

Empretec Women in Business Awards

World Investment Forum

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NIGERIA

Uju-Uzo Ojinnaka

Founder & CEO Traders of Africa

www.tradersofafrica.com

<https://twitter.com/tradersofafrica?t=AQbW0Yj8vHwhGGIhedxeaw&s=09>

<https://www.linkedin.com/company/tradersofafrica/>

<https://www.facebook.com/tradersofafrica?mibextid=ZbWKwL>

Uju Uzo-Ojinnaka is the driving force behind TOFA, a dynamic Pan-African platform revolutionizing trade with and within Africa. Her mission is to enhance trade accessibility and visibility for African businesses, farmers, and manufacturers.

TOFA leverages technology to create an online marketplace, showcasing African-made products. With over 16,000 online suppliers and 1 million offline suppliers/farmers, TOFA offers market intelligence, including product specifications, locations, prices, and seasonal availability across Africa.

The business idea started when Uju connected with a Ghanaian Agropreneur seeking 20 containers of groundnuts for her Indian customer, thus requiring a purchase from Nigeria. Although challenges arose, including difficulty in finding a reliable supplier, Uju's determination never wavered. She recognized a pressing need for a comprehensive platform showcasing various African products and connecting buyers to genuine suppliers.

In addition to the platform, TOFA offers a payment system that facilitates transactions in local currencies. Moreover, an Academy was launched to train farmers in agro product safety, specification, and international-standard crop cultivation, coupled with financing.

Uju's innovation includes comprehensive trade process monitoring, ensuring a smooth experience. Her creative solutions emerged during Nigeria's 2016 foreign exchange controls, bridging gaps in cross-border trade.

Uju is committed to empowering SMEs and smallholder farmers. One of the features ensures immediate payments, impacting over 300 smallholder farmers monthly. Partnerships with manufacturing firms promote growth and standards protocols.

Uju is dedicated to empowering women through collaboration with female-led businesses, fostering growth and equality in African commerce.

Africa's rich resources require visibility, accessibility, trust, and capacity building. Her vision aims to expose African products and services to the world, fostering economic growth and equality.

