

Dr Pascal Lorot is the president and founder of the Institut Choiseul. The Institute, founded in 2010 and which Lorot chairs, is a highly influential body acting as an independent think-tank focusing on economic governance, leadership, and talent networking. He talked to *African Business* about the institute's work.

Institut Choiseul – A place for dialogue

For Dr Pascal Lorot, the concept of an institute devoted to the intersection between politics, commerce and institutions was developed after a long and illustrious career as a top banker and a senior economic advisor to the French government.

The Institut Choiseul's focus has always been to encourage dialogue at the intersection of the political, economic and institutional worlds addressing many contemporary global issues and challenges. It also produces pertinent studies, a highly respected young leaders' rankings, and organises high-level business events.

Lorot was an advisor to Jacques Attali, the President of the European Bank for Reconstruction and Development between 1990 and 1993 before becoming an advisor to the French Minister of Economy and Finance between 1993 and 1995.

There followed a stint at the French oil giant Total, where he became head of economic studies, and in 2003, he was appointed member of the College of the French Energy Regulation





Commission, a seat he held until 2010 when he inaugurated the Institut Choiseul.

Both Russia and Africa are being targeted. Lorot has experience in Russia, where he was a director of the Moscow office of BNP Paribas, and since 2019 his position as Special Representative of the French Minister of Foreign Affairs for economic diplomacy in Central Asia has clearly been invaluable.

As Lorot explains: “Our objective is to work towards the creation of a new type of business dialogue between France and these actors in a context that challenges us to explore new forms of bilateral co-operation.”

The Choiseul 100 Africa ranking

But the Institut Choiseul is perhaps best known for the Choiseul 100 Africa, an annual ranking launched in 2014 that identifies the continent’s 100 most talented economic leaders under 40 years old.

“Our motivation was to scrutinise the continent with confidence and optimism and to showcase the formidable assets that Africa possesses,” says Lorot.

“More than a ranking, the Choiseul 100 Africa has become one of the most influential pan-African networks of the young generation comprising 400 active members spread across 46 of the continent’s 54 countries.”

There has been an interesting new development.: “We also identify an additional list of 100 more laureates who aspire to join the top 100, as it is impossible to showcase all the talents on the continent with just 100 names

“To draw up this profile of Africa’s new generation, we call on experts and specialists on the subject. Several criteria are taken into account to select profiles such as reputation, background and skills, position and function, influence and networks, potential and leadership.

“The ranking methodology is dedicated to representing all

the African regions and as many countries as possible to identify an elite cohort from across the continent, as well as from all value-creating sectors.”

More female laureates

When asked about the main trends that can be identified from the Choiseul 100 Africa, Lorot identifies two main developments.

“One of the main trends is the increasing number of female laureates (about 40% of the laureates) which is not surprising as Africa’s female entrepreneurship rate is the highest in the world.

“These personalities reflect this new generation of women’s excellence, who are entrepreneurs in many sectors and on whom the continent can rely on for a sustainable and inclusive growth.

“Furthermore, we witnessed an increase of laureates from Southern Africa (from nine in 2020 to 16 in 2021) that is in line with the economic outlook for the sub-region, which after being hit hard by the

About the Institut Choiseul

For the Institut Choiseul, Africa remains pivotal to the initiative to foster international development and cooperation. Founded by Pascal Lorot in 2010, its work includes promoting dialogue, hosting important gatherings of thought leaders and business people at annual summits, conducting and publishing

investigative studies, and generally providing a platform for interactive communications fostering the sustainable development of the continent.

It takes its name from a famous French diplomat, Etienne François, duc de Choiseul, who shaped France’s international posture in the mid-18th century.

Perhaps the best-known of the institute’s activities is the Choiseul 100 Africa, an annual study initiated in 2014, which is carried out by the Institut Choiseul to identify and rank young African leaders who have the potential to play a major role in the continent’s economic development.



pandemic, with a 6% contraction of its GDP in 2020, has seen its economy rebound in 2021.

Rise of service sector

“Another trend worth considering is the rise of young leaders evolving in services, which accompanies the growth of the African service economy,” says Lorot.

“Indeed, many companies and startups in this field are emerging, regularly mobilising new technologies to facilitate the link between consumers and businesses, promoting sustainable

sector is industry (13 laureates), followed by finance, energy, and services (12 laureates).

“Finally, institutions are also particularly highlighted with 11 laureates, shedding the light on their major responsibility in supporting countries during the pandemic, but also showing that African excellence can be found in all areas of the economy.

“Not only are our laureates playing a leading role in the private sector, they are also shaping the future economic governance of the continent.”



The Choiseul Africa Business Forum

Taking place every year at the heart of the French Riviera, the Choiseul Africa Business Forum is the must-attend event dedicated to the development of business opportunities in and with Africa.

It consists of two days of debates and informal meetings in order to conquer all the fields

of value creation in Africa and to develop structuring partnerships.

The Forum is a place of cross-fertilisation that aims to be key for analysing the growth-generating sectors in Africa. It gathers African and European leaders in an interactive mode to develop a collective intelligence and to contribute to the opening of new scopes of partnerships with the continent.

The Forum is a place of interactive encounters aiming at building synergies between its participants, especially the Choiseul Africa network, a unique community bringing together the most talented young economic leaders of their generation.

projects thanks to a very high level of expertise.

“All the 16 sectors represented in the ranking obviously contribute to the making of tomorrow’s Africa.

“The laureates of the Choiseul 100 Africa embody the broad spectrum of these fields of activity that underpin the continent’s economic development.

“This year, the most represented

Opposite: Some of the Choiseul 100 Africa laureates gathered with Amadou Gon Coulibaly, Prime Minister of the Republic of the Ivory Coast, during the Choiseul Africa Meeting in Abidjan, 4 and 5 May 2018.

Above: Opening ceremony of the first edition of the Choiseul Africa Business Forum, with Esmel Emmanuel Essis, Secretary of State in charge of the Promotion of Private Investment for the Republic of the Ivory Coast, at the stand.

The Choiseul 100 Africa: Methodology

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

The work is conducted over several months. The Institut Choiseul contacts experts and specialists on the continent to achieve this ambitious study.

It is widely seen as a unique and important survey, and confers considerable prestige upon those who figure in it.

There are specific conditions to be met in order to be considered for the Choiseul 100 Africa rankings. Only profiles meeting the following conditions are selected:

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

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

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

And from this year, a further 100 applicants are being honoured, acknowledging the simple fact that limiting the selection to only 100 is just not viable in a continent that is so rich in its youth’s economic potential.

Rank	Name	Surname	Age	Position	Company	Country
1	Amr	ALLAM	40	Chief Exec. Officer & Board Member	Hassan Allam Holding	Egypt
2	Sébastien	KADIO-MOROKRO	40	Chief Exec. Officer	Petro Ivoire	Ivory Coast
3	Akim	DAOUDA	40	Chief Exec. Officer	Gabonese Sovereign Wealth Fund	Gabon
4	Leila	BOUAMATOU	39	Chief Exec. Officer and Board Member	Gén. de Banque de Mauritanie	Mauritania
5	Amrote	ABDELLA	39	General Manager, Sub-Saharan Africa	Amazon Web Services	Ethiopia
6	Abdellatif	KABBAJ	40	Chief Exec. Officer	SoftGroup	Morocco
7	Natalie	PAYIDA JABANGWE	38	Group Digital Exec. Officer	Sanlam Group Limited	Zimbabwe
8	Eric	NTUMBA BUKASA	39	Dir. in charge of the South of the DRC	Equity Bank Congo	DRC
9	Ismael	BARMOU	40	Chief Exe. Officer	Soc. de Trans. Alimentaire	Niger
10	Mohammed Usman	ABDUL-RAZAQ	36	Vice President	Africa Finance Corporation	Nigeria
11	Sherife	ABDELMESSIH	39	Chairman	Future Energy Corporation	Egypt
12	Linda	MABHENA-OLAGUNJU	37	Founder & Managing Director	DLO Energy Resources Group	South Africa
13	Maria	DA CONCEICAO UINI BAPTISTA	39	President	Angolan Capital Market Com.	Angola
14	Anta Babacar	NGOM DIACK	37	Chief Exec. Officer	Sedima Group	Senegal
15	Olugbenga	AGBOOLA	36	Founder & Chief Exec. Officer	Flutterwave	Nigeria
16	Saad	SEFRIOUI	39	Deputy Managing Director	Addoha Group	Morocco
17	Shahim	ISMAEL	35	Chief Exec. Officer	Inviso Group	Madagascar
18	Abdou	KANE	38	Chief Exec. Officer and Founder	WAW Telecom	Senegal
19	Ghassen	BEN AISSA	39	General Manager	C-Logistics	Tunisia
20	Ladi	DELANO	39	Founder and Co-Chief Exec. Officer	Moove Africa	Nigeria
21	Clyde	FAKHOURI	36	Managing Director	PFO Africa	Ivory Coast
22	Belinda	DISU	35	Exec. Vice Chairwoman	Globacom	Nigeria
23	Hasnaine	YAVARHOUSSEN	35	Chief Exec. Officer	Groupe Filatex	Madagascar
24	Yacine	WAFY	38	Deputy President for West Africa	Savannah Energy PLC	Niger
25	Mamadou	FALL KANE	38	Deputy Permanent Secretary	COS Petrogaz	Senegal

Rank	Name	Surname	Age	Position	Company	Country
26	Zukie	SIYOTULA	39	Chief Exec. Officer	Siyotula Holdings	South Africa
27	Ibrahim	BELKORA	40	Co-founder and Chief Exec. Officer	Agro Juice Processing	Morocco
28	Rose Wanjiku	MUTURI	40	Chief Digital Officer	HF Group	Kenya
29	Linda Tesi	RUSAGARA	33	Chief Exec. Officer	Kigali Innovation City	Rwanda
30	Ingrid	ETOKE	40	Senior Prog. Officer - Health investor	Fondation Bill & Melinda Gates	Cameroon
31	Adebola	WILLIAMS	35	Group Chief Exec. Officer	RED Group for Africa	Nigeria
32	Mehdi	ALJ	38	Chief Exec. Officer	Sanam Agro	Morocco
33	Mwamvita	MAKAMBA	40	Group Head - External Affairs	Vodacom Group	Tanzania
34	Zephanie	NIYONKURU	36	Deputy Chief Exec. Officer	Rwanda Development Board	Rwanda
35	Fatma	REKIK	40	Chief Exec. Officer	Stifen Group	Tunisia
36	Yahia	CHRAIBI	40	Chief Exec. Officer	SAHAM Assurance	Morocco
37	Aarti	TAKOORDEEN	40	Chief Financial Officer	JSE Limited	South Africa
38	Fatoumata	BA	35	Managing Partner - Janngo Capital	Janngo	Senegal
39	Badreiddine	MANSOURI	39	Managing Director Sub Sahara Africa	Stellantis	Morocco
40	Ada	OSAKWE	40	Managing Partner	Agrolay Ventures	Nigeria
41	Jordana	REMON COUBECHÉ	33	Group Commercial Director, Partner	Coubeche Group	Djibouti
42	Lucia	BAKULUMPAGI-WAMALA	38	Chief Exec. Officer	Bakulu Power	Uganda
43	Walter	DA CRUZ PACHECO	35	Chief Exec. Officer	Angolan Stock Exchange	Angola
44	Ali	ZEROUALI	40	Coop and Int. Business Dev. Director	Masen	Morocco
45	Achumile	MAJIJA	37	Chief Exec. Officer	Prudential Uganda	South Africa
46	Kader	THIAM	35	Deputy Managing Director	GETRAN Group	Senegal
47	Adetoye	AGUESSY	38	Founder & Chief Exec. Officer	RightCom Technologies	Benin
48	Anisse	TERAI	37	Head of Policy and Partnerships	Islamic Dev. Bank Group	Algeria
49	Halima	ALIKO-DANGOTE	40	Exec. Director	Dangote Industries	Nigeria
50	Aguibou	LY	35	Founder & Chief Exec. Officer	IBS Technologies	Guinea

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51	Sarah	DOUKOURE-BEBEY	39	Chief Exec. Officer	Vivo Energy Gabon	Ivory Coast
52	Rapelang	RABANA	39	Founder	Rekindle Learning	Botswana
53	Ammar	KHADRAOUI	40	Chief Exec. Officer	ASMOS Consulting	Algeria
54	Fatema	DEWJI	33	Marketing Director	MeTL Group	Tanzania
55	Regis	RUGEMANSHURO	36	Chief Exec. Officer	Rwanda Social Security Fund	Rwanda
56	Sadio	BATHILY	40	Founder & Chief Exec. Officer	Baraka petroleum	Mali
57	Aldo	TEMBE	38	Chief Financial Officer	Ontime	Mozambique
58	Yannick	MBIYA NGANDU	38	Deputy Chief Exec. Officer	Trust Merchant Bank	DRC
59	Ashish	THAKKAR	40	Chief Exec. Officer	Mara Phones	Uganda
60	Aftar Touré	MOROU	38	Managing Director	Public Markets Reg. Authority	Togo
61	Iheb	TRIKI	37	Exec. Director	Swicorp	Tunisia
62	Yershen	PILLAY	37	Chief Exec. Officer	Chemical Industries	South Africa
63	Chinny	OGUNRO	38	Senior Director	Broad Reach	Nigeria
64	Soraya	DJERMOUN	34	Co-founder and Managing Partner	Kheyma	Algeria
65	Sangu	DELLE	34	Chief Exec. Officer	Golden Palm Investments	Ghana
66	Moses	BABATOPE	38	Co-founder & Group Exec. Director	Filmhouse Group	Nigeria
67	Selamawit	SAMUEL TAFESSE	35	Exec. Vice President	Sunshine Business	Ethiopia
68	Alisa	AMUPOLO	38	Chief Exec. officer	Utility Partners Energy Services	Namibia
69	Tino Abdellatif	WAKED	34	Reg. Gen. Manager Mid East, Africa, Pak. & Turk.	Uber Technologies	Egypt
70	Ange	DIAGOU	40	Chief Exec. Officer	New Digital Africa	Ivory Coast
71	Hadeel	IBRAHIM	38	Managing Director	Mo Ibrahim Foundation	Sudan
72	Temi Marcella	AWOGBORO	34	Chief Operating Officer & Exec. Dir.	Evercare Hospital Lekki	Nigeria
73	Ibrahima Abe	DIALLO	34	Managing Director	Supplier and Part. Mkt. of Guinea	Guinea
74	Rafik	BOUSSA	40	Chief Exec. Officer	Grant Thornton Algeria	Algeria
75	Mehdi	BENNOUNA	38	Chief Exec. Officer	Mutandis Group	Morocco

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76	Sidi Mohamed	DHAKER	37	Senior Advisor to the Governor	Central Bank of Mauritania	Mauritania
77	Fatim	CISSE	38	Chief Exec. Officer	IHS Tower	Ivory Coast
78	Loubna	TRICHA	36	Managing Director	Prof. Training and Work Promo.	Morocco
79	Gilles	KOUNOU	33	Chief Exec. Officer	OPEN SI	Benin
80	Karabo	MORULE	39	Founder	Amara Strategic Investment	South Africa
81	Darshan	CHANDARIA	36	Chief Exec. Officer	Chandaria Industries	Kenya
82	Zama	KHANYILE	37	Div. Exec. Venture Cap. and Corp. Fin.	National Empowerment Fund	South Africa
83	Emilia	NDATEELELA NGHIKEMBUA	35	Chief Exec. Officer	Comms Reg. Auth. of Namibia	Namibia
84	Adrien	DIARRA	38	Head of Trust & Safety, Africa	Facebook	Mali
85	George	GACHARA	35	Managing Partner	HEVA Fund	Kenya
86	Hamza	EL KABBAJ	38	Bus. Dev. & Senior Project Manager	Nareva holding	Morocco
87	Lynette	NTULI	37	Founding Dir. & Chief Exec. Officer	Innate Investment Solutions	South Africa
88	Aïssata	LAM	35	Chief Exec. Officer	Mauritania's Agency	Mauritania
89	Yanis	ARNOPOULOS	30	Chief Exec. Officer	ARNO Group	Cameroon
90	Kiné	SECK MERCIER	37	Principal, Head of Tech. Off. Practice	Egon Zehnder	Senegal
91	Munyaradzi	GWATIDZO	38	Chief Exec. Officer	Astro Technology Group	Zimbabwe
92	Thierry	KIENTEGA	38	Founder & Chief Exec. Officer	OuiCoding	Burkina Faso
93	Mohamed	DIABI	39	Chief Enterprise Architect	Criteo	Ivory Coast
94	Ilias	KEITA	34	Country Manager	Allied Gold Corp	Mali
95	Romain	DENIEL	33	Advisor to the Pres. of the Republic	Presid. of the Republic of Gabon	Gabon
96	Freda	OBENG-AMPOFO	36	Founder & Chief Mixer	Kaeme Cosmetics	Ghana
97	Mohamed	EL DAHSHAN	38	Managing Director	Oxcon	Egypt
98	Patrick	NGOWI	36	Exec. Director	Helvetic Group	Tanzania
99	Bamba	LÔ	36	Co-Founder & Chief Exec. Officer	PAPS	Senegal
100	Ruli	DISEKO	38	Founder & Chief Exec. Officer	Thakadu	South Africa