

16 The giant of Africa

LES UNIVERS PROFESSIONNELS,
LE MONDE DU TRAVAIL

How are young professionals
reshaping Nigeria's future?



↑ This is Naija, Andrew Dosunmu (2018)

SCENARIO

We often think of Africa as a continent with a lot of problems, but is this an informed vision? A country like Nigeria could be a good counter-example of dynamism and economic potential. Stories of young and active Nigerians might change your mind and debunk some stereotypes.

FINAL TASK

Interview a
young Nigerian
entrepreneur



ANTICIPATE a. Look at the still.
Brainstorm: who and what.

vidéo 33 b. Watch the trailer of the documentary "This is Naija".
Write down the predictions about the future of Nigeria.
*Nigeria might...
It is probably going to...*

c. Watch the trailer again.
What does it tell us about the country?

d. Why do you think Nigeria is called the "Giant of Africa"?
I think that this name comes from the fact that...

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- confident < **fearless** /'fiələs/
- proud /'praʊd/: fier / fière
- **Naija = Nigeria** /naɪ'dʒɪəriə/
- to celebrate
- to rule the world ≈ to take over the world
- to train = to practise

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DOCUMENTS

1 Gentlemen farmers

ANTICIPATE

- a. Look at the picture.

Describe the looks and attitudes of the two people. What image of Nigeria do they convey?

They seem to be...
They look...

ANTICIPATE

- b. Look at the picture again. Read the title of the activity. Guess what the article is about.

I expect the article to deal with...
It must be about...

- c. Read the article. Find similarities between P.J. and Buffy.

They are both...
They both believe that...

- d. Perform an interview. Student A is Buffy Okeke-Ojiudo. Student B is a journalist. Ask and answer questions.

- Buffy, why did you...?
- Because I think that people will...



"Come, I'll show you what a potential billion dollars looks like," said P.J. Okocha, opening the door of a small, modern house in Southern Nigeria to reveal a thousand yam seedlings. "These thousand plants can make three million seeds," he said, with a broad smile.

At just 34, Peter Okocha Junior—also known as P.J.—is a high achiever. He identified Nigeria's agricultural sector as one of enormous potential where he can make the most impact. Today, he is a pioneer in hydroponics with an agro-researcher that he contacted on Twitter. Two years after launching their company PS Nutrac, tens of thousands of yam plants grow without soil, suspended in water in special greenhouses—a cutting-edge technique rarely seen in developing countries.

Nigeria, which is home to more than 180 million people, is under pressure to produce more food. By 2050, it is expected to become the third most populous country in the world. "Opportunities in agriculture are beyond the imagination," said Buffy Okeke-Ojiudu, the proud owner of a 200-hectare palm oil plantation in the southeast. "The future billionaires in Nigeria will be people investing in agriculture, tech and renewable energy, which are sectors that can create employment, not like the oil sector," said the 34-year-old, whose grandfather was Nigeria's first Minister of Agriculture.



↑ Entrepreneurs Buffy Okeke-Ojiudu and Wanger Ayu in Abuja (2017)

↑ Young, rich and ambitious: Nigeria's 'gentleman farmers', AFP (2018)

2 A tech start-up

ANTICIPATE

- a. Look at the still. Imagine why Mark Zuckerberg visited this place in Nigeria.

He must have been interested in...

- b. Watch the video. Take notes about the company and its boss.

- c. In pairs, share your notes. Write a paragraph to summarise the video.

In this video, we learn that...



↑ Andela, one of Africa's top tech startups, has local and global impact, CBS News (2018)



3 A tasty business

a. **Read** this Wikipedia page.

Imagine you have to interview Affiong Williams.

Write at least three questions.

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b. **Listen to** the first part of the audio.

Take notes about Affiong's company: **sales, new products**.

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c. **Listen to** the second part.

What problems is she facing?

She is having trouble + V-ing...
She is struggling to + V...

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d. **Listen to** the whole report.

Write the part "Career" for Affiong Williams' Wikipedia page.



e. In pairs, **give** the three questions you wrote to a classmate, who will try to **answer** them.

- **What do you want to achieve?**
- **Well, my dream is to...**



Affiong Williams

From Wikipedia, the free encyclopedia



Affiong Williams is a Nigerian entrepreneur from Akwa Ibom State. She was listed by Forbes among the **Africa's Most Promising Entrepreneurs** in 2015. She is married to **Tayo Oviosu**, the CEO of the finance company Paga.^[1]

Contents

- 1 Education
- 2 Career
- 3 Personal life
- 4 Awards and recognitions
- 5 References

Born 1987

Residence Lagos, Nigeria

Nationality Nigerian

Education University of Witwatersrand

Occupation Entrepreneur

Years active 2012 - present

Education [edit]

Williams is a graduate in physiology and psychology from the **University of Witwatersrand, South Africa**. She also holds a postgraduate diploma in business management from the same university.^[2] She also attended the **Stanford Graduate School of Business** where she took part in the Seed Transformation Program of 2018.

↑ Affiong Williams' Wikipedia page (2019)

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- **profitable** /'prɒfɪtəbl/ = **money-making**: rentable
- **revolutionary** ≈ **cutting-edge**
- **risky** ≠ **safe** ≈ **easy**
- **agriculture** /'agrɪkʌltʃə/
- **an entrepreneur** = **a person who sets up a business**
- **a start-up**
- **a tech firm**
- **to create employment** = **to create jobs**
- **to have potential** ≈ **to have a bright future**
- **to invest in** = **to make an investment in**
- **to launch a company**
- **to make money**
- **to recruit** /rɪ'krut/
- **to struggle to do sth** = **to have trouble doing sth**

• Le présent en **be + V-ing** ↗ p. 211

They **are transforming** Africa.

Affiong Williams **is looking for** investors.

Nigeria **is attracting** tech start-ups.

• L'expression du futur ↗ p. 213

Maybe they **will open** another start-up in Abuja.

She **is going to look for** new investors.

• Les énoncés interrogatifs ↗ p. 216

Is Nigeria a good country for business?

What is your company's mission?

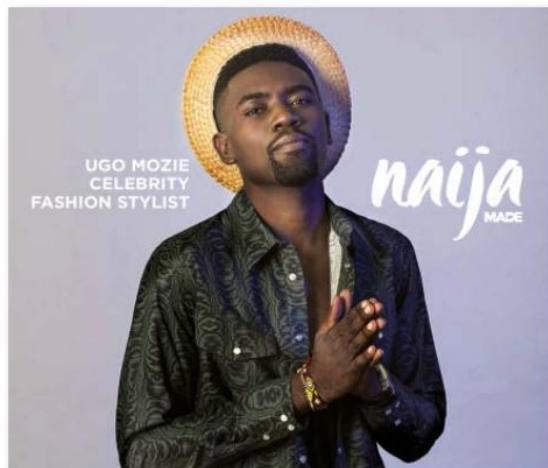
Why did you decide to launch a snack company?

4 Naija made me

Lagos has never been, will never be, and has never aspired to be like New York, or anywhere else for that matter. Lagos has always been indisputably itself, but you would not know this at the meeting of the Nigerpolitan Club, a group of young returnees who gather every week to moan about the many ways that Lagos is not like New York as though Lagos had ever been close to being like New York. Full disclosure: I am one of them. Most of us have come back to make money in Nigeria, to start business, to seek government contracts and contacts. Others have come with dreams in their pockets and a hunger to change the country, but we spend all our time complaining about Nigeria, and even though our complaints are legitimate, I imagine myself as an outsider saying:

10 Go back where you came from!

↑ **Americanah**, Chimamanda Ngozi Adichie (2013)



↑ #Naijamade, an online campaign (2015)

ANTICIPATE

- a. Look at the pictures. What is the objective of the campaign?

The campaign aims at V-ing... / aims to + V...

- b. Read the text. Who do you think the “young returnees” are?

- c. In your opinion, what might be the pros and cons of living in Lagos for the returnees?

Living in Nigeria can enable them to...

In Nigeria, they can... but at the same time...

- d. What is the narrator’s opinion on the “Nigerpolitan Club”?

On the one hand... but on the other hand...



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- **elitist** /'lɪtɪst/
- **a returnee** /rɪ'tə:nɪ:/ ≠ **an expatriate**
- **to enable** = **to make possible**
- **to go back** = **to return** /rɪ'tɔ:n/
- **to miss** = **to regret the absence**
- **to moan** = **to complain**
- **to promote** ≈ **to advertise**

• L’expression de la capacité et de l’incapacité → p. 214

In Nigeria, they can start their own business.
They will be able to make Nigeria a more prosperous country.

• L’expression de la concession → p. 222

Although they worked in England, they went back to Nigeria.
Even though Lagos is not like New York, she stays in Nigeria.
In spite of the difficulties, many Nigerians have high hopes.

VOCABULARY

→ Banque d'exercices p. 192



Make your own mind map

Make a mind map with the words and expressions that best describe one of the entrepreneurs in this unit.

PREPARATION TIME

How to take part in a great interview

Vous avez toujours rêvé d'être journaliste ? D'être interviewé(e) ? Voici le moment de vous distinguer ! Suivez les conseils ci-dessous pour réaliser une interview mémorable.

• Distribuez les rôles

- Si vous êtes **journaliste**, révisionnez l'interview de Seny Sulyman (activité 2, p. 152). Inspirez-vous de l'attitude de la journaliste et des questions qu'elle pose.
- Si vous êtes **entrepreneur(euse)**, inspirez-vous des personnes que vous avez vues au fil de l'unité. Prenez des notes sur leur CV, leurs rêves pour le futur et leur attitude.

• Anticipez

- Que vous soyez **journaliste** ou **interviewé(e)**, notez les outils lexicaux (secteurs d'activités, économie, actions entreprises, objectifs...) et grammaticaux (présent en **be + V-ing**, expression de la capacité, de la concession...) qui vous seront utiles durant l'entretien.
- Si vous êtes **journaliste**, formulez 2 questions sur chacun des 4 thèmes proposés.
- Si vous êtes **entrepreneur(euse)**, créez-vous un profil (identité, nom, objectif et situation de votre entreprise, contexte économique...). Imaginez également les questions que l'on pourrait vous poser et écrivez au brouillon vos idées pour y répondre.

• Entraînez-vous

- L'entraînement oral est essentiel pour mieux prononcer, mais aussi pour mieux maîtriser son texte et pouvoir ainsi regarder la caméra au lieu d'avoir le regard fixé sur ses notes !
- Si vous ne pouvez pas vous passer de vos notes, posez-les à hauteur de votre regard (comme sur un prompteur de télévision).
- Profitez de cette phase d'entraînement pour peaufiner vos rôles : si vous êtes **journaliste**, ne vous contentez pas de poser les questions prévues, réagissez aux réponses de votre interlocuteur(trice), demandez-lui des précisions... Vous êtes **entrepreneur(euse)** ? Faites des réponses détaillées, donnez des exemples... En résumé : soyez spontané(e) !
- Vérifiez à cette étape que le temps de parole est réparti entre votre interlocuteur(trice) et vous. Ajustez vos interventions si nécessaire.

• Ajoutez une touche de réalité

Dans une émission de télévision, le début et la fin d'une interview sont souvent signalés par un jingle. N'hésitez pas à faire de même !

TRAIN YOUR VOICE



L'intonation d'emphase

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- 1** Écoutez les trois enregistrements de cette phrase. Associez chacun d'eux à la phrase française correspondante.

Is this your new project?

- C'est le tien, ce nouveau projet ?
- C'est ça, ton nouveau projet ?
- C'est ton nouveau projet, ça ?

- 2** Lisez les phrases suivantes en mettant l'emphase sur les éléments en vert. Quelle est la nuance apportée dans chaque cas ?

- In **Nigeria** they can start their own business **easily**.
- In **Nigeria** they **can** start their own business **easily**.
- In **Nigeria** they can start their own business **easily**.

FINAL TASK



INTERVIEW A YOUNG NIGERIAN ENTREPRENEUR



You work as a journalist in France. You are responsible for a weekly programme on a local TV channel. Today you are interviewing a young entrepreneur from Lagos.



- a. In pairs, one is the interviewer and the other is the Nigerian entrepreneur.

Imagine realistic names and ages for all of you.

The journalist

Write 2 questions about each of the following topics:

- the entrepreneur: name, age, education...;
- Nigeria's economy;
- his / her company: name, sector, mission...;
- his / her plans for the future.

The entrepreneur

Take notes about:

- yourself: name, age, education...;
- Nigeria's economy;
- your company: name, sector, mission...;
- your plans for the future.

- b. In pairs, **practise** the interview and **act it out!**

Why did you decide to start a business in Nigeria?

Nigeria's economy is getting stronger and there are a lot of opportunities for young entrepreneurs like me.



MORE BOOKS, FILMS... ABOUT THE TOPIC

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15 Get involved

Books

- **The Red Bandanna**, by Tom Rinaldi (2016)
- **Real Kids, Real Stories, Real Change**,
by Garth Sundem (2010)

Films

- **Promised Land** (2012)
- **Seven Pounds** (2008)
- **Erin Brockovich** (2000)

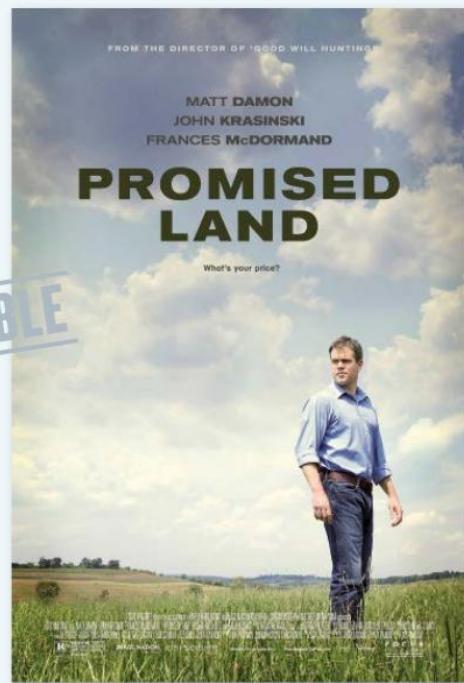
Songs

- **Bridge Over Troubled Water**, by Artists for Grenfell (2017)
- **We are the World**, by Artists for Haiti (2010)
- **What More Can I Give**, by Michael Jackson (2001)

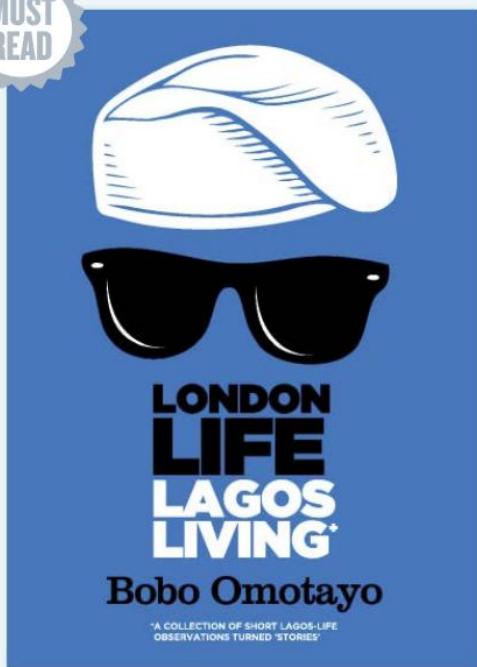
YouTube videos

- **TEDx Talks: Be Selfish. Volunteer!** (2016)
- **The Volunteer Centre and The Board Match: The Power of Volunteering** (2010)

UNMISSABLE



MUST READ



16 The giant of Africa

Books

- **Africa Rise and Shine**, by Jim Ovia (2018)
- **The Sun Will Rise Again**, by Noah Oladele, Chinelo Nwangwu and Chisom Okafor (2016)
- **London Life, Lagos Living**, by Bobo Omotayo (2011)
- **Aké: The Years of Childhood**, by Wole Soyinka (1981)

Films

- **Lara and the Beat** (2018)

TV Series

- **Jennifa's Diary** (2015-present)
- **Before 30** (2015)
- **The Johnsons** (2012-present)

Documentaries

- **Buddy goes to Nollywood** (2018)
- **Welcome to Lagos** (2010)
- **This is Nollywood** (2007)