

# TOURISM AND BUSINESS IN THE DR CONGO & AFRICA

[WWW.YADILEADERS.ORG](http://WWW.YADILEADERS.ORG)

Moving Forward | Making Africa Greater

## PROGRAM AGENDA: TOURISM AND BUSINESS IN THE DR CONGO & AFRICA - FEBRUARY 11, 2023

### AT THE CITIZEN\_M HOTEL

Location: M-Cloud bar on the rooftop of the CitizenM Hotel, 550 School Street SW,  
Washington, DC 20024

#### Bios



**Resia Boondo**

#### **Founder / CEO of BuyCongoeseGoods SARL**

She founded a marketing company that promote Congolese businesses and entrepreneurs worldwide. She is very passionate about self-development and entrepreneurship. She has accumulated nearly a decade of experience in customer services and business management while working in the business world and the healthcare industry. One of her lifetime mission is to see Congolese entrepreneurs and businesses rise up in the map of the globe for excellence and greatness. She is also the co-founder of Pragmatic Infrastructure LLC, a company that provides construction equipment in the DRC.



**Stefani Fortuna Matali**

#### **CEO of Sculpt Body Lounge**



# TOURISM AND BUSINESS IN THE DR CONGO & AFRICA

[WWW.YADILEADERS.ORG](http://WWW.YADILEADERS.ORG)

Moving Forward | Making Africa Greater

Born in the DRC (Democratic Republic of Congo) now living and working in the Washington Dc metropolitan area for over two decades. Stefani attended North Virginia community college and Clayton State University and she holds a BA in Communication from the George Mason University. Stefani is currently the co-owner of Sculpt Body & Wellness Lounge, a day spa that focusses on the importance of healthy living and a sanctuary for women and men and receive wellness coaching, weight loss coaching and non-invasive body sculpting. Prior to her current business, her passion for business led her to open several business ventures including Labelle Beach and Freedom Hookah LLC. After seeing a great success in these business ventures, Stefani decided to follow her other passion in healthcare and earned a certification in Nursing Assistant.



**Stephen Lande**

## **President of Manchester Trade Limited Inc**

With a 50-year career at State, USTR, and private sector, Stephen was pivotal to adding bilateral and plurilateral elements to U.S. trade policy - policy that had almost exclusively been based on the General Agreement on Tariffs and Trade (GATT). He has been involved in international trade since the 1960s and was initially assigned as a Foreign Service Officer to the Economic Bureau before going to the U.S. Embassies in Athens and Luxembourg. He had a 12-year career at USTR as a Senior Trade negotiator and the first of a long-line of Assistant USTRs. He negotiated agreements in Asia, Middle East and the Caribbean. Fondly referred to as 'Father' of both the Generalized System of Preferences and the Caribbean Basin Initiative, Stephen was an early force in creating the North American Free Trade Area and works with African governments, RECs and the U.S. to promote enhanced trade and investment initiatives and is applauded for FTAs with Israel, Mexico, Canada and the Dominican Republic. Alongside Manchester Trade, he also serves as adjunct professor of international trade at the School of Advanced International Studies, Johns Hopkins University.



# TOURISM AND BUSINESS IN THE DR CONGO & AFRICA

[WWW.YADILEADERS.ORG](http://WWW.YADILEADERS.ORG)

Moving Forward | Making Africa Greater



**Zoe Adjanga**

## **Life Coach, Motivational speaker & CEO of Springfixmedia**

Life coach, motivational speaker and businessman. owner of springfixmedia, a media agency focusing on building brand's strategies for small businesses in the US and in DRC. He has a variety of talents in public speaking, graphic designs and video productions. He has worked with multiple organizations including Miss RD Congo, Miss Ebony World, CCWM and afrilmpac MAG. Currently serving as General secretary of the CCWM board of directors. He's also an IT professional working as a database administrator for the city of San Diego, CA. in short Zoe's passion is to inspire and motivate people to tap into their unused potential.



**Andjelo Cherty Mwembya**

## **Senior Strategist at My Green Ventures LLC and Legatum Strategies LLC**

Andjelo Cherty Mwembya graduated from the University of North Carolina at Charlotte with a degree in Electrical and Computer engineering in May 1999. He has held several leadership positions in key industries including IT, Telecom, Energy, Real Estate, Trading, Mining, and financial solutions. He worked for Parsons Inc, MOX Fuel project, Vodacom Congo, and he is currently working as a Senior Strategist in various multinational projects in the USA and in Africa. With over 23 years of experience working in different sectors, he is in a unique position to act as a mentor to upcoming entrepreneurs.



# TOURISM AND BUSINESS IN THE DR CONGO & AFRICA

[WWW.YADILEADERS.ORG](http://WWW.YADILEADERS.ORG)

Moving Forward | Making Africa Greater

<b>Moderator:</b>	Mrs. Resia Boondo
3:00 pm to 3:40 pm	Check-in and networking
3:45 pm to 3:50 pm	<b>Opening Prayer:</b> Mrs. Resia Boondo Remarks / Acknowledgements (Sponsors / organizers)
3:50 pm to 4:00 pm	Welcome and Opening Statement Mr. Zoe Adjanga
4:05 pm to 4:15 pm	<b>First Speaker:</b> Mrs. Stefani Fortuna Matali, CEO of Sculpt Body Lounge
4:20 pm to 4:30 pm	<b>Second Speaker:</b> Mr. Stephen Lande, President of Manchester Trade Limited Inc.
4:35 pm to 4:45 pm	<b>Third Speaker:</b> Mr. Zoe Adjanga, Life Coach, Motivational speaker & CEO of Springfixmedia
4:50 pm to 5:05 pm	Introduction of the Keynote Speaker: <b>Keynote Address:</b> "Wealth and Legacy" Mr. Andjelo Cherty Mwembya, Senior Strategist, My Green Ventures LLC.
5:05 pm to 5:15 pm	Question & Answer
5:20 pm to 5:25 pm	<b>Closing Remarks:</b> Mr. Andjelo Cherty Mwembya



# TOURISM AND BUSINESS IN THE DR CONGO & AFRICA

[WWW.YADILEADERS.ORG](http://WWW.YADILEADERS.ORG)

Moving Forward | Making Africa Greater

## Remarks

China has been heavily investing in three countries — Nigeria, South Africa and Democratic Republic of Congo. These three countries received 40.3% of the Chinese investments between 2014 and 2018, with Nigeria receiving the largest share of Chinese investments, at \$14.2 billion.

Several corporations have also been paying attention to the continent, with US companies having invested \$48 billion in Africa, according to the Borgen Project. Some of the prominent US companies focusing on Africa include Alphabet Inc. (NASDAQ:[GOOG](#)), Ford Motor Company (NYSE:[F](#)) and Cummins Inc. (NYSE:[CMI](#)).

The Alphabet Inc. (NASDAQ:GOOG)'s 'Google Africa' has a number of projects in Africa, including the expansion of The Alphabet Inc. (NASDAQ:GOOG)'s own network, installation of Google Fiber, and investments in renewable energy.

Cummins Inc. (NYSE:CMI) has also been focused on development in Africa, while making a buck. In this regard, Cummins Inc. (NYSE:CMI) is establishing its local branches in many African countries to share profits with the local community.

Finally, Ford Motor Company (NYSE:F) is working with several organizations like World Vision in Africa and Riders for Health to improve access to quality education and healthcare on the continent. Ford Motor Company (NYSE:F) also opened up a production plant in Nigeria in 2017.

Chinese companies have also been investing in Africa. However, as of late, they've been investing more in West Africa, moving away from the traditional North African markets.

