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# africa

AFRICA'S TRADE AND FINANCIAL TRANSFORMATION

# money



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JANUARY 2023 ISSUE 1

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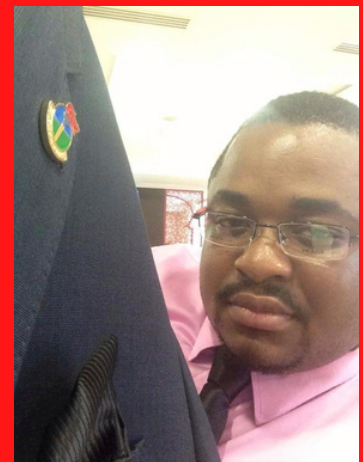
# The color of the entrepreneur

## AUTHOR'S NOTES

The goal of any good business plan is entrepreneurial success, but the funny thing about doing business in Africa is that few things are what they seem. Often the reality of a continent whose resources are smuggled, exported and traded around the world without Africans in control of any functional area of such a vital operation; It is true that the reality of being so close to Africa often confronts us with this other great truth, that things work differently in Africa.

This path is content with underdevelopment as an excuse for the inability to solve many simple problems, and it is the problem we Africans leave behind with every step.

It is true that the road to the horizon is long and unknown, but the only new thing under the sun is the individual or the subject who lives his supposed reality, for nothing is neither new nor alien to the universe, and whatever one Problem is For today's Africans, tomorrow will be a reminder of the past.





# The dilemma of economic colonization

We must stop confusing the masses, who ultimately only suffer or benefit if we leave them alone, but they are not informed of the most important decisions when they should be. Unfortunately, this is the problem affecting most Africans, most of whom have not yet discovered how these market economies really work that prevent Africa from being economically free.

Quit saying what all the world wants to hear just to satisfy grateful stomachs, but for starving Africans there is no greater consolation than their release when the truths of their own subjection are revealed.

In any case, it does not suit us to think that the African peoples will continue to play to the rhythm of the dance of their own destruction.



# infinite potential

**ACCORDING TO THE NEW YORK TIMES, SOMALIS ARE STARVING. THEIR GOVERNMENT IS NOT TALKING ABOUT A FAMINE.**

It is very strange that the legacy of coups and assassinations of African leaders carried out by foreign governments is never mentioned.

It's very strange that people don't believe that good fruit can grow from a bad tree, it's very strange.

It is strange that the consequences of so many wrongdoings are not taken into account and that these are the very ones that hinder the growth and development of the African continent; It's just very strange that we don't think about these questions.

It is curious that nothing pleasant is said about Africa, and only the exploited continent is spoken of, while its riches are taken in vain.

Curiously, Africa finds no brothers on other continents; It's funny how justice doesn't mean the same thing when you're rich and when you're poor, it's just funny.

It is strange that racism continues to be the flag of many institutions as they try to fool the world with this false image of equality and harmony.

Africa has infinite potential and it's strange that we don't talk about it; it's just very curious.



# New challenges

## THE NECESSARY COMPROMISES

To build the world we want, an African continent without invented wars and without enslaved economies, we must convince the world that building a different world is worth building, a better place for everyone.

Africa's commitment to the world is hard to replicate, but it's as old and real as a mother's love who had a real mother.

Africa's obligation to the world is simply not to let the world die of hunger, cold and their own mistakes because of the intolerance of a few. But when sentiment toward Africa and her children is so hostile that peace becomes impossible, then Africa and her children must return to their homes.



A NEW YEAR, IN SHORT,  
IS A NEW OPPORTUNITY  
TO SHINE.

# Not all sleepers dream.

JAVIER CLEMENTE ENGONGA





# Tips for learning how to start a business

## HOW TO DO ANYTHING AND LEARN WITHOUT TRYING

The difference between what is simply undertaking, buying or offering previously acquired goods and services to a fixed or traveling clientele is the most modern tradition of African peoples and citizens. For example, in Equatorial Guinea, OKIRA is used to carry out the business activity and the activity itself. But doing OKIRA is not the same as DOING BUSINESS.

The main difference is that good business is planned and managed completely independently of the entrepreneur's pocket, with the financial risk being complete and constant in OKIRA's business or in traditional entrepreneurship.

With no prior experience, the African entrepreneur is in most cases a real expert at taking maximum risk, but the markets know it.

That's why you have to know the difference between OKIRA and business, because everything that is very big or beautiful is ultimately not profitable.



YOU  
ARE

NOT

ALONE

# The future that inspires us



The future that awaits us is different because it inspires us, it is this future that we work for every day. The future that inspires us is the future that awaits us, and changing the mindset of Africans is the first challenge we must face.

It doesn't take thousands of years to learn to love and respect one's brother; We won't need centuries to treat mothers and sisters with all the love and honor they deserve. We don't need another thousand years to become society's best example.

We build the future that inspires us every day and costs more than a thousand treasures and lives in the heart of every human being.

It doesn't take thousands of years to learn to love others too, because they deserve it too.

The future that awaits us is different because it inspires us, it is this future that we work for every day.

# Tips to be yourself

## BEING YOURSELF MEANS KNOWING TO SMILE AT LIFE'S REPRESENTATIONS

All the storms of life are in the hands of the Creator of the universe and therefore life is surely a paradise that we, with our fears and worries, turn into a true hell for many.

Being yourself means being so different that the world is so surprised, so excited about our change and showing it to us. Being yourself is recognizing the love you receive from all of existence when you have chosen to live by walking straight.

To walk the right path, as they say among my people, is to go through life knowing that what we do must serve the ultimate good of society as a whole, and not just the so-called pursuit of profit. Money should never be the goal, but simply a means of adding, subtracting or transferring the value of a good or service, of someone or something, of someone and for something.

Being yourself means being able to say that Africa cannot continue playing the monopoly of industrial and economic colonialism because it is a very useless game for the African peoples.





# change all that

Changing Africa overnight will be the task of many nights and many concerted efforts, for Africa is everywhere in the hearts of Africans.

Some left their country because of wars, others in search of a better future; some left as children and others were simply born in this forced exodus that benefits all the world except the African peoples.

Transforming Africa overnight will not be easy, but it will always be possible.

Changing Africa once and for all will not be easy, but it will always be possible.

Some left their country with sadness, tears and discord, others with joy, motivated by the supposedly better life, but in the end only we and all of us have this great task to change Africa.



# The Man and the Challenges

One can only be brave in the face of adversity, although cowards never learn it.

Africa must stop suffering in vain and get to work to find its own way.

It's true that it seems like an impossible challenge, but other nations, big and small, have made it.

Japan, for example, paid a very high price for mankind to learn that nuclear weapons are not fairground toys.

If Africa does not face the challenges of the present with courage, its future will become a sad reproduction of its recent past.

The world needs a great change, a change in the vision of the African man, for his mission is not limited to the vision of colonizer, exploiter and pirate of human souls.

It's true that it seems like an impossible challenge, but other nations, big and small, have already done it many times.

The Chinese people have shown this to the world over the past thirty years.

# Tips to overcome fears

## TIPS TO BE HAPPY

Don't let anyone take away something that's important to you, even if it's something as simple and underappreciated as the freedom you crave.

Don't let anyone tell you that your dreams are lies because you are not responsible for blaming their nightmares.

Let no one speak to you with contempt, for your hands must be used to point the way.

Don't let the people around you know you more than you know yourself, don't stop having secrets and things you only say in the mirror.

But above all, don't stop looking up, you don't have to be a good father, son or mother; Don't stop being the best example.

Don't stop being the creator of your own story, don't stop being responsible for yourself, and don't stop letting God be the grand master of your destiny.

This is the path of those who have conquered all their fears.





# the fearless gaze

Everything can seem impossible at first, considering that the obstacles are greater than the goals.

Nights can seem longer when daily work is so intense that it wipes sleep from our eyes.

It is possible that the whole world will tell us that we will not achieve what we set out to do; it is possible that fear holds us back, trying to convince us with foolish words.

It's possible that the world resembles it, it's possible that it is exactly that, a resemblance to what really interests us.

It may seem like an impossible mission at first, but the beginning by no means determines the end.

The order of factors always changes the product, because if the soup goes bad, the tomato isn't to blame.

It is possible that those who do not understand our reality do not understand me and do not understand that things work a certain way in Africa.

# Why Ghana is not Senegal

## ADVICE FOR UNEDUCATED POLITICIANS

First of all, knowing a bit of world geography is enough to put each piece in its place, but from the most limited ignorance one can at least understand that in Senegal the French language is spoken of colonial tradition, while in Ghana it is officially English speak.

It is true that each country has its own peculiarities, although in the past the people of Ghana were best known for gold and Senegal is the cradle of a vast African culture unknown to the world today.

No, you can't confuse Ghana with Senegal unless you literally don't care about the African continent, and if that's the case then nothing happens as the west seems to be full of natural resources lately.





# the world above

How easy it is to call yourself from the first world and condemn the rest of the world from above, from above!

That it is good to create more wars and discord, to say that evil is already good and that good is already the worst and the worst; and condemn the rest of the world from above, from above!

How easy it is to talk about commerce and justice when prices are set by the same person who runs and buys them; and condemn the rest of the world from above, from above!



# News from Africa

## POLITICAL ADVERTISING

Politics in Africa is not always good for business in general, let alone business in Africa. Few countries are exceptions and many strive to appear as the most presentable.

For international markets, however, Africa's political instability is the best bet for large conglomerates and international corporations that control the exploration and trading of natural resources, energy, oil, gas and strategic minerals.

These new corporate emperors who rule the nations are ultimately responsible for all the known ills that hamper economic diversification, peace and justice in African nations.

Politics in Africa is economic politics, which isn't always good for business, but is always someone's business.





# The development of the women's revolution

Evolving means that for the individual or society there really has been a progress and an after behind a before, a yesterday.

Evolving means doing what needs to be done to grow and not dying trying.

It falls down several times and learns to get up. Progressing is just that, it means going straight, getting things right and not being afraid of making mistakes.

Moving on means stopping being the person we were yesterday.



# the price of hope

LIFE IS WORTH MORE THAN ANYTHING ELSE

They call us poor because we're good, but life is worth more than anything, life is worth more than all of that.

They call us black because we're good, but life is worth more than anything, life is worth more than anything.

They confuse us with wars while they rob us, but life is worth more than anything, life is worth more than all that.

They call us poor because they want to, but life is worth more than anything, life is worth more than anything.

They call us black because they fear us, but life is worth more than anything, life is worth more than anything.

They confuse us because they don't understand us, because they don't care about anyone, but life is worth more than anything, life is worth more than anything.





# What is not good is not right

It's not fair that the fate of the majority is to swim in poverty while a minority persists in accumulating more resources for an uncertain future they don't even understand.

If we create a world where injustice reigns supreme, that world will collapse under its own weight.

It is not fair that the fate of a minority is to exploit the majority, but the apparent reality is far stranger than it seems, even unfair at times.

It is not true that swimming in abundance and creating the just and necessary world that we need is not everyone's destiny.

It's not fair that we don't have it yet.

# plenty of wealth

## CHANGE THE WORLD

To change the world you must first learn to love it, then you must love your neighbor and finally you must always be yourself.

In order to change the world, we must first stop looking back as if we are the lords of time or fate, and finally we must make big decisions that only one must make.

To change the world, you must first prepare for the great battle; You must fight your own fears before you focus on the faults of others.

To change the world you must first stop time and conquer the universe with a kiss and draw its perfection with a verse.

To change the world, you must first make the impossible possible, smiling at everything that happens and staring at the clock hands until they stop by themselves.

Thank you for reading these lines.

Javier Clemente Engonga Avomo.

11/11/2022

9:56 p.m

Malabo, Equatorial Guinea

[WWW.JAVIERCLEMENTEENGONGA.COM](http://WWW.JAVIERCLEMENTEENGONGA.COM)

WHATSAPP: 00240222000011

Tweeter: @DEIREI



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