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## Supplementary Submission

### Strengthening Australia's Trade and Investment Relations with Africa

Additional Evidence Following Public Hearing

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## 1. Purpose of This Supplementary Submission

This supplementary submission provides additional detail to support my evidence to the Trade Subcommittee on strengthening Australia's trade and investment relations with Africa.

It draws on my lived experience as a Nigerian-born Australian entrepreneur, my work with migrant and multicultural entrepreneurs through Multicultural Food Hub Australia, and direct stakeholder conversations with operators across agriculture, technology, healthcare, creative industries, and diaspora business networks.

My central argument is that Australia's opportunity with Africa is not only about identifying new markets. It is about building **trusted, structured, and commercially grounded pathways** into those markets.

Africa should not be viewed primarily as an aid destination or distant future opportunity. It should be viewed as a major investment and partnership opportunity, especially in sectors that will expand with population growth, urbanisation, digital adoption, food demand, healthcare demand, skills demand, and consumer market growth.

Using Nigeria as a reference point, this submission identifies six strategic pillars where Australia can build national-level trade and investment pathways.

## 2. Why Nigeria Is a Strategic Launch Market

Nigeria is not the only African market that matters, but it is one of the clearest strategic launch markets for Australia.

Nigeria's population is estimated at about **242 million in 2026**, with UN-based projections putting it at about **359 million by 2050** under the medium-fertility scenario. This makes Nigeria one of the clearest population-scale launch markets in Africa.



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Nigeria offers:

- Africa's largest population market
- a fast-growing youth demographic
- a major technology ecosystem
- global influence in music, film, fashion, and digital culture
- large unmet demand in food, healthcare, energy, skills, and infrastructure
- a gateway into West Africa and the wider African Continental Free Trade Area

If workable commercial models can succeed in Nigeria, they can often be adapted across other African markets.

The question is no longer whether Africa is a worthy trade and investment destination. The question is which countries will build meaningful commercial relationships early enough to benefit from Africa's advancement.

### 3. The AfCFTA Advantage

The African Continental Free Trade Area creates a major opportunity for Australia to think beyond one-country trade relationships. The AfCFTA connects approximately **1.3 billion people across 55 countries**, with a combined GDP of around **US\$3.4 trillion**, making it the world's largest free trade area by participating countries.

For Australia, early engagement with markets such as Nigeria can support:

- regional value-chain access
- scalable business models
- reduced fragmentation over time
- stronger partner networks across multiple African countries
- early influence in emerging trade corridors

This makes Nigeria not only a destination market but a potential **regional hub strategy** for Australian education, healthcare, agribusiness, technology, and creative industry engagement.



## 4. Key Barriers Identified by Stakeholders

Stakeholders consistently identified several barriers limiting Australia–Africa trade engagement:

- low visibility of Australian capability in African markets
- fragmented institutional linkages
- high perceived risk
- lack of trusted local execution pathways
- generic trade missions that do not always lead to commercial outcomes
- underutilisation of African diaspora communities as trade enablers

These barriers are not impossible to overcome. They require more structured engagement between government, industry, diaspora networks, and credible African partners.

## 5. Six Strategic Pillars for Australia–Nigeria Trade and Investment

### Pillar 1: Agriculture, Dairy and Food Security

Agriculture is one of the clearest pathways for Australia to expand its commercial engagement with Nigeria and Africa more broadly.

Nigeria has significant food demand and a large livestock population, but productivity gaps remain across meat and dairy systems. Nigeria's broader livestock economy has been publicly valued at around **₦30 trillion**, while recent reporting indicates Nigeria imports well over **60% of its milk** and faces an annual dairy import bill of around **US\$1.5 billion**. Other industry commentary places import reliance closer to **70%, with vegetable fat-based reconstituted milk flooding the market**. This reinforces the scale of the domestic production gap.

Stakeholder insight suggests that local livestock systems have historically been optimised for mobility, survival, and meat production, rather than commercial



milk production. Nomadic farming remains a huge source of tension in Northern Nigeria.

Australia has strong capability in:

- dairy systems
- livestock genetics
- arid-zone cattle management
- ranching models
- feedlots
- forage production
- food safety
- cold-chain logistics
- biosecurity and traceability standards

The more strategic opportunity is not for Australia to export finished dairy or meat products into Nigeria but to partner in building livestock productivity, dairy systems, ranching, feed systems, cold-chain infrastructure, and food-processing capacity. along the value chain

This would create mutual value:

- Nigeria benefits from food security, job creation, productivity growth, and reduced import dependence
- Australia benefits from investment returns, export of expertise, regional positioning, and long-term participation in a high-growth food system

A suitable entry model can be phased and risk-managed. Australia should begin with technical partnerships, genetics, feed systems, demonstration projects, training, cold-chain systems, and local joint ventures prior to considering larger-scale livestock or processing investment.

## **Pillar 2: Technology, Digital Trade and Innovation**

Nigeria's technology ecosystem is one of the most commercially significant in Africa. Stakeholder conversations highlighted that Nigerian firms and talent



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already contribute to global technology markets, including through companies that serve major international clients.

Australia has an opportunity to engage Nigeria not only as a consumer market, but as a capability partner.

Potential areas include:

- software delivery partnerships
- remote skilled workforce pipelines
- AI collaboration
- cybersecurity
- fintech
- digital public infrastructure
- startup co-development
- innovation exchange
- digital trade platforms

This is particularly relevant because Australian technology firms often face high labour costs that can limit global competitiveness.

A structured Australia–Nigeria digital partnership could help Australian firms access high-quality technical capability while supporting skilled employment, training, and innovation growth in Nigeria.

The strongest model is not informal outsourcing to individuals. The stronger model is a partnership with credible technology companies, talent platforms, and institutions that can provide quality assurance, scale, and accountability (See case study in later pages).

## **Pillar 3: Creative Economy, Intellectual Property and Cultural Exchange**

### **Converting Global Demand into Local Value Capture**

Nigeria's creative economy—music, film, fashion, and digital content—is already a **global export industry**. Its music industry has been estimated at around **US\$600**



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**million / ₦901 billion**, with projections of about **US\$1 billion / ₦1.5 trillion by 2033**.  
Live performances account for a major share of artists' earnings

Nigerian artists consistently:

- sell out major venues across the United Kingdom, the United States, and France
- dominate global streaming charts
- generate significant international touring revenue

However, a large portion of this value is captured outside Nigeria. The market has gaps in high-capacity indoor venues and fully integrated event systems relative to global demand.

## **The Core Opportunity: Closing The Value Capture Gap**

Nigeria does not lack:

- talent
- audience demand
- cultural influence

It already has:

- active event spaces
- large outdoor venues
- growing audience participation

The gap is in the next layer of commercial infrastructure.

## **Where the Market Is Underserved**

**Nigeria currently has limited:**

- city indoor entertainment arenas (10000 -20000+)
- globally standardised venue operations and safety systems
- integrated ticketing, crowd-flow, monetisation and broadcast infrastructure



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- professional touring infrastructure for repeatable large-scale concerts
- stronger IP, royalty collection, licensing and rights-management systems in the international market

## Where Australia Fits

The opportunity is to embed systems that convert demand into sustained economic value.

Recommended areas;

### 1. Live Event Ecosystem Development

*(Revenue Capture + Infrastructure Systems)*

#### Opportunity

Demand in the Nigerian creative industry disproportionately outstrips the existing infrastructures that allows supply to capture its value. Australia can invest in this sector by developing **purpose-built indoor arenas and event ecosystems** that allow Nigeria to host global-scale concerts domestically.

#### Australia's Capability

- stadium and venue operations
- large-scale event logistics
- crowd safety and compliance systems
- integrated event technology
- broadcast-ready infrastructure

#### Entry Pathways

- co-investment in flagship, globally compliant indoor arenas (PPP models)
- provide venue design, operations, and management expertise
- integrate event technology (sound, lighting, broadcast systems)
- event systems design (ticketing, logistics, safety integration)



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- partnerships with private event operators

### **Value Capture Outcome**

- ticket revenue retained locally
- sponsorship and brand partnerships
- tourism and hospitality growth
- broadcast and streaming rights monetisation

## **2. Event Safety & Compliance Systems**

*(High-Value Service Export)*

### **Opportunity**

Enable large-scale events through **standardised, globally trusted systems**. .  
Standardise safety and compliance to unlock large-scale events and international partnerships.

### **Australia's Capability**

- globally recognised large event safety frameworks
- risk management systems
- crowd control expertise
- regulatory and compliance models

### **Entry Pathways**

- export of event safety certification systems
- training programs for event operators
- advisory partnerships with governments and venues
- co-development of national event safety standards

### **Value Capture Outcome**

- increased investor and sponsor confidence
- ability to host larger, higher-value events
- reduced operational risk



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- improved global industry credibility
- enable repeatable event models
- Long-term returns on investment in an expanding sector

### **3. Intellectual Property & Monetisation Systems**

*(Recurring Revenue Infrastructure)*

#### **Opportunity**

Reduce revenue leakage and enable creators to fully monetise global demand.

#### **Current Gap**

- weak IP enforcement
- fragmented royalty systems
- piracy and informal distribution
- limited cross-border monetisation structures

#### **Australia's Capability**

- IP protection frameworks
- licensing and royalty systems
- legal and contractual standards
- digital rights management

#### **Entry Pathways**

- IP system advisory and partnerships
- licensing and royalty management systems
- digital rights tracking
- creative business and monetisation training

#### **Value Capture Outcome**

- increased revenue retention for creators
- stronger investor confidence
- scalable and recurring income streams



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- long-term industry sustainability
- Australia's return on investment grows with the industry

## 4. Structured Touring & Market Access

*(Trade Expansion Pathway)*

### Opportunity

Position Australia as part of the global touring circuit for African creative industries.

### Entry Pathways

- bilateral touring agreements
- creative visa pathways
- Australia–Africa festival circuits
- co-produced events and content

### Value Capture Outcome

- increased inbound tourism
- expanded creative exports
- stronger cultural and commercial ties
- diversification of Australia's creative economy

## Why This Matters for Australia

For Australia, this is a **first-mover opportunity** to:

- embed in a high-growth global sector
- expand soft power and cultural influence
- unlock tourism and event-driven revenue
- participate in a rapidly scaling youth economy



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This enables Australia to capture and optimise economic value from an already functioning high-growth global industry.

Australia's opportunity is to invest in the systems, infrastructure, and frameworks that optimise value capture for the industry.

## Recommendations

Australia should:

### 1. Develop a Creative Economy Trade & Investment Strategy

Target:

- Indoor event infrastructure
- IP systems
- touring pathways
- creative-technology

### 2. Enable Public-Private Partnerships in Event Infrastructure

- support Australian firms to co-invest in flagship venues
- prioritise commercially viable urban hubs
- integrate operations, safety, and technology from inception

### 3. Export Event Safety & Compliance Systems

- establish Australian-led but locally adapted certification frameworks
- provide training and advisory services
- position Australia as a standards leader

### 4. Build IP & Monetisation Partnerships

- support better international rights-management system development
- facilitate legal and licensing frameworks
- enable digital royalty tracking and enforcement



## 5. Create Structured Australia–Africa Touring Pathways

- simplify visa and mobility processes
- support festival and exchange platforms
- connect industry players across both markets

## 6. Leverage Diaspora as Execution Partners

- formalise diaspora participation in creative trade
- support partnership facilitation
- reduce market entry risk
- bridge cultural and commercial gaps

The opportunity here is to strengthen what already exists. The Nigerian creative economy needs scalable systems to convert global creative demand into sustained economic value.

Australia's opportunity is to invest in the infrastructure, systems, and partnerships that enable that value capture at scale.

## Pillar 4: Healthcare Systems and Diagnostics

Converting Demand into Scalable Health Systems

Practitioner insight from Nigeria indicates that the healthcare opportunity is not driven by lack of demand but by **system inefficiency and infrastructure gaps** hindering scalable delivery.

Key issues identified include:

- patients bypassing primary health centres and moving directly to tertiary hospitals
- overloaded tertiary hospitals
- slow diagnostics in public systems
- infrastructure gaps (power, equipment, systems)
- weak operational systems



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- strong **willingness to pay for quality care exists**, leading to revenue leaks from Health tourism to nearby countries like the US, UK

## Where Australia Fits

Australia has strengths in:

- healthcare system design (referrals, patient flow)
- diagnostics and pathology systems
- hospital operations and governance
- safety and quality frameworks
- digital health and telehealth
- Efficient equipment management models

The opportunity is not primarily to export healthcare from Australia. It is to partner in building and operating scalable healthcare systems within existing demand-heavy African markets and capture value that flows into international medical tourism that Australia would ordinarily not capture due to low visibility in the African market and logistics..

Afreximbank has estimated that Nigeria loses around **US\$1.1 billion annually** to medical tourism. Australia can position itself as a healthcare systems partner, enabling value retention rather than just a healthcare service exporter.

## Investment & Entry Pathways

### 1. Diagnostics & Fast-Turnaround Labs

- co-located private diagnostics within public hospitals
- 1-3 hour turnaround services vs 48-72 hour delays

### 2. Hospital PPP Models

- partner with tertiary hospitals
- private wings in public hospitals
- department-level concessions (maternity, imaging, specialist care)
- co-management of facilities



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### **3. “Hospital-as-a-System” Solutions**

- integrated packages: power + equipment + operations + staff training
- turnkey delivery models
- patient flow systems
- referral systems
- quality and safety frameworks

### **4. Medical Equipment + Financing Models**

- reduce upfront capital burden (lease-to-own models, managed equipment services, financing-backed installations)
- create recurring revenue models

## **How Australia Can Do Better**

### **1. Move from Export To In-Market Presence**

Instead of exporting services from Australia, establish an operational presence within African healthcare systems.

### **2. Partner, Don't Replace**

- work with local providers
- co-invest
- co-manage
- build capacity

### **3. Leverage Diaspora as Entry Pathway**

African-Australian professionals can help:

- identify trusted partners
- navigate regulatory systems
- reduce risk



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- build credibility

#### **4. Start with Pilot Projects Before Scaling**

- Trial runs of hospital partnership
- Trial runs diagnostics centre
- Trial runs training program

#### **5. Align Public + Private**

- government supports and creates an enabling environment for entry
- private sector executes entry
- diaspora bridges local connection and intelligence gaps

#### **Value Capture Outcome**

- reduced medical tourism leakage
- stable recurring healthcare revenue + ROI
- scalable private-sector-led models
- long-term system integration

The healthcare opportunity lies in building scalable systems in partnership with local markets, where Australian capability and African demand can create sustainable and commercially viable outcomes on both sides.

#### **Pillar 5: Infrastructure, Energy and Industrial Enablement**

Reliable power remains one of the biggest productivity constraints in Nigeria and many African markets.

Energy is not only an energy issue. It is also:

- a healthcare issue
- a food security issue
- a manufacturing issue
- a cold-chain issue



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- an education issue
- an SME productivity issue

### **The Real Opportunity: Infrastructure for Productivity**

Enabling **economic productivity across sectors.**

Australia has relevant strengths in:

- remote energy systems
- Mini-grids and off-grid systems
- industrial energy solutions
- mining-related infrastructure
- harsh-environment operations
- renewable energy systems
- project governance

### **Investment & Entry Pathways**

#### **1. Sector-Linked Mini-Grids**

- power for:
  - food processing hubs
  - cold storage
  - hospitals
  - schools

#### **2. Industrial Energy Clusters**

- energy solutions tied to:
  - manufacturing zones
  - agro-processing zones
  - SME hubs

#### **3. Embedded Infrastructure Models**

- combine:



- energy
- logistics
- storage
- operations

Offering Infrastructure as a Service

## Value Capture Outcome

- unlock productivity across all other pillars
- stable long-term infrastructure returns
- cross-sector multiplier effects
- strong PPP pipeline opportunities

For Australia, energy and infrastructure should be viewed as enabling sectors. Investment in these areas can unlock value that grows with productivity across agriculture, healthcare, education, and manufacturing.

## Pillar 6: Skills, Vocational Education and Human Capital

Nigeria has a large youth population and a strong demand for employability pathways. Nigeria's National Universities Commission has reported that Nigerian universities can admit only about **700,000 students out of roughly 2 million applicants annually**, highlighting the gap Australia could help address through vocational, hybrid, and industry-aligned education partnerships.

Many young Nigerians actively seek qualifications, certifications, entrepreneurship training, and professional development to give themselves an edge in a fiercely competitive local and international market

Australia already has credibility in education and vocational training. Its practical, industry-aligned training models, including TAFE-style systems, are highly relevant to Nigeria's workforce needs.

## The Real Opportunity: Workforce Creation for Growing Sectors



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The opportunity here is in building **job-ready talent aligned to local and international industry demand. Aim to develop local hubs that capture the value that goes to** education tourism in places like UK, US, China France + huge local market gap.

## Where Australia Fits

Australia is strong in:

- vocational training (TAFE-style systems where education is delivered by industry practitioners trained to teach)
- industry-aligned education
- certification frameworks
- practical skills training
- hybrid learning systems

## Investment & Entry Pathways

### 1. Industry-Aligned Training Centres

Develop training centres directly linked to **high-growth sectors, trades, and entrepreneurship.**

Traditionally, many trade-based sectors in Nigeria have been dominated by operators without formal tertiary education. However, increasing competition in white-collar employment has driven more people into these sectors, accelerating their growth and economic relevance in local and export commodity markets (especially in the food, arts and fashion industry).

Despite this shift, skills development in these industries remains largely **informal**, typically acquired through apprenticeships or on-the-job training with existing operators.

This presents a significant opportunity to formalise and standardise skills development across multiple trade sectors through structured, industry-aligned training systems.



Such an approach would:

- improve productivity and quality standards
- enhance employability and business scalability
- create certification pathways aligned to industry needs
- support entrepreneurship and SME growth

Australia's vocational and industry-led training models are well-positioned to contribute to this transition from informal learning systems to **structured, scalable workforce development frameworks for the trade sector.**

## **2. Certification & Skills Export**

- Accredited programs delivered locally
- hybrid (online + physical) delivery

## **3. Employer-Linked Pipelines**

- connect training to employment
- both local and international pathways

## **4. Diaspora-Led Training Networks**

- Involve African-Australian professionals as trainers/mentors
- culturally aligned delivery

## **Value Capture Outcome**

- long-term workforce development
- stronger business ecosystems
- future trade partners trained in Australian systems
- recurring education revenue
- Education tourism value retention through regional hubs

Education should not be viewed only as a social sector. It is a long-term trade and influence pathway.



Students and professionals trained in Australian systems can become future founders, employers, buyers, partners, and decision-makers.

## **6. The Role of African Diaspora Communities**

A recurring theme across all six pillars is that Australia does not need to enter African markets blindly.

The bridge already exists.

African-Australians understand:

- Australian commercial standards
- African market realities
- language and culture
- trust dynamics
- regulatory friction points
- execution risks
- informal and formal business systems

Diaspora communities can function as trade infrastructure.

However, diaspora-led trade does not scale through individual effort alone. It scales when supported by:

- institutional backing
- capital pathways
- structured market-entry programs
- verified partner networks
- sector-specific trade missions
- government-supported advisory mechanisms



The policy question here is, how can Australia structure the trade and partnership pathways so diaspora capability can operate at scale, with reduced risk and greater commercial impact?"

## **7. Case Studies: What Australia Can Learn**

### **Case Study 1: Andela – Talent, Structure and Global Demand**

Andela demonstrates that African talent can serve global demand when supported by a structured model.

The key lesson from Andela is that talent alone is not enough. Success came through:

- local market intelligence
- international capital
- structured training pipelines
- alignment with global standards
- trusted delivery systems
- connection to global companies

Policy lesson for Australia:

Australia can apply a similar model by supporting structured talent and digital service pipelines between Australian companies and African technology ecosystems. The principles from this model can also be applied in other sectors where relevant

### **Case Study 2: OPay – Capital, Local Execution and Market Adaptation**

OPay's growth in Nigeria's fintech space demonstrates that investment in infrastructures that optimise market potential can be a long-term win-win when adapted and paired with local execution.



Its model combined:

- significant capital backing
- strong local adaptation
- agent networks
- payment infrastructure
- user behaviour understanding
- on-the-ground distribution

Policy lesson for Australia:

Digital trade in Africa still requires physical and relational infrastructure. Australia should support ventures that combine technology with local execution and trusted market operators.

### **Case Study 3: MTN – Early Entry and Long-Term Market Commitment**

MTN's entry into Nigeria demonstrates the value of early positioning in a high-growth market.

It entered when the telecommunications sector was still developing and when risks were significant. Its long-term commitment helped it become one of the dominant operators in the market, becoming profitable in less than 5 years of making a significant capital investment.

Policy lesson for Australia:

High-growth African markets often reward early, patient, well-structured investment. Waiting for perfect certainty may mean entering too late, after others have already captured the most strategic positions.

## **8. What These Case Studies Show**

Together, Andela, OPay and MTN show that successful engagement in African markets is not accidental.



It is enabled by:

- early positioning
- Capital investment
- structure
- local intelligence
- trusted operators
- long-term commitment
- adaptation to local conditions

These models are relevant to Australia because they show that diaspora and local intelligence should not be treated as informal extras. They should be built into the market-entry strategy.

For Australia, the opportunity is to enable stronger pathways through African-Australian diaspora communities, credible local partners, and sector-specific commercial programs.

## 9. Recommendations

### Use Nigeria as a Strategic Launch Market

Australia should pilot deeper engagement with Africa through Nigeria in:

- agriculture and dairy
- technology and digital trade
- healthcare systems
- energy and infrastructure
- vocational education
- creative industries

This does not exclude other African countries. It provides a practical starting point to capture value on a larger scale and expand into other African markets.

### Establish a Diaspora Trade Bridge Mechanism



Australia should create a government-supported mechanism that identifies and engages credible African-Australian professionals, founders, and operators to support trade and investment pathways.

This mechanism could support:

- market intelligence
- partner identification
- Targeted trade mission design
- risk reduction
- cultural and commercial translation
- sector-specific advisory input

## **Fund Sector-Specific Trade Missions**

Australia should move beyond generic delegations and create focused missions around sectors with real demand and clear Australian capability.

Priority missions could include:

- dairy and food systems
- digital trade and talent
- healthcare systems
- vocational education
- clean energy
- creative economy

These missions should include diaspora operators, not only government and large institutions.

## **Support Pilot Projects and Proof-of-Concept Partnerships**

Australia should support smaller, structured pilot projects before pursuing large-scale investment.

Examples include:

- dairy genetics and feed systems pilots



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- diagnostic centre partnerships
- digital talent pipelines
- creative exchange programs
- vocational training centres
- mini-grid projects for food or health infrastructure

This reduces risk while building evidence for scale.

## **Build Two-Way Value**

Australia's engagement with Africa must not be extractive.

The strongest model is:

- Australian capability + African demand
- Australian systems + African scale
- African talent + Australian market opportunity
- Australian capital + local execution
- diaspora intelligence + institutional backing

This creates long-term commercial value on both sides.

## **10. Conclusion**

Across the six pillars of agriculture, technology, creative industries, healthcare, energy, and education, the opportunity for Australia is not constrained by lack of demand. It is constrained by the absence of **structured, trusted pathways for market entry, execution, and long-term partnership.**

Global examples such as Andela, OPay, and MTN demonstrate that success in African markets is not accidental. It is built on:

- early positioning
- capital deployment
- structured execution
- local intelligence



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- trusted partnerships
- long-term commitment

For Australia, the strategic advantage lies in recognising that **African diaspora communities are not peripheral participants—they are embedded market operators with dual-system intelligence.**

With the right enablement, Australia can:

- enter earlier
- operate more effectively
- reduce risk
- and build sustainable, commercially viable partnerships

across sectors that will continue to expand with Africa's population growth and economic development.

Australia does not need to wait for fully mature markets before engaging.

It can embed itself early in the **foundations of Africa's next-generation industries.**

Also, Australia does not need to guess how to engage. The capability already exists. The bridge between Australia and Africa is already built through diaspora communities. What is needed now is the intentional decision to recognise it, organise it, and activate it at scale for mutual economic value.

Kind regards,

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