



AFRICANAD BACKGROUND

It is a dynamic and innovative idea, integrated marketing, experiential marketing, brand, and project development firm registered and operating from Winnipeg, Manitoba, Canada.

Africanad is a brand influencer, creating opportunities and platforms for networking of different African-Caribbean entrepreneurs to meet their counterparts: connecting businesses and investors together.

We believe in the power of ideas, and we live each day striving to bring them to life.

We recognize ideas, and strategically build lasting resource networks that helps actualize business concepts

We appreciate that every idea is a unique story, and we strive to experientially give the best interpretations while presenting the story to the end users profitably using appropriate business channels and platforms.

Our passion lies in the generation of game changing ideas, developing, implementing and strategically managing events and programs experientially, media activations and consumer engagements, project management, building and strengthening community networks and synergies, SME growth and Brand development – especially indigenous African ideas and brands.

We give priority to small and indigenous ideas, concepts, community programs, local initiatives and networks, businesses, and brands. The economic transformation Africa craves for lies in the successes of small businesses and initiatives.

Our business is driven by values, not profit! Our approach is to get entrepreneurs in control of their business finances, sales and growth expansion.

Through building business synergies and resource networks, we have been able to successfully assist local businesses and initiatives in Manitoba, West and Central, and the Caribbean build business expansion and synergies over the years that have strengthen business relationships, deals and expansions.

Our dream is to empower entrepreneurs and initiatives take deliberate control of their business growths and trade expansion globally.

Through building business synergies and resource networks, Africanad has successfully assisted local businesses and initiatives in Manitoba, West and Central, and the Caribbean build business expansion and synergies over the years. These synergies have strengthened business relationships, deals and expansions through trade missions and explorative visits.

Canada has significant industries in all regions and appropriate professionals in the workforce. Canada also has the confidence, the competence, the reliability of its products and services.

Africa is a vast continent with 54 countries in cultural and economic diversity, owns raw materials, natural resources, skilled labor, and a growing market.

It is our hope with this event that we may be able to increase public awareness of the richness and diversity of our communities and local vendors.

