

Antananarivo, 20 December 2021

## **AXIAN LAUNCHES CHANGING AFRICA, A PODCAST DEDICATED TO LEADERS AND PIONEERS OF CHANGING ACROSS THE CONTINENT.**

*AXIAN, a pan-African group operating in five specialised industries, is pleased to announce that its new podcast series, Changing Africa, is now live. This podcast aims to shine a light on Africans playing pivotal roles in advancing innovation and change across the continent, and bringing solutions to its emerging challenges.*

Hassanein Hiridjee, CEO of the AXIAN Group, invites you to meet leaders and champions of change in Africa in AXIAN's podcast. Being an experienced businessman himself who has led many African companies, he now embarks on this project to learn what Africa represents to the people most committed to its prosperity.

Each episode in this series will introduce an African leader and innovator who is making a positive impact on Africa and delve into how they are helping Africans both presently and in the future. This will help us learn what motivates them to act, no matter what their area of expertise, while also discussing current events as well as important topics such as arts, sports, the state of entrepreneurship and sustainable development. Most importantly, however, we will learn their vision of Africa, its private-sector and what they think the future holds.

Each episode will be approximately 20 minutes long and will be available on Spotify, Apple Podcast and Google Podcast.

### **LISTEN TO THE FIRST EPISODE OF CHANGING AFRICA**

In this maiden episode of Changing Africa, Hassanein Hiridjee hosts Laureen Kouassi-Olsson, CEO of Birmian Ventures. Her contribution to developing Africa's luxury sector and her own social commitments have earned her a well-deserved reputation in Africa's financial services and private-equity industries.

*// It will be a privilege for me to host a driven, committed and ambitious guest for each and every episode of Changing Africa. I can't wait to learn from the stories they have accrued as they have changed Africa's business landscape. Africa boasts formidable talents, and together we will solve the challenges this continent faces. //* **Hassanein Hiridjee, AXIAN Group CEO.**



LET'S GROW TOGETHER

## ABOUT AXIAN

AXIAN is a pan African group that operates in 7 countries and specialises in 5 industries with high growth potential; namely telecoms, financial services, real estate, energy and innovation.


AXIAN is an engaged partner in the socio-economic growth of the countries where it operates. With over 5,000 daring and passionate staff, the group systematically ensures that its products and services have a positive and sustainable impact on the day-to-day lives of millions of Africans.

The AXIAN Group is a signatory of the United Nations' Global Compact initiative and committed to the integration of its 10 Sustainable Development Goals (SDGs) into group strategy, policies and operations.

Find out more about AXIAN: [www.axian-group.com](http://www.axian-group.com)

## CONTACT

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