



Sommet International des Jeunes Agriculteurs

International Summit of
Young Farmers



Day 3- AFRICA - EUROPE YOUNG FARMERS MEETING:

SESSION III: Business opportunities for African young entrepreneurs in
African and European markets

Wednesday 26th October 2022, 14:00-15:00 (UTC+2)

Hybrid ([Zoom](#))

English-French interpretation available

BIODATA OF THE SPEAKERS

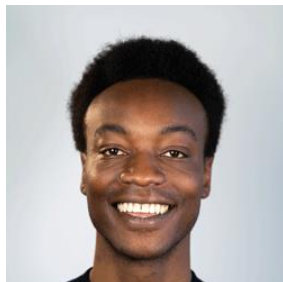
MOUSSA FAYE – CEO, MOUSSA’S BISSAP, BELGIUM



Moussa Faye, born in the year of 1982 in the South of Senegal, lives in Belgium, specifically in Antwerp since his 19 years old, where he met his wife and partner, Sanja Tomic. Graduated as a software engineer, he is the CEO of Moussa's Bissap, a company he founded in 2014 that produces a variety of the Senegalese traditional infusion made from Hibiscus plant named "bissap". The company works directly with local farmers and experts in Senegal, supporting a sustainable environmental and generates benefits for all involved in the creation of these special drinks. Moussa also cofounded Onboards Biennale, an exhibition of artworks displayed on the street billboards of Antwerpen, and of the Interaction room, a 10 m² interactive immersion room for the mentally disabled.

Moussa sees life as a great opportunity for all mankind as ambassadors on earth.

NEVILLE MCHINA – CEO, GREENSTONE FOODS (PVT), ZIMBABWE



Neville Mchina is an impact driven Zimbabwean entrepreneur who strongly believes that the diaspora is Africa's biggest asset and uses food to impact lives, economically and ecologically. Neville (co-)founded several companies starting in 2015 with Rise Together for Africa e.V (RiTA), a franchise organisation for universities that empowers youth of African descent living and studying in the diaspora to become the future leaders of Africa. In 2019, he founded FruitCon BV, a company which provides market preparatory consultancy and market linkages to farmers and exporters in developing countries. In 2019, he also co-founded GreenStone Foods (Pvt) Ltd, a company in Zimbabwe working with farmers and communities to trade local fresh and processed products (especially pineapples) locally and internationally and so increasing the farmers' income, creating more jobs, and reducing food loss. Since 2020, he is the CEO (and Co-





Founder) of Invisible Foods, a data driven waste management toolbox that collects food waste data, makes it available to enable food re-use, and incentivises food companies to increase circularity. Neville holds a Bachelor's degree in agribusiness and agricultural business operation from the Rhein-Waal University of Applied Sciences, Germany.

MWANGI MUTURI – CEO, LUSOI GREENS LIMITED, KENYA

Mwangi Muturi is the founder and CEO of Lusoi Greens, a pioneer Kenyan company growing and exporting indigenous herb, such as mint, basil and rosemary. Lusoi Greens operates in compliance with farming standard certifications such as GLOBALG.A.P and GRASP (GLOBALG.A.P Risk Assessment on Social Practice) and works with local communities, women representing 70 % of its staff. Mwangi studied business communication and finance at the University of Nairobi, Kenya, and started his career working in the banking sector for 11 years. He was responsible for managing existing and on-boarding clients, as well as meeting bank profit and loss targets. In 2013, Mwangi became the CEO of Best Buys Technologies, a hardware company, and further developed his sales and marketing skills, including his ability to identify new markets and create strategies to penetrate the markets. Mwangi created Lusoi Greens in 2017 and has led its operations since then.



SANDRINE VASSELIN KABONGA – MANAGING DIRECTOR, MISAO KIVU, BELGIUM

Sandrine Vasselín Kabonga is the founder and managing director of MISAO KIVU, a SME that has been showcasing since 2015 some of the quality agri-food products of the Kivu region of the Democratic Republic of Congo (DRC) and of the Central African region: rare peppers and fine spices. The company operates in Belgium (Brussels) and the DRC (Kinshasa, Bukavu, Goma) and works in a fair and sustainable way as a spice producer and with other producers of spices, coffee, and cocoa, according to a sustainable production that respects the picking season and the environment. Black pepper production exceeds one ton each season, other rarer products (e.g. wild honey, vanilla or red pepper) may be less. Sandrine is a translator/interpreter by training. She has worked as a financial advisor for over 20 years in finance and energy between London, Kinshasa and Brussels. In 2016 she created MISAO KIVU after discovering that pepper and other local spices from the Kivu region of the DRC are unique. MISAO refers to "Misau beni" which means "Hello, how are you" in Kilega, Sandrine's mother language that is spoken in South Kivu.

