBUTA**

| 36

**TANZANIA**



Deputy Head

**NBC TANZANIA**

- University of California, University of Leicester
- Deputy General Manager, Ecobank Tanzania (2010-11)



**Thierry KIENTEGA**

| 29

**BURKINA FASO**



Chief Executive Officer

**AFROMANIA**

- University of Chouaib Doukkali, Telecoms Rennes
- Afronomia ( since 2010)



**Andries Benjamin LA GRANGE**

| 39

**SOUTH AFRICA**



Chief Financial Officer

**STEINHOFF INTERNATIONAL HOLDINGS**

- University of Pretoria
- Chief Financial Officer, Steinhoff Southern Hemisphere (2003-09)



**Sofiane LAHMAR**

| 37

**ALGERIA**



Investment Manager

**DEVELOPMENT PARTNERS INTERNATIONAL**

- University of Paris, Brandeis University
- Co-Chief of Investment, Kingdom Zephyr Africa (2005-10)



|   |   |  |  |  |
|---|---|--|--|--|
| ☆ |    | <b>Cyrille LAVOISIER KEMAYOU</b>   33   CAMEROON      | Commercial & Corporate Services Director<br>IHS TOWERS CAMEROUN    | <ul style="list-style-type: none"> <li>University of Yaounde</li> <li>Deputy Head, Unipal Central Africa (2011-12)</li> </ul>  |
| ☆ |    | <b>Wafa MAKHLOUF SAYADI</b>   38   TUNISIA            | Chief Executive Officer<br>PROCLEAN                                | <ul style="list-style-type: none"> <li>University of Tunis</li> <li>Proclean (since 2003)</li> </ul>   |
| ☆ |    | <b>Joseph MAHOUTIN AKLÉ</b>   39   BENIN              | Chief Executive Officer<br>SUDCOM                                  | <ul style="list-style-type: none"> <li>CNAM Paris</li> <li>Commercial Director, Atlantique Télécom Togo (2009-10)</li> </ul>   |
| ☆ |    | <b>Susan MASHIBE</b>   39   TANZANIA                  | Chief Executive Officer<br>VIA AVIATION                            | <ul style="list-style-type: none"> <li>University of Michigan</li> <li>VIA Aviation (since 2003)</li> </ul>  |
| ☆ |  | <b>Radia MCHIRGUI</b>   39   TUNISIA                | Chief Executive Officer<br>3E - ENERGY AND ENVIRONMENT ENGINEERING | <ul style="list-style-type: none"> <li>ENIT, University of Stuttgart</li> <li>3E (since 2003)</li> </ul>   |
| ☆ |  | <b>Jean-Louis MENANN-KOUEME</b>   38   IVORY COAST  | Deputy Head<br>BICI GUINEA   | <ul style="list-style-type: none"> <li>ENCG Agadir, Essec</li> <li>Deputy Head Africa, BNP Paribas (2009-12)</li> </ul>  |
| ☆ |  | <b>Alpha MENGISTU</b>   31   ETHIOPIA               | General Manager<br>DIAGEO ETHIOPIA                                 | <ul style="list-style-type: none"> <li>University of Pennsylvania, Harvard</li> <li>Strategy Director, Diageo Africa (2011-13)</li> </ul>  |
| ☆ |  | <b>Khalid MISELLATI</b>   37   LIBYA                | General Manager<br>BURKINA COMMERCIAL BANK                         | <ul style="list-style-type: none"> <li>University of Cairo</li> <li>Head of Sub-Saharan Africa, UBAF (2011-13)</li> </ul>  |
| ☆ |  | <b>Busisa MOYO</b>   36   ZIMBABWE                  | Chief Executive Officer<br>UNITED REFINERIES                       | <ul style="list-style-type: none"> <li>University of South Africa, University of Navarre</li> <li>Chief Executive Officer, Moyoyo Africa Financial Advisory (2008-11)</li> </ul> |
| ☆ |  | <b>Ken MWENDA GIKUNDA</b>   38   KENYA              | Chief Executive Officer<br>EMOBILIS                                | <ul style="list-style-type: none"> <li>University du Queens, University of Victoria</li> <li>Development Director, Barclays Bank Kenya (2008-11)</li> </ul>                      |

# RANKING



**Iman NAGUIB**

| 36

**EGYPT**



Chief Financial Officer  
**LAMANCHA**

- Cass Business School
- Investment Director, Accelero Capital (2011-12)



**Mélanie NAIDOO-VERMAAK**

| 38

**SOUTH AFRICA**



Head of Sustainable Development  
**HARMONY GOLD MINING**

- University of Johannesburg, University of Queensland
- Head of Sustainable Development, Eskom (2008-09)



**Luca NEGHESTI**

| 38

**TANZANIA**



Chief Executive Officer  
**JEFAG LOGISTICS TANZANIA**

- University of South Carolina
- General Manager, Omni Trade Group (2003-05)



**Christian NGAN**

| 30

**CAMEROON**



Chief Executive Officer  
**GOLDSKY PARTNERS**

- University of Paris, EMLyon
- Investment Director, Finderod (2011-12)



**Chika NWOBI**

| 37

**NIGERIA**



General Manager  
**L5LAB**

- University of Tennessee, University of Tsinghua
- Chief Executive Officer, Mtech Communications (2001-08)



**Fabrice NZE-BEKALE**

| 40

**GABON**



General Manager  
**SOCIÉTÉ ÉQUATORIALE DES MINES**

- University of Paris, London Business School
- Telecom & Media Director, Standard Bank Plc (2008-12)



**Aurida OUCHENIR**

| 39

**ALGERIA**



Chief Financial Officer  
**HENKEL FRANCE BeNeLux**

- Rouen Business School
- Financial Director, Henkel Algeria (2010-12)



**Julius OWUSU-KYEREMATEN**

| 32

**GHANA**



Strategy Manager  
**VODAFONE GHANA**

- Columbia, INSEAD
- Marketing Director, Vodafone Ghana (2013)



**Harinjaka RATOZAMANANA**

| 34

**MADAGASCAR**



Chief Executive Officer  
**HABAKA**

- University of Aix-Marseille
- Web Consultant, Goto Madagascar (2011-12)



**Vickie REMOE**

| 30

**SIERRA LEONE**



General Manager  
**MAGIC UNLTD**

- Haverford College, Columbia
- Creative Director, How4Do Productions (2008-12)

**Kabir RUHEE**

| 36

**MAURITIUS**

General Manager

ROGERS TECHNOLOGIES

- University of Aix-Marseille, INSA Toulouse
- General Manager, Enterprise Information Solution (2009-12)

**Adema SANGALE**

| 35

**KENYA**

North America Communication Director

PROCTER &amp; GAMBLE

- USIU, Oxford
- General Manager, Procter & Gamble East Africa (2011-13)

**Jean-Marc SAVI DE TOVÉ**

| 40

**TOGO**

Investment Director

CAURIS MANAGEMENT

- University of Lyon
- Investment Director Africa, CDC Group Plc (2006-11)

**Haroun SIDIYA**

| 37

**MAURITANIA**

Chief Executive Officer

ATLANTIC TELECOM MAURITANIA

- University of Louisiana, University of Cincinnati
- General Manager, Mauritania Telecom Solution (2006-12)

**Anisse TERAÏ**

| 30

**ALGERIA**

Investment Director

ITFC-IDB GROUP

- HEC Alger, Sciences Po Paris, ENA
- Assistant Dean, Sciences Po Paris (2011-12)

**Danladi VERHEIJEN**

| 37

**NIGERIA**

General Manager

VEROD CAPITAL MANAGEMENT

- Calvin college, Harvard, Stanford
- Transactions Manager, Citibank Nigéria (2006-08)

**Mohamed YACOUBI**

| 36

**MAROCCO**

General Manager

PALMERAIE DÉVELOPPEMENT

- Centrale Lyon, University of Pennsylvania, HEC Montréal
- Director of Strategy & Development, Palmeraie développement (2011-13)

**Abidine YATTARA**

| 38

**MALI**

Chief Executive Officer

SESG

- Autodidact
- SESG (since 2003)

**Arthur ZANG**

| 27

**CAMEROON**

Chief Executive Officer

HIMORE MEDICAL EQUIPMENTS

- Polytechnique Yaoundé
- Himore Medical Equipments (since 2010)

**Ilan ZWARENSTEIN**

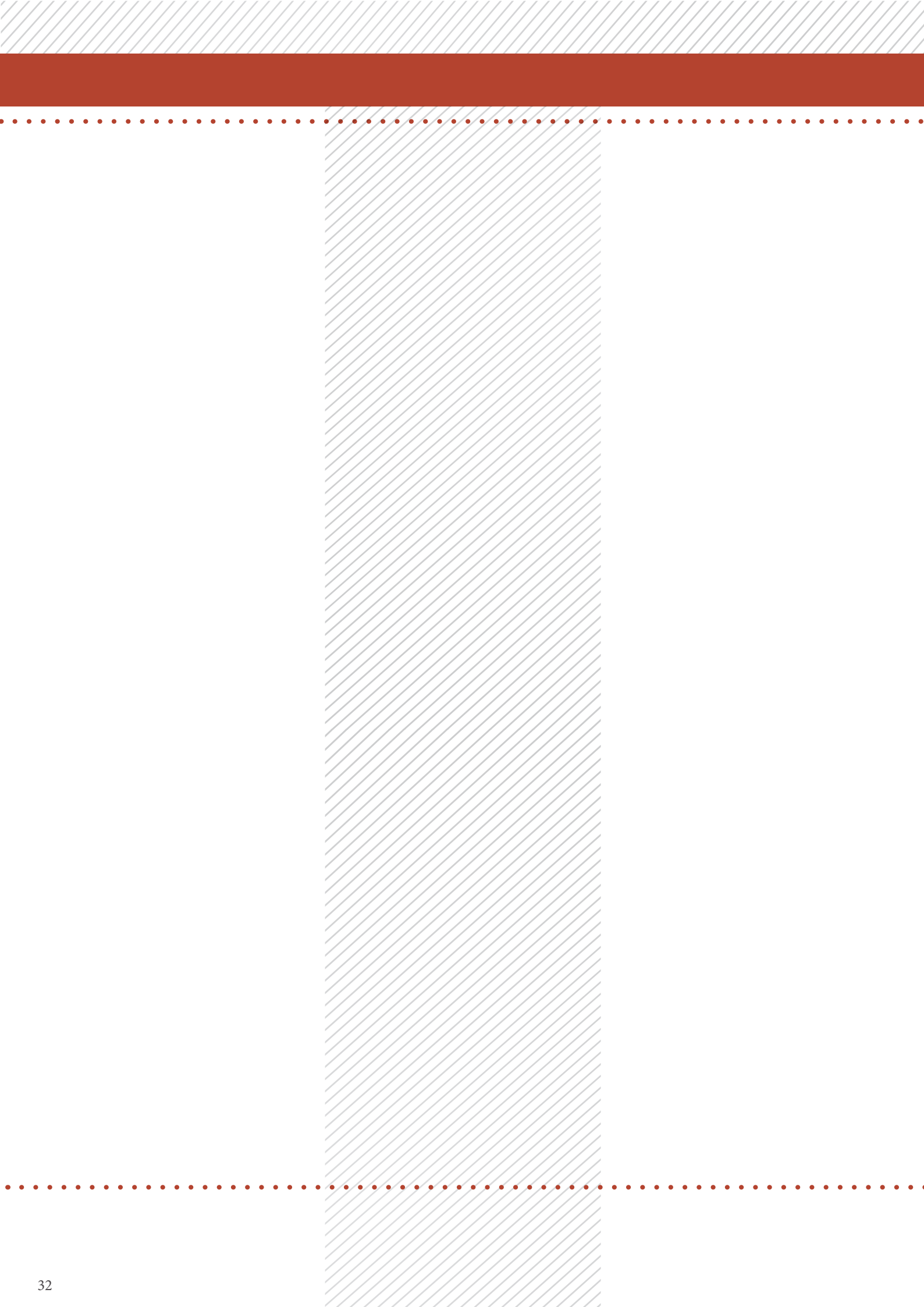
| 37

**SOUTH AFRICA**

Chief Financial Officer

MASSMART HOLDINGS

- University of Witwatersrand
- Financial Director, Massmart (2005-12)





# PARTNERS



**Economic Leaders  
for Tomorrow**

## The word from

### Emmanuel Pitron

Secretary-general, RATP



## RATP's ambitions in Africa

For many decades, RATP has worked on the construction of several large metro networks throughout the world: Mexico, Cairo, Santiago, Montreal, etc.

Its presence around the world has, in effect, become more pronounced since 2010 when 16 companies, stemming from the transfer to Veolia of RATP's financial involvement within Transdev, were grouped together with RATP Dev. Created in 2002, this subsidiary positions itself on calls for tender for urban transport operating contracts on projects which we target as high priority. The goal is clear: controlled and profitable growth.

RATP Dev experienced its first successes in Africa: in 2010 the company put the Gautrain in service, a railway connection between Pretoria and Johannesburg, at the end of 2011 the Algiers metro, then between December 2012 and July 2013 the tramways of Casablanca, Oran and Constantine.

In Africa, we are particularly interested in Algeria and Morocco where there is a true awareness to launch – and finance – integrated urban policies, linking transport, jobs and housing. On the rest of the continent, we look towards opportunities with large consortium projects.

We equally listen to the needs coming from sub-Saharan Africa. Through our subsidiary RATP-I, we can offer these countries technical assistance contracts. In Guinea, for example, we have participated in the improvement of the Conarky bus network for a year. In 2013, we also trained the drivers of the new Kinshasa bus network. South of the Sahara, where 60% of the population will be living in cities by 2050, the putting in place of bus networks with reserved lanes and a high level of service is a strategic step before the development of heavier infrastructures like the tramway or the train.

Moreover, RATP has sold more than 100 used buses over five years, mainly in the Ivory Coast, Cameroon, Morocco and very recently in Tunisia and Mauritania.

Finally, let's remember that on the African continent, more than elsewhere, public transportation is essential to the mobility of the populations, to their access to jobs, to education and health. Mass transport increases the attractiveness of the territories and the quality of life of the city dwellers who are often deprived of basic infrastructures. RATP, as a public enterprise, is very proud to take part in public interest missions, and even more so in disadvantaged urban areas.

## The word from

### Bris Rocher

Chief Executive Officer, Yves Rocher



@Gwenael Salio

## Our ambition for Africa

Africa's rapid growth is changing the rules of the game. In fact, out of the thirty fastest growing countries on the planet, fifteen are in Africa. What's more, Africa's population has risen from fewer than 200 million inhabitants in 1950 to one billion today, increasing to two billion by 2050.

The continent has a growing middle class which is keen to enjoy the benefits offered by consumer goods. Africans are also increasingly likely to migrate towards the continent's emerging megalopolises. In fact, the percentage of people living in cities is higher than in India. What's more, 50% of Africans will live in urban areas by 2030 - and an urban Africa is an accessible Africa.

The economy is now becoming increasingly diverse. The telecommunications, financial and processing industries are starting to weigh more heavily against the traditional mining and agricultural sectors, which are vulnerable to predatory business practices and managerial short-termism. Consumption and retailing are, more than ever before, the drivers of growth.

Increasingly open to the opportunities and challenges of globalisation, Africa's highly qualified and educated younger generation can hold its own against its counterparts in Europe and Asia. Understandably, Africa's youth wants to play a full role in consumer society and the prospect of well-being that it offers.

The Yves Rocher Group intends to support these aspirations.

France's favourite company<sup>1</sup>, Yves Rocher is one of the world's leading producers of cosmetic products. More than 40 million women around the world - from Europe to Asia and Africa - put their trust in Yves Rocher.

Passionate about the botanical world, our ambition at Yves Rocher has always been to work in harmony with the environment, as each tree and each plant does in nature.

This vision, dedicated to the beauty of women began in the beautiful land of la Gacilly, France, and guides us every day across the world and is embodied in our botanical beauty.

The Yves Rocher Group's ambition is to support women keen to achieve personal well-being across Africa.

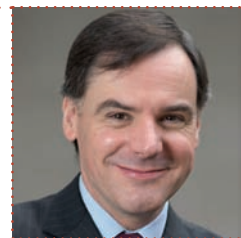
I welcome the initiative taken by the Institut Choiseul, which, through this unprecedented ranking, is nurturing the talent and potential of a continent that simply wants to grow and develop, and of young people whose main aspiration is to be consumers in a globalised world and authors of their own economic and social success. It's important to underline the large number of women included in this ranking, because they are undoubtedly the best that Africa will have to offer in the future.

1. For the tenth time, based on the *Image Index of 30 companies*, taken from the quarterly *Image Tracking Posternak-Ifop* June 2014 / Posternak-Ipsos 2011-2012.

## The word from

### Michel Jacob

Managing Partner Southwest Europe & Africa,  
Roland Berger



## Roland Berger and Africa

Africa has emerged onto the global scene as a pole of global growth, supported by reforms, demography, and a specific entrepreneurial spirit. Africa deserves the full attention of decision makers not just tomorrow but already today.

Founded in 1967, Roland Berger Strategy Consultants, one of the leading global consultancy firms, and the only one of European origin, has been very active in Africa for several years. Based on its international experience, the firm now operates in more than 25 countries on the African continent. Its dedicated team to Africa and its two offices on the continent are composed of experts in many industries and fields.

Its strategy is now based on three pillars, meeting specific characteristics and challenges of the African continent.

Because many African countries are in desperate need of changing their business models and improving skills of their senior civil service, Roland Berger Strategy Consultants provides support to departmental strategies

and State modernization solutions, as well as a support for large infrastructure projects: transition to a knowledge economy (education, training ...), access to water, management of rural-urban migration, access to health coverage, are all crucial issues where tailored solutions must be proposed.

Because Africa's economic development is today based on a few key sectors, mature and highly internationalized such as energy, finance, consumer goods and telecommunications, Roland Berger Strategy Consultants helps companies in building their African strategy, especially to enable the skills transfer to the specificities of the African continent.

Finally, because the growth and development in Africa have strong distinctive features, Roland Berger Strategy Consultants disseminates its African expertise towards international institutions and to its clients. In 2012, the firm has produced an exclusive study for the G20 on innovative finance for development of infrastructure in Africa

## The word from

### Grégory Quérel

Chief Executive Officer, Necotrans



## Africa is the « new frontier »

After being ignored, forsaken and on occasion trampled, Africa is the new powerhouse driving the world's economy today. The international elites are finally realising it. Today, the fictitious, distorted views of Africa are gradually fading and the real Africa is coming into focus: it is young - 70% of the population is not yet 30 years old, its economy has been growing at a buoyant pace - over 5% a year - for a decade, poverty is shrinking and its middle class - which is 300 million consumers strong - is emerging.

The Necotrans Group has been active on this continent for 30 years and is proud of contributing to Africa's growth through its port and logistics activities, freight forwarding operations, oil and gas logistics and equipment distribution services: Necotrans and its 2,800 employees are active in 30 countries forming a top-tier logistics network in Africa. Necotrans is leveraging this network and respected expertise, aiming high and delivering results. It serves more than 2,000 stations through 33 ports, and handled over 3 million tonnes of merchandise in 2013. It recently secured management contracts on Dakar's bulk terminal and Brazzaville's river port, in particular, and has pledged to invest more than €110 million. We hire over half our managers locally and train them to high standards. The number of agencies running our quality, safety and environment programs has grown fourfold over the past two years.

Moreover Necotrans extends responsiveness in oil and mining logistics, both of which represent a powerful leverage in the development of the continent, rich in raw materials. These extractive industries require performing supply chains (land, sea, and air).

Our integrated network and our continental mesh allow us to offer turnkey services to our partners, providing renowned quality and compliance with operational matters. The other area of growth for Necotrans is in East and Southern Africa with high potential countries.

We are determined to push ahead and to tackle the big challenges that Africa is facing today: its competitiveness, to generate inclusive growth; and its interconnection, to create value from its international exchanges.

Africa is upgrading its infrastructure, its telecommunications sector is booming, its food-processing and consumer-goods markets are growing, and new industries are emerging, especially in cities, where more than 40 % of Africans live. Africa, in other words, is the "new frontier". The potential there is huge. It has 700 million hectares of land waiting to be cultivated, and forecasts suggest it will be home to one-quarter of the world's working population in 2050. It can become the world's breadbasket and workshop.

We all know what it needs to unleash its potential: financing - which is available because Africa is now a new destination on the rise - and people - who are also available, better trained, increasingly skilled, enterprising and keenly optimistic. Necotrans' DNA is African on account of its commitment. Our group is delivering tangible solutions to tackle these new challenges. Necotrans is investing over the long term to foster trade between African countries and with international markets. Necotrans is creating skilled jobs and thereby helping to empower a new up-and-coming generation that is determined to write its own page in history.



## The word from

### François Jullemier

Deputy General Manager, Eiffage Construction



## Eiffage and Africa

The relationship between Africa and Eiffage Group belongs to a long and common history. For nearly 90 years, our Group has followed and participated in the development of the continent. Already in 1989, Gérard Sénac, Eiffage Senegal CEO, saw there “the new border of the economic and social development of the planet, the world growth vector”.

The numerous projects to which Eiffage brings its know-how and its expertise reveal its involvement and its energy with its African partners. In particular with the realization of the Dakar Harbor, the refurbishment (or rehabilitation) of the Saint Louis Faïdherbe Bridge, the “Avenir” highway between Dakar and Diamniadio, Eiffage created directly and indirectly more than 4000 jobs by betting on the local human resources.

These projects also contribute, by their importance, in the development and growth which carry the continental economy and reinforce its competitiveness. First contract of public-private partnership signed in sub Saharan Africa, The Avenir highway is one of the symbols. One first which answers the need to find new sources of financing for large-scale projects. Besides, it shows the Group will to get involved durably in the economic and social development of the continent.

From his arrival at the head of Eiffage Group, Pierre Berger had announced his intention to give back to the group its international dimension by making of Africa a privileged destination. A dedicated team enabled us to participate in great projects in Gabon, Togo, and to study tens of development opportunities.

Our will is to create and develop long lasting structures in countries where we are present, alone or in partnership with local companies. Our ambition also is contribute and support the training and qualification of African young people in the fields of expertise connected to our trade. Talents are many in Africa. They diversify and strengthen as Choiseul 100 Africa shows it so well.

Because the great challenge Africa will have to recover is the one of the endogenous development, the human resources valuation is essential. Eiffage Group assumes completely its responsibility by continuing education, women promotion and young people employment.

Our support for an audacious project such as Choiseul 100 Africa, which promotes the economic dynamism of the continent and puts forward the success of the rising generation of African leaders, shows all the confident we have in the economic advent of Africa, and all the attention we focus on.

## The word from

### François Pérol

Chairman of the Management Board of Groupe BPCE



## BPCE Group and Africa

The emergence of young African business leaders is a key factor in the growth and further development of the African continent. For this reason, Groupe BPCE is proud to support the initiative launched by Institut Choiseul aimed at focusing attention on these 100 young talents of the future.

Groupe BPCE, the second largest banking group in France and the 8<sup>th</sup> largest in Europe, is a multi-brand cooperative banking institution with 115,000 employees serving 36 million customers – nearly 9 million of whom have chosen to become cooperative shareholders of their respective banks – that is present in all the different activities of the commercial banking and insurance, wholesale and investment banking sectors.

Already well-established in Cameroon, Congo and Mali, in Madagascar, Algeria, Morocco and Tunisia, we have chosen sub-Saharan Africa in our 2014–2017 strategic plan as a priority area for the international expansion of our activities in the light of the strong growth potential enjoyed by this part of the world.

As such, we plan to strengthen our presence in Africa with a view to creating a pan-African banking network in order both to play an active role in the continued development of regional economies and to support the activities of our major customers there.

The extension of banking services, especially *via* mobile banking solutions successfully developed for example by BICEC (our banking subsidiary in Cameroon) in partnership with Orange, the channeling of the abundant mass of savings in favor of business development, or the implementation of oversight and control systems related to risk management and commercial activities... are some of the key factors enabling us to help ensure the further development of the African continent.

In view of our expertise on the African continent, thanks to the experience of our two major Banque Populaire and Caisse d'Épargne cooperative banking networks combined with the know-how of our Wholesale Banking division run by our subsidiary Natixis, we are convinced that Groupe BPCE can make a positive, long-term contribution to this development.

To be successful, we believe it is essential to invest in individual talent and to give potential high-flyers good reasons to become actively involved – and to take pride – in helping to bring a project to a successful conclusion. This is why our ambition is also to become a benchmark banking institution in support of the projects of this new generation of African leaders.

## The word from



**Jemal Taleb**  
Clyde & Co

**Éric Diamantis**  
Partner, Clyde & Co



## Clyde & Co and Africa

Clyde & Co is a leading international law firm which works worldwide across more than 120 countries with over 2,500 staff based across 37 offices, including four African offices (Dar-Es-Salam (Tanzania), Tripoli (Libya), Johannesburg and Cape Town (South Africa)). Our teams have been working in Africa for over twenty years and have an intimate knowledge of the law and practice of many African countries as well as a wide network of local partner law firms. We have extensive experience in the areas of energy and natural resources, transport and telecommunications, and in the financial and insurance sectors. We have advised many States, investors and banks, regarding transactions and disputes, on matters that relate in particular to public international law, the exploitation of natural resources, the acquisition or sale of companies, project financing, international trade, international commercial arbitration and investor-State arbitration and litigating before domestic courts in Africa.

We assist our customers out of our African and UAE offices and out of our offices in Paris and London in anticipating the specific risks associated with investing in each country of the region. We make sure that they benefit from our experience and our network for

the structuring of the envisaged transactions in optimal conditions, taking into account existing investment protection treaties and the benefits and constraints of constantly evolving national and regional regulations. We will also increasingly be assisting our clients in South-South and South-North investment operations.

We recently strengthened the African expertise of our Paris office through the recruitment, to work alongside David Brown and Caroles Arribes, of Eric Diamantis and Jemal Taleb accompanied by Pierre Ferroud and Julien Barba. Eric Diamantis began working in Africa in 1996, when he became counsel to the Government of Chad in the negotiating of the legal framework for the exploitation of its oil resources and the implementation of the Chad-Cameroon oil pipeline. He has since worked on a range of different legal issues in over 20 African countries, including 15 in sub-Saharan Africa. Jemal Taleb, having performed administrative and political functions in Mauritania worked on a large number of operations in Mauritania and in many other African countries. Clyde & Co's team will be your privileged point of contact for assisting foreign investors in Africa and African investors outside of their home country.

## The word from

### Matthieu Evrard

Chief Development Officer,  
Louvre Hotels Group



## The expansion of Louvre Hotels Group in Africa

Today Africa is attracting considerable attention due to its strong economic development and high potential. Tourism is the core of this growth: leisure tourism, which is rapidly rising, and business tourism, which is increasing in tandem with economic development. Henceforth, it will be necessary to accommodate incoming tourists and at the same time offer adequate facilities to meet these new development challenges.

Responding to these challenges is in line with the strategy of Louvre Hotels Group, a major player in the global hotel industry. The group relies on international development in high-growth regions. The key here is to take into account sizeable traffic - not only international but also intra-African - and the economic activity that flows from it.

Louvre Hotels Group is giving Africa all the importance it deserves, with the firm intention of consolidating its position as the 4th largest group in the region. It began operating on the continent in 1991 with Tulip Inn, Golden Tulip and Royal Tulip and has continued to grow by offering upscale accommodations at hotels run according to international standards.

The group currently manages several benchmark hotels, notably for conferences, such as the Golden Tulip in Accra in Ghana,

Lagos in Nigeria and Casablanca in Morocco. These hotels exemplify the group's ambition to position itself in countries with high numbers of business customers.

The tourist segment has not been neglected, however. This year, Louvre Hotels Group opened two 5-star Royal Tulip hotels in Egypt and 5 hotels in Morocco, including a Royal Tulip in Tangiers.

The group now boasts 26 hotels and 5,550 rooms on the continent in 8 different countries.

The group also aims to expand significantly, with more than 15 hotels in the pipeline, notably in Ethiopia, Kenya and Ivory Coast and it intends to establish its presence in all the decision-making centres.

All the same, Louvre Hotels Group has given careful thought to ensuring the sustainability of the development it has undertaken. It operates on the basis of management contracts with African and international institutional investors, with a solid commitment to share its expertise, train local staff and contribute its experience and distribution capabilities. For, in the end, the group is also seeking to play a role in Africa's enrichment and development.

# PARTNERS



RATP Group, which carries more than 12 million passengers globally per day, is the fifth global operator in urban transport. AWith 14 metro lines, 2 suburban rail lines, 6 tramway lines and 350 bus lines, the multimodal network operated by RATP in the Ile-de-France region is one of the most important in the world. Able to imagine, to conceive and to lead infrastructure projects, to operate and to maintain networks, as well as develop innovative services to help with mobility, RATP Group exports its know-how all around the world, in engineering through SYSTRA (of which it is a 50% shareholder), or in operations and maintenance, with its RATP Dev subsidiary (of which it is a 100% shareholder). RATP Group, which counts more than 60,000 employees throughout the world, had a turnover of 5.143 billion euros in 2013.



The Yves Rocher Group is a cosmetics company founded in 1959 by Yves Rocher. Family group controlled by the family of founder for 96%, the group has nearly 16,000 employees and 220,000 franchisees (beauticians or delegates) that allow it to distribute more than 500 million products per year worldwide. With its eight brands - Yves Rocher (preferred company of French since 2008), Petit Bateau, Stanhome, Dr Pierre Ricaud, Daniel Jouvance, Kiotis, ID Perfumes and Flormar - the Group achieved a turnover of 2.2 billion euros in 2013. International group active in the markets of cosmetics, textiles or even home maintenance products, Yves Rocher is present in more than 20 countries on five continents and has attracted more than 40 million women through the world (one in three women in France)



**YVES ROCHER**



## **Roland Berger** Strategy Consultants

Founded in 1967, Roland Berger Strategy Consultants is one of the leading firms in strategy and management consulting and the only European firm in this industry. Our firm advises Top Management and Boards of the large European and International companies on subjects such as strategy, management, performance improvement and aims at providing innovating solutions, with a particular focus on concrete, measurable results. Our team of 2400 employees spans over a network of 50 offices in 36 countries in the world, which allows us to support large international companies on key issues combining a local approach with an international vision.



Founded in 1985, Necotrans group is a key player in international logistics with a turnover of more than €950 million and 3,500 employees spanning 126 branches. Present in 5 continents and 42 countries, Necotrans is involved, among other activities, in freight forwarding, port handling and oil logistics. Through its offices in major ports and landlocked countries, the Group offers global door-to-door solutions of integrated services. Strongly present in emerging countries, Necotrans is the second logistics network in Africa. With 30 years of experience, the Group intends to continue its development and especially to consolidate its presence in Lusophone and Anglophone African countries, as well as in India, Singapore, Thailand and Brazil.





Eiffage Construction is one of the five branches - Concessions and PPPs, Construction, Public Works, Energy and Metal - of Eiffage Group, 3rd French major and 4th European major in BTP and Concessions. Eiffage Construction combines all the businesses connected to urban development, construction, real estate, maintenance and facility management. From the project's design to its maintenance, Eiffage Construction assists its clients proposing them a global offer and various products. With 13.200 employees, Eiffage Construction realized a 3,7 billion Euros turnover in 2013.



**GROUPE  
BPCE**

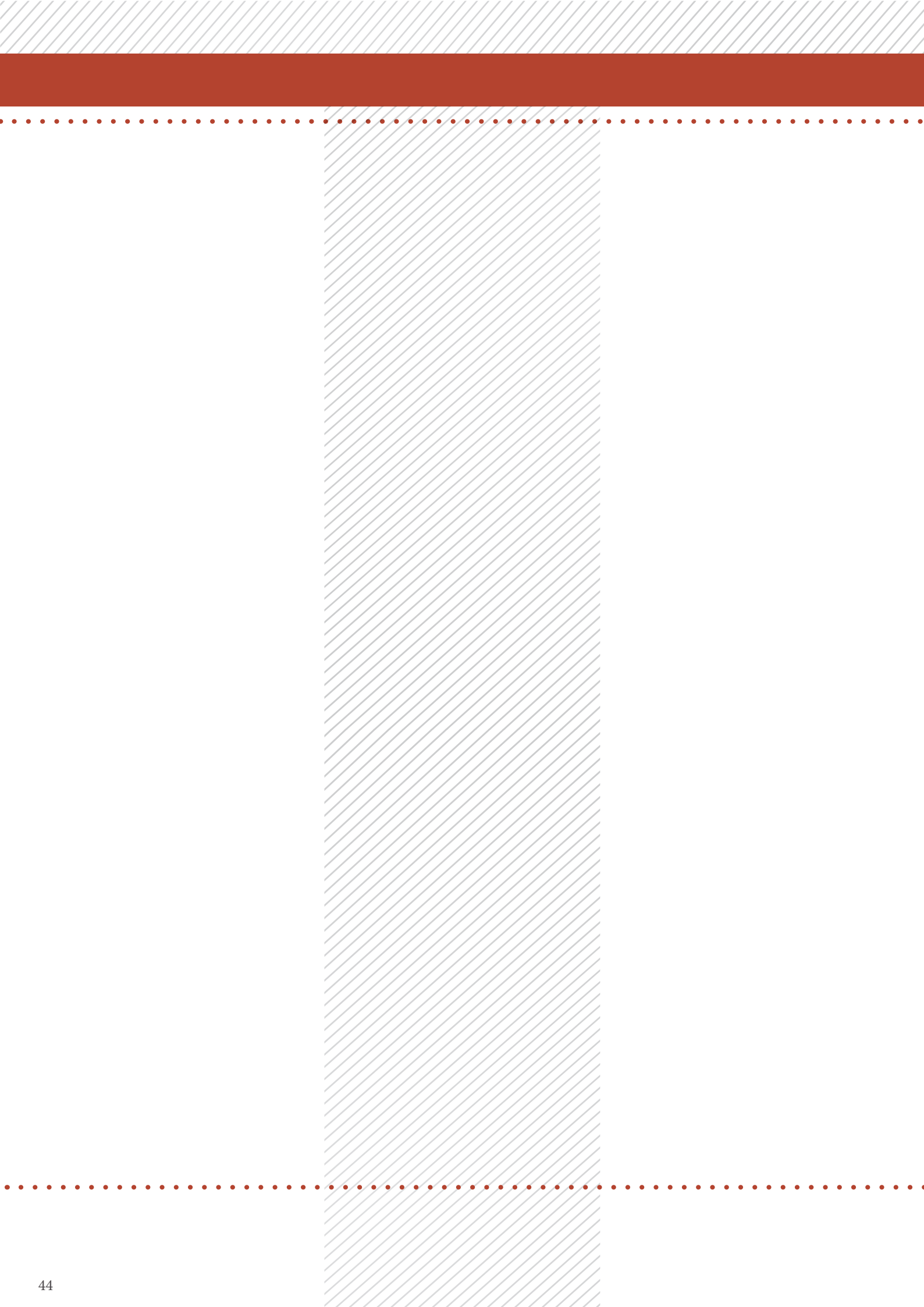
Groupe BPCE, the 2nd-largest banking group in France, includes two independent and complementary commercial banking networks: the network of 19 Banque Populaire banks and the network of 17 Caisses d'Épargne. It also works through Crédit Foncier in the area of real estate financing. It is a major player in wholesale banking, asset management and financial services with Natixis. Groupe BPCE serves more than 36 million customers and enjoys a strong presence in France with 8,000 branches, 115,000 employees and more than 8.8 million cooperative shareholders.

Clyde & Co is a global law firm with more than 2,500 employees in 37 offices over the five continents. It focuses its activity on the core sectors of transport, energy and natural resources, infrastructure, insurance, marine, and trade. Its turnover exceeds 400 million Euros.

**CLYDE & CO**

**Louvre Hotels**  
GROUP

Louvre Hotels Group is a leading player in the hotel industry and Europe's 2nd-ranking hotel group with about 1,120 hotels in 47 countries and €1,6b turnover under the brands in 2013. Founded in 1976 and owned by Starwood Capital Group since 2005, Louvre Hotels Group is headed by Pierre-Frédéric Roulot. The Group features a comprehensive hotel offer ranging from 1- to 5-star and includes 4 well-known brands: Première Classe, Campanile, Kyriad, Golden Tulip. It stands out on account of its ambitious international growth strategy, especially since it partnered with Golden Tulip in 2009. The Group primarily targets emerging markets. Regarding its traditional market, Louvre Hotels Group depends on the so-called "Asset Bright" asset management strategy, a scheme for enhancing the value of its subsidiary hotels that focuses on the selling, renovating and recentering of its hotel properties in major conurbations.



# ANALYSIS



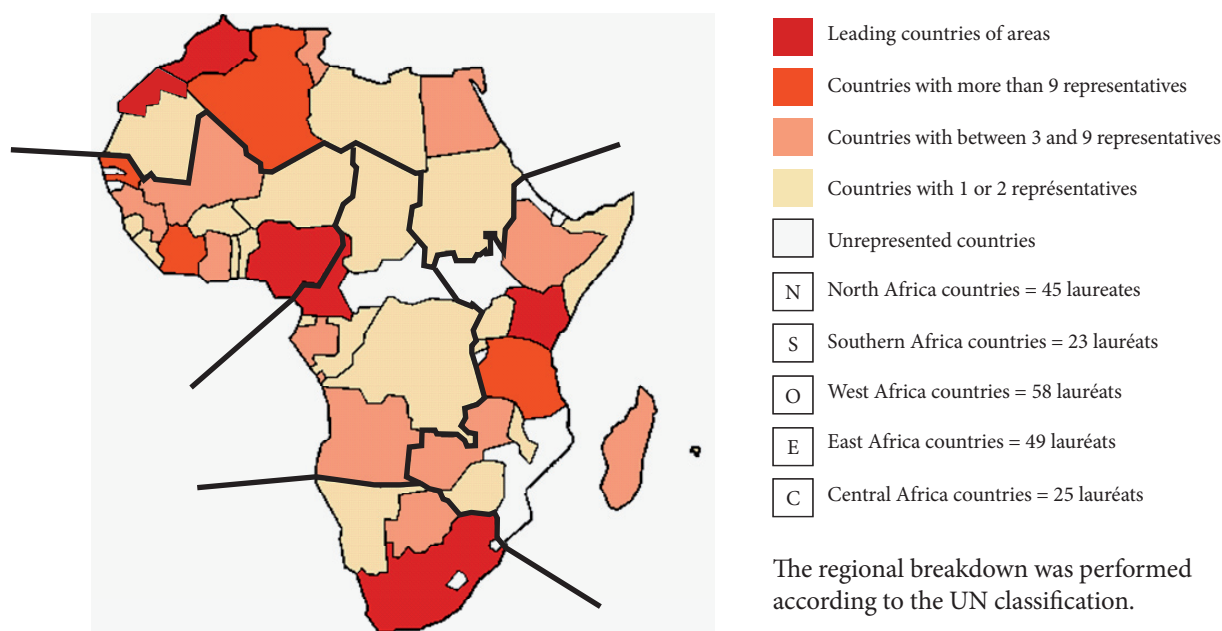
**Economic Leaders  
for Tomorrow**

The perspective of the results obtained on the basis of the 200 profiles identified provides an inventory of the renewal of the African economic elites. More generally it allows drawing a number of lessons on the continent development and its governance.

## The emergence of new powers

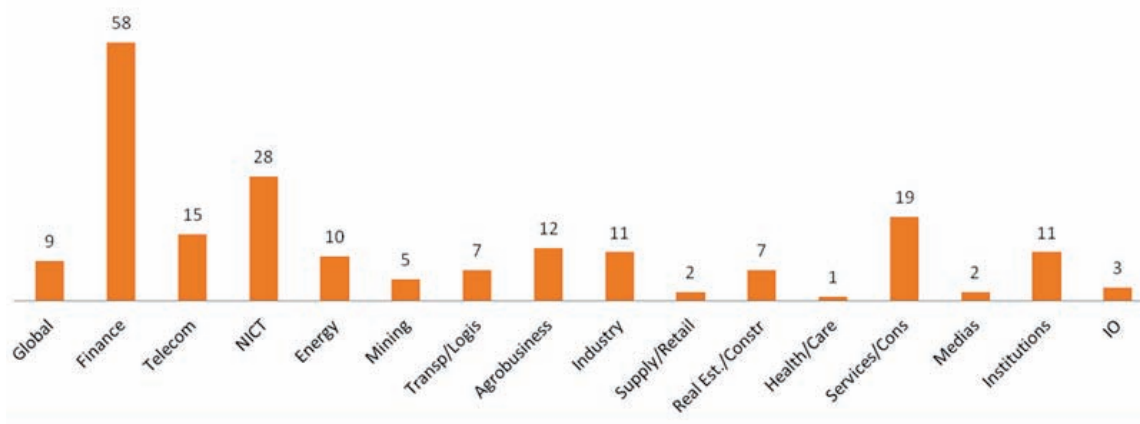
On today's 54 states, 42 are represented in the study and the main continent economic strongholds have their representatives holding the best ranks. In each major region, a country stands out as the leader in the area: Nigeria to the West, Kenya to the East, Morocco to the North, South Africa for Southern and Cameroon for Central Africa. They are predominant in the ecosystem of their region and of the continent as a whole. They built their performance on the basis of competitive and decisive advantages like their economic dynamism, their demographic weight, the access to strategic natural resources, but also in maintaining a political and institutional stability. These countries are the real spearhead of African growth and development.

They are not alone. Other major countries also participate in the development of the continent and are especially well represented among the 200 laureates. This is the case for Algeria, Tanzania, Ivory Coast and Senegal.



### New needs, new business

This sample of 200 young African business leaders also allows some lessons at sectoral level. Thus, we notice that traditional sectors appear gradually supplanted by the emergence of new trades that bring up the continent's growth and provide a new momentum. Many of the 200 ranked young leaders are from these professions.



### Booming sectors

The banking and financial sectors are now the cornerstone of the growth. If for a long time the lack of funding impacted the economic potential of Africa, major projects and the necessary infrastructure for the continent's development are now attracting investors from all walks of life.

In new technologies, many champions are arising. From the design to the production of new products and goods, Africa innovates every day. The large number of successful young entrepreneurs in this sector shows the vitality of their creativity.

One of the biggest challenges is to make the production and distribution of food products more reliable and safer. The new generation of leaders in this vital sector is on track to solve this major problem.

### An untapped potential

However, some other sectors seem to have trouble attracting the best representatives of this generation. Indeed, the “Choiseul 100 Africa” lists few stakeholders of the energy sector, while at the same time the Africa's energy needs are strongly increasing. It is extremely tough for producers and operators to meet the exponential demand from the continent and their attractiveness towards young leaders seems to decrease.

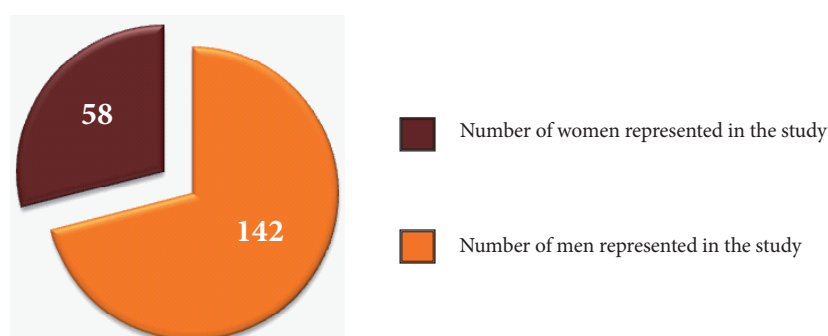


This is also the case for the transport and logistics sector for which the many issues require a genuine modernization of infrastructure and management methods. As for the construction and real estate, while the sector is expected to grow out of proportion on the continent - particularly to meet a strong demand related to population growth and increasing urbanization, too few young leaders succeed and flourish.

## A strong societal trend

The ranking also highlights a major evolution of the continental economic governance: the emergence of women in influential and powerful positions which were previously almost inaccessible for them. The Choiseul 100 Africa lists 58 women among the 200 young African leaders.

Pioneer in many sectors, including finance and institutional settings, they are more and more present in large companies and are among the most innovative entrepreneurs of their generation. They are also many to be graduated from the most prestigious universities, reinforcing their legitimacy and influence.



## A sustainable project

The Choiseul 100 Africa is only the first stone of a much more ambitious project that aims to promote dialogue between all economic actors on the continent. The creation of a Club composed of the 200 laureates and Institut Choiseul's partners will serve as a support and a forum for this ambition.

Sharing visions, expertise and skills will reveal the substantive issues that Africa has to face and will provide practical solutions adapted to the multiple challenges of a booming continent.

## About the Institut Choiseul

The Institut Choiseul is an independent Think Tank dedicated to the analysis of the international strategic issues and global economic governance.

Based in Paris, its ambition is to create independent spaces for dialogue at the crossroads of the economical and institutional spheres, between the political world and that of the ideas, in order to fertilize the debate on contemporary issues.

By organizing prestigious events and informal meetings between the main leaders in Paris, Brussels or in Africa, by publishing confidential or public writings dedicated to the key decision-makers and opinion-makers, the Institut Choiseul feeds continually the decisions of economic and political actors .

The Institut Choiseul has always considered Africa as a continent destined for a brilliant future, carrying hopes and opportunities. By launching the Choiseul 100 Africa, the Institut Choiseul is offering a better comprehension of the continent and confirms that the world will have to count on Africa in the near future.

### Institut Choiseul

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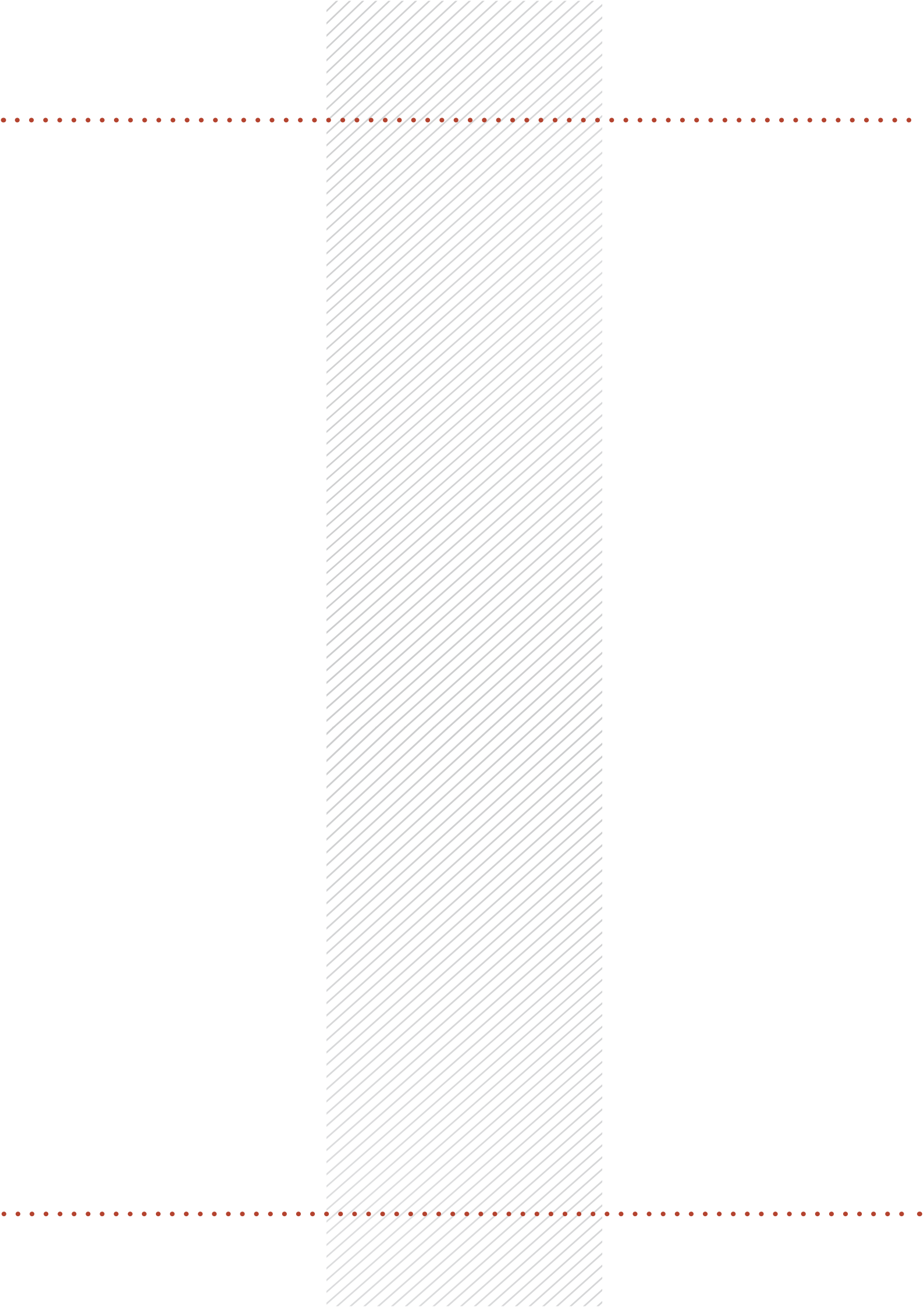
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