



BCA

Promoting Opportunity.
Championing Africa.



BCA African Business Book of the Year Award

Third Edition

BrandComms

**African
BUSINESS**

NewAfrican



The background features a large, solid blue area. A thick orange diagonal line runs from the top left towards the bottom. A thin purple band is visible at the top right, and a light blue area is on the far left.

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Welcome

I am delighted to launch the 2025 (third) edition of the BCA African Business Book of the Year Award.

Since 1952, the Business Council for Africa (BCA) has worked to explain and promote what it means to do business on the continent. As the global business environment has changed, so has the BCA. We've launched initiatives like The Africa Debate and merged our services with Invest Africa to expand our reach and impact.

Today, we focus closely on overlooked areas of African business. This Award plays a key role by recognising books that bring clarity and insight to the complex realities of African economies. Not optimistic or pessimistic accounts, but realistic, engaging, and accessible stories about the challenges and opportunities of doing business in Africa.

We're grateful for the continued support of two partners: Brand Communications, led by Terhas Berhe, and IC Publications, led by Omar Ben Yedder. Their contributions have been vital to making this initiative possible.

Thank you to the judges who have generously given their time over the past three years, to all who have attended previous events, and to the authors whose work we celebrate.

We hope this Award continues to encourage thoughtful discussion and a deeper understanding of business in Africa.

Arnold Ekpe

Chairman, Business Council for Africa

The Business Council For Africa (BCA)

In 1956, British companies with interests in West Africa set up the West Africa Committee in Lagos to assist and stimulate business, trade and economic development across the region.

Although the organisation has had various names over the years and progressed to having a London base, the overall focus has changed little – connecting sub-Saharan Africa to the international business community.

Throughout this time, we have remained a 'not-for-profit' company, limited by guarantee. Now called the Business Council for Africa (BCA), our various programmes accord to our strap line – Connecting Business, Connecting Africa.

Through our bursary programmes, the BCA invests in the next generation of African business leaders via grants and scholarships while our programme of events and awards promote, encourage and reward African business success. Our Vision and Mission statements well capture our overall objectives.

Vision: CHAMPIONING AFRICAN BUSINESSES

Mission: PROMOTING OPPORTUNITIES, RECOGNISING SUCCESS

The BCA African Business Book of the Year Award

About the Award

The Business Council for Africa, in collaboration with Brand Communications and African Business magazine, proudly presents the 2025 edition of the BCA African Business Book of the Year Award. This prestigious annual competition is dedicated to illuminating compelling business narratives of Africa.

The BCA African Business Book of the Year Award brings together the foremost figures in African publishing and the business realm to recognise and showcase the stories that are reshaping the continent's business landscape. We also honour the richly talented authors and publishers responsible for bringing these stories to the forefront.

Entries are open to the public. The submission deadline for the 2025 Award was May 1st. The Award committee reviews and shortlists the entries. The final shortlist is announced in May, ahead of the Award event itself in July 2025.

The grand prize includes a trophy and a substantial reward of \$10,000. Additionally, the second and third place recipients will be awarded prizes of \$5000 and \$2500 respectively.

BCA African Business Book of the Year Ceremony

The winner will be announced at the BCA African Business Book of the Year Award ceremony which takes place in London on 4th July 2025 at the Institute of Directors, 116 Pall Mall, London SW1Y 5ED, United Kingdom.

Past Winners

2023 BCA African Business Book of the Year Award

- Winner:** Dr. Deanne De Vries: *Africa: Open for Business*
- 1st runner-up:** Charlie Robertson: *The Time Travelling Economist*
- 2nd runner-up:** Russell Southwood: *Africa 2.0: Inside a Continent's Communications Revolution*

2024 BCA African Business Book of the Year Award

- Winner:** Prof. David Luke: *How Africa Trades*
- 1st runner-up:** Dipo Faloyin: *Africa is Not a Country*
- 2nd runner-up:** Jozef Mols: *Ethiopian Airlines: The African Aviation Powerhouse*



Programme

18:00 Drinks and Canapés

18:30 Welcome Address
Arnold Ekpe, Chairman of BCA

Remarks on the BCA Book Awards
Omar Ben Yedder, Group Publisher and Managing Director,
IC Publications

19:00 Kaye Whiteman Lecture
by Mr. Papa Madiaw Ndiaye, Chairman,
Ecobank Transnational Incorporated

19:30 Presentations
Third Place Winner
Second Place Winner
First Place Winner
Group photo

19:45 Closing Remarks
Clive Carpenter, Deputy Chairman of BCA

20:00 End of Award Ceremony

Kaye Whiteman Lecture

by Mr. Papa Madiaw Ndiaye, Chairman,
Ecobank Transnational Incorporated,
Founder & CEO, AFIG Funds



Mr. Papa Madiaw Ndiaye currently serves as Chairman of the Board of Ecobank Transnational Incorporated (ETI), where he was appointed in June 2024 and has since led key efforts to further enhance governance, shareholders' value, strategic alignment, and pan-African cooperation across the Group. ETI is the parent company of the Ecobank Group, the leading pan-African banking group operating in 35 countries across sub-Saharan Africa. With a mission to drive financial integration and inclusion on the continent, Ecobank serves over 32 million customers through an extensive network of over 800 branches and digital platforms. In 2024, Ecobank crossed the \$2 billion revenue mark for the second consecutive year, reinforcing its position as a resilient and diversified African financial institution.

Separately from his role at Ecobank, Mr. Ndiaye is the Founder and CEO of AFIG Funds, a leading pan-African private equity firm with a focus on indigenous African enterprises. Since its inception in 2005, AFIG Funds has built a strong track record, investing in more than 25 countries, from frontier markets such as Chad and Cape Verde to leading regional economies like Nigeria, Ghana, and Côte d'Ivoire.

Mr. Ndiaye has one of the longest track records of investing in Africa, with nearly three decades of experience in international finance and investing. He has held senior roles at the International Finance Corporation (IFC), where he structured and led several pioneering investments in Africa, particularly in the financial sector.

He started his career on Wall Street: first at Salomon Brothers, then JP Morgan, before co-founding the Emerging Markets Partnership Africa (now ECP), where he co-managed the landmark \$407 million AIG African Infrastructure Fund. He also served pro bono as the Chairman of the National Council of Economic Advisors of Senegal and Special Advisor to President Abdoulaye Wade.

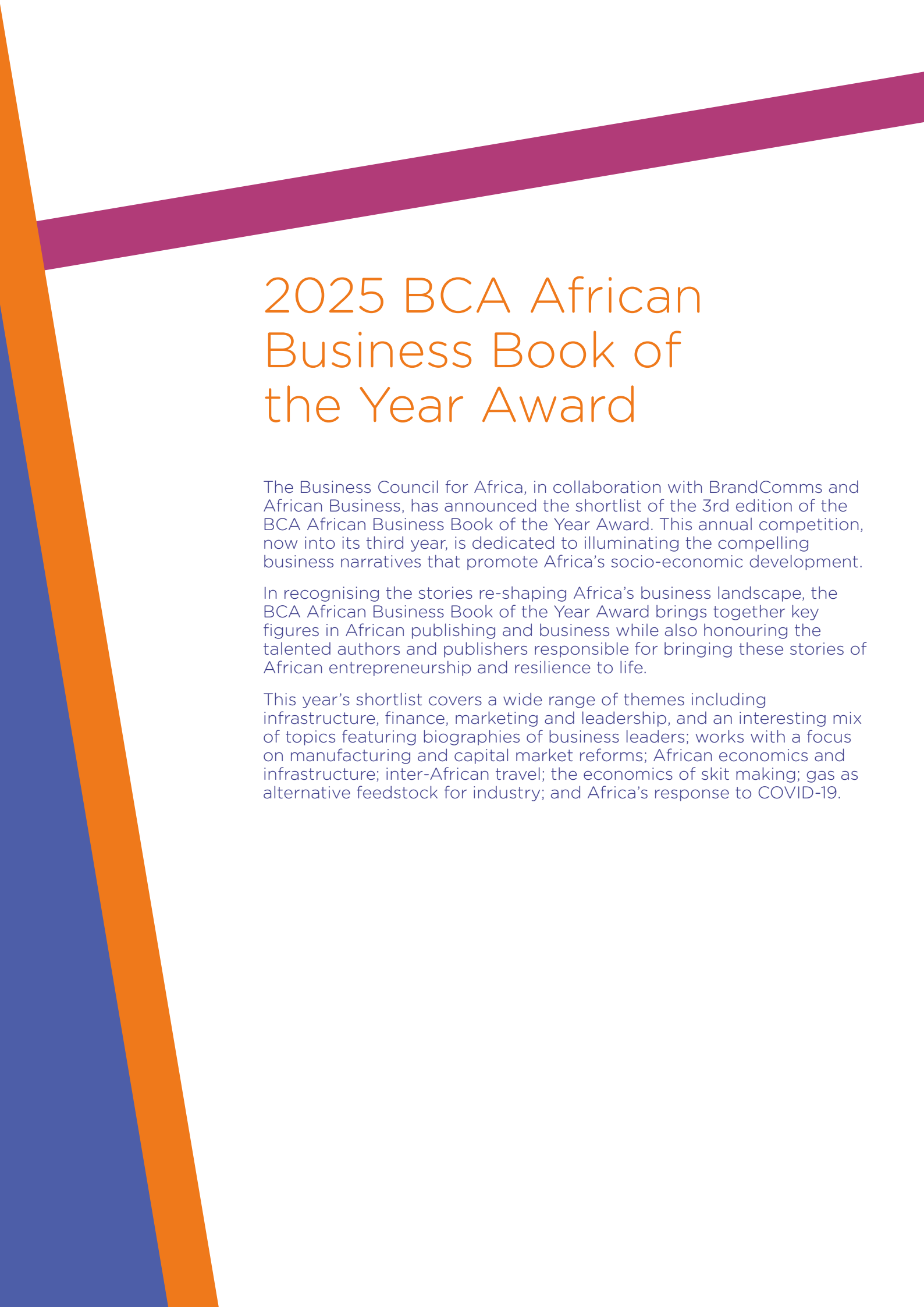
He is a member of the Africa Advisory Board of Harvard Business School; a former Vice-Chair of the AVCA Board; and serves on various boards as Director or Chairman.

Mr. Ndiaye holds an MBA from the Wharton School, an MA from the Lauder Institute, and a BA in Economics from Harvard University.

In Memoriam:

Kaye Whiteman [Martin Kaye Whiteman] 1936-2014

This annual lecture honours the legacy of Kaye Whiteman – a former BCA Director, Oxford-educated historian, and one of the most distinguished writers on African politics, economics, and culture. From his early career at West Africa magazine, where he later became Editor-in-Chief, to his impactful roles at the European Commission and Commonwealth Secretariat, Kaye's deep knowledge – especially of Nigeria and West Africa – shaped global understanding of the continent. A trusted voice and tireless advocate for Africa's potential, he collaborated on landmark publications and held senior research and advisory roles, including at Chatham House and the Africa Centre. As Michael Holman once said, few kept the faith in Africa's promise as steadfastly as Kaye Whiteman.



2025 BCA African Business Book of the Year Award

The Business Council for Africa, in collaboration with BrandComms and African Business, has announced the shortlist of the 3rd edition of the BCA African Business Book of the Year Award. This annual competition, now into its third year, is dedicated to illuminating the compelling business narratives that promote Africa's socio-economic development.

In recognising the stories re-shaping Africa's business landscape, the BCA African Business Book of the Year Award brings together key figures in African publishing and business while also honouring the talented authors and publishers responsible for bringing these stories of African entrepreneurship and resilience to life.

This year's shortlist covers a wide range of themes including infrastructure, finance, marketing and leadership, and an interesting mix of topics featuring biographies of business leaders; works with a focus on manufacturing and capital market reforms; African economics and infrastructure; inter-African travel; the economics of skit making; gas as alternative feedstock for industry; and Africa's response to COVID-19.



Four of this year's books are authored by women, more than previous years. The shortlist includes authors from across Africa, including a number from Nigeria, and from beyond Africa.

Commenting on the awards, BCA Chair Arnold Ekpe believes strongly that Africans need to get better at telling their stories:

"We have seen research that has quantified the cost of the risk premium we are paying. This is because we are simply not good at telling our stories, and more importantly our business stories. We are seeing more business books being published but the numbers are still tame, given that many amazing businesses are emerging on the continent and that we are leading in many sectors, from tech to fashion, to film to finance or mining."

2025 Judges

Arnold Ekpe

Chairperson of BCA, and chair of the Judging Committee

Arnold Ekpe is Chairman of the Business Council for Africa, Chairman of Baobab, one of the largest microfinance groups in Africa and Non-Executive Director of CrownAgents Bank. He is currently a Non-Executive Directorate Chair of the audit and risk committee of Aavishkaar Group, one of India's leading impact platforms; and a Non-Executive Director of the Dangote Group, Africa leading industrial group. Arnold was formerly a two-time CEO of the Ecobank Group and was responsible for building it up to have the largest banking footprint in Africa.

Chris Ogbechie

Former Dean of Lagos Business School, Nigeria

Chris Ogbechie is a Professor of Strategic Management and the Dean at Lagos Business School, Pan-Atlantic University and founding Director of the School's Sustainability Centre. He is also a visiting professor at Strathmore Business School, Nairobi, Kenya. He has vast experience in marketing, strategy and corporate governance derived from his work as Head of Marketing/Sales at Nestle Nigeria and his consulting work with Nigerian, Ghanaian and Kenyan firms over the years.

Moky Makura

CEO of AfricaNoFilter

Moky is the Executive Director of Africa No Filter, a donor collaborative focused on shifting the African narrative. Previously, she worked as an African Anchor and field reporter for South Africa's acclaimed news show, Carte Blanche. She conceptualised, co-produced and presented a lifestyle TV series for the pan African pay TV channel MNet called "Living It". She also played a lead role in the MNet Pan-African drama series Jacob's Cross. Her book, Africa's Greatest Entrepreneurs, featured on the top 10 best-selling business books in South Africa when it launched.

Terhas Berhe

Managing Director and Founder of Brand Communications

Terhas launched Brand Communications in 2003 and has since built it into one of the region's foremost diversity consultancies, with a particularly strong focus on African companies that are looking to grow beyond their borders. In 2006, she smartly anticipated the need for a network and conference platform focused on diversity, to capitalise on the upcoming 2012 London Olympics – it is that kind of thinking that marks her and her firm out as one to watch. .

Omar Ben Yedder

Managing Director, IC Publications and Publisher of African Business, New African and African Banker magazines

Omar is the group publisher and managing director of IC Publications. He joined the group in March 2003 and has worked across various departments and developed new services including events, agency and business intelligence. Having previously been an Associate Vice President in the Equity Finance team at Merrill Lynch, Omar brought a new and dynamic approach to IC Publications. He helped launch African Banker magazine and the events department.

Anver Versi

Editor of New African and African Banker magazine

Anver Versi is the Editor-in-Chief of Africa's longest-established and most read pan-African current affairs publication, the London-based New African magazine. He is also the founder-editor of the quarterly African Banker magazine. Before that, for almost three decades he was Editor-in-Chief of the London-based pan-African, African Business magazine. He won several international awards both in his personal capacity as well as for editorial excellence for African Business and African Banker.

2025 Nominees

A West African Entrepreneur's Challenging Path to Financial Freedom

by Ike Onyema Obi and Janine de Nyssche

An entrepreneurial memoir by author and entrepreneur Ike Onyemi Obi and others. The book tells of the physical and metaphorical journey from Nigeria to Ghana and beyond, and the sacrifices and hard choices involved.

Africonomics: A History of Western Ignorance and African Economics

by Bronwen Everill

The former Director of the Centre for African Studies at the University of Cambridge, gives a concise history of Western economic interventions in Africa – a critique of the West's tradition of trying to “fix” African economies in the Western image.

Essentials of Leadership in Africa

by Bella Galperin and Caren B Scheepers

A concise overview of the themes and practice of leadership in the African context, examining the art and science of leadership.

In Her Hands: Shaping the Future of Manufacturing in Africa: A Woman's Story

by Demi Samande

Based on the real-life, real-world experiences of award-winning entrepreneur Demi Samande, this book provides valuable insights and a toolkit for African entrepreneurs.

Africa's Global Infrastructures: South South Transformation in Practice

by Jana Honke, Eric Cezne, Yifan Yang (Editors)

Through the lens of infrastructure, this book investigates the ideas, investment techniques, practices, and lessons of Global South relations.

Skit Economy: Nigeria's Comedy Skit Makers are Redefining Africa's Digital Content Landscape

by Bell Ihua, Ph.D.

Valuable insights and first-hand accounts of how Nigeria's comedy artistes, despite limited institutional support, are creating jobs, generating wealth and contributing to economic growth.

The Traveller: Crossing Borders and Connecting Africa

by Thebe Ikalafeng

An experienced traveller and Founder of Brand Africa, Thebe Ikalafeng shares his personal experiences and insights from his life journey. .

All Hands On Deck: Unleash Prosperity Through World Class Capital Markets

by Arunma Otehs

Aimed at thinkers and doers, All Hands On Deck explains how to build world class capital markets that help nations, companies and individuals to create inclusive and sustainable wealth and prosperity in Africa.

Riding the Storm: The Untold Story of Africa's Response to the COVID-19 Pandemic

by Tony Kan

The book chronicles the inspiring story of Africa's resilience, determination and innovation during the COVID 19 crisis.

The Rise of Gas: From Gaslink to the Decade of Gas

by Engineer Charles A. Osezua

Charles Osezua's book is a must-read for anyone interested in the ongoing debates and conversations about energy transition and de-carbonisation. .



Organisers

The Business Council for Africa (BCA)

has been fostering African trade and business since 1956. Now part of Invest Africa following a 2018 merger, BCA remains a not-for-profit organisation focused on philanthropic efforts and leadership development through scholarships in Sub-Saharan Africa..

Brand Communications (BrandComms)

was founded by Terhas Asefaw Berhe over two decades ago to provide an independent, brand-led communications approach for African businesses. As a full-service agency, BrandComms supports public and private sector clients in sectors such as finance, mobile, retail, and diversity, helping to build impactful, future-ready brands.

IC Publications

brings over 55 years of publishing expertise, producing influential African-focused media for over 2.6 million readers in 100+ countries. Its content targets high-level business, political, and academic audiences, offering clients comprehensive communication, PR, and publishing solutions with exceptional reach and authority.

BCA Philanthropy

The Business Council for Africa (BCA) offers scholarships to financially disadvantaged young Africans to help them gain business-related qualifications and skills. Priority is given to applicants under 30 studying subjects such as Economics, Accountancy, Law, Business or Agribusiness Management. Candidates must show academic achievement, personal drive, and a commitment to using their education for their country's socio-economic development.

BCA assesses each application individually and supports those who aim to make a tangible impact through their learning and career.

Examples of support include:

- **Kenya:** Provided 15 computers to Rianyoka Vocational Training Centre for ICT training.
- **Botswana:** Partnered with the Royal Overseas League Trust to help over 80 youths attend a skills development event.
- **Zambia:** Supported students in the Zambia Society Trust, especially in business-related fields.
- **Ghana:** Funded a Master's degree for Hassan Vampere, now pursuing a PhD.
- **Zimbabwe:** Supported the Zimbabwe Health Training Support Network to aid health sector recovery and workforce reintegration.

The BCA's scholarship programme reflects its mission to invest in Africa's next generation of leaders and change-makers.

BCA Initiatives:

The Pan-African Business and Development Awards

Celebrating Transformative Businesses and Financial Institutions in Africa

The Pan-African Business and Development Awards, presented by Afreximbank and the Business Council for Africa, celebrate excellence in African business and finance. They honour individuals and organisations driving cross-border trade and development across the continent.

2025 Categories include:

- Afreximbank Financial Institutions Award: Recognising financial institutions excelling in trade promotion, innovation, governance, and impactful collaboration with Afreximbank.
- African Diaspora Business Leader Award: Celebrating diaspora-led or diaspora-expanding enterprises that foster global partnerships, drive growth, and promote cultural and economic integration.
- Global Africa Business Leader Award: Acknowledging Pan-African businesses with outstanding growth, ethical leadership, and contributions to trade, industrialisation, and sustainability.

2024 Winners:

- Pan-African Financial Institution: ARISE IIP (winner), GHIH (special recognition)
- Financial Institutions by Capital: Africa Re (> \$500m), Rawbank (< \$500m)
- Diaspora Business of the Year: Elsewedy



BCA Partnerships

The Business Council for Africa (BCA), a not-for-profit organisation, partners with companies, institutions, and individuals engaged in improving education, health, and career prospects for disadvantaged young Africans.

Key Partnerships Include:

The Africa Centre: A cultural hub in London supporting African innovation, education, and entrepreneurship. It has hosted BCA events and promotes vibrant social and professional exchanges.

BrandComms: A creative agency that manages BCA's branding.

IC Publications: A major publisher on African political and economic issues, providing vital media coverage for BCA events.

Dartmouth House: A prestigious London venue for BCA's 2024 Book Awards.

Institute of Directors: A regular BCA event space and host of the 2025 Book Awards.

Afreximbank: A key financial partner and sponsor of the BCA Afreximbank Business Award, presented at the Afreximbank AGM to recognise excellence in sectors like manufacturing and agriculture.

These partnerships strengthen BCA's mission to empower Africa's next generation through education, recognition, and strategic collaboration.

BCA Board of Directors

Arnold Ekpe	Chairman
Clive Carpenter	Deputy Chairman
Jeremy Sivyver	Director
Prof. Alim Abubakre	Director
Terhas Berhe	Director
Dr. Knox Chitiyo	Director
Ethel Kuuya	Director
Michael Monari	Director

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