

Company Presentation

Catalyst for Africa's Economic Integration
and Private Sector Development



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CWA Founder & CEO: Neo Theodore Tlhaselo

About Us

Conversation with Africa (CWA) is a leading development catalyst think tank dedicated to promoting Africa's economic integration agenda and driving private sector development. Focused on accelerating the continent's transformation agenda, CWA aligns its initiatives with the African Union's Agenda 2063, envisioning an integrated, prosperous, and peaceful Africa. CWA aligns its initiatives with the African Continental Free Trade Agreement (AfCFTA), recognizing that African citizens are the primary drivers of their future, positioning the continent as a dynamic force on the global stage.

At the heart of CWA's mission are platforms that not only influence policy but actively drive solutions that contribute to building an inclusive African economy. Our work directly supports Africa's achievement of the Sustainable Development Goals (SDGs), fostering an environment of collaboration across governments, private enterprises, and international organizations. CWA Secretariat boasts of over 30 skilled and experienced young African Human resource. With specialities amongst others Trade Economists, International Trade and Business development practitioners, Digital and AI Specialists, Media , Marketing Stakeholder relations and Communications specialists,

Through strategic partnerships with key stakeholders across the continent, CWA continues to advance Africa's economic integration agenda, championing initiatives that foster sustainable growth, economic inclusivity, and opportunities for all.



Mission Statement

Conversation with Africa exists to serve as a driving force for Africa's economic integration, fostering collaboration, innovation, and growth. Through thought leadership, strategic partnerships, and actionable solutions, CWA empowers Africa's private sector and aligns its efforts with the goals of Agenda 2063. Our mission is to establish solutions for governments, private sector partners, and development organizations that support economic growth, foster inclusivity, and ensure Africa's competitiveness on the global stage.

Vision Statement

CWA envisions Africa as a fully integrated, prosperous, and globally competitive continent. Our vision, as one of the leading think tanks Organizations, is to accelerate Africa's transformation. We aim to be the leading think tank development organization, and platform driving this agenda.

Core Values

Collaboration

We believe that partnerships and cooperation, both within Africa and globally, are essential to achieving sustainable economic integration. CWA prioritizes cross-sector and cross-border collaboration to drive impactful change.

Innovation

Embracing Africa's unique challenges, we are committed to exploring and implementing innovative approaches and solutions that contribute to economic growth, inclusivity, and long-term prosperity.

Inclusivity

Inclusivity is central to everything we do. Our initiatives promote gender equality and actively involve diverse stakeholders, including governments, the private sector, and grassroots communities, ensuring that no one is left behind.

Endorsements & Partnerships

#Africa Rising 

Conversation with Africa is a testament to the power of partnerships and cooperation. CWA's partnerships with diverse and strategic African and global institutions reflect our commitment to advancing Africa's economic integration and sustainable development. These collaborations with partners highlight the credibility and impact of CWA's initiatives across the continent.



Former Ambassador USA to Botswana H.E. Cloud and Captains of Industry



CWA Founder & Minister of Trade and Industry

CWA has been endorsed by African Continental Free Trade Area (AfCFTA) Secretariat: As a critical partner in promoting Africa's free trade and economic cooperation, the AfCFTA Secretariat recognizes CWA's role in driving private sector participation and shaping policies that foster cross-border trade and investment. CWA's initiatives complement the African Union's goal of achieving a unified and prosperous Africa.

CWA's strength lies in its ability to collaborate with diverse partners from across Africa and around the world. These partnerships are essential to scaling our impact, creating synergies, and driving collective action toward Africa's economic integration. Our partnerships span a wide range of sectors, from government institutions to private sector companies, development organizations, and international bodies.

Endorsements &
Partnerships

#Africa Rising 



CWA Founder & CEO with AfCFTA AU Secretary General
H.E. Wamkele Mene



In partnership with the Ministry of Entrepreneurship and
the RSA High Commission in Botswana.



In partnership with Oyo State Nigeria, and
the Russian Mission in Botswana



In partnership with Botswana Ministry of Foreign Affairs.



In partnership with Diverse Development Partners



CWA CEO / Founder : Neo Theodore Tlhaselo with AfCFTA Secretary General H.E. Wamkele Mene - CWA 2021 Annual Forum

Conversation With Africa Leadership Forum (Launching 2025)

Set to launch in 2025, this forum will bring together emerging and established African leaders to discuss the role of strategic leadership in driving sustainable economic growth and integration. It will serve as a platform for fostering visionary leadership across both public and private sectors, with an emphasis on leadership development and strategic thinking.

Conversation With Africa Youth Forum in partnership with AfCFTA Youth Symposium.

This forum focuses on the crucial role that Africa's youth play in driving the continent's economic transformation. With Africa having the youngest population in the world, this forum provides a platform for young leaders, entrepreneurs, and innovators to engage in discussions on trade, technology, and economic development. It also facilitates mentorship and networking opportunities that prepare the next generation of African leaders.

Each forum includes a range of activities such as:

- Panel discussions led by industry experts and thought leaders.
- Exhibitions that showcase innovations, products, and services from across Africa.
- Roundtable talks that bring key stakeholders together for in-depth discussions.
- B2B meetings that facilitate strategic partnerships and business deals.

Through these forums, CWA is shaping Africa's economic future by creating spaces for collaboration, problem-solving, and partnership development.



2022 CWA Pan African Women's Forum

CWA Forums are at the heart of our mission to drive action beyond dialogue. These forums are platforms for influencing policies and creating meaningful change across Africa's economic landscape. CWA brings together leaders, experts, and key stakeholders from Africa and around the world to discuss and tackle some of the most pressing challenges related to the continent's economic growth and integration. Each forum is designed to not only generate impactful discussions but to drive tangible solutions that shape Africa's economic future.

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The Conversation with Africa Consultancy department is dedicated to providing tailored, high-impact solutions that support governments, businesses, diplomatic institutions, and development organizations in navigating the complexities of Africa's evolving economic landscape. Leveraging CWA's deep expertise in trade, policy, and economic integration, the consultancy offers a range of services designed to foster growth, build strategic partnerships, and enhance Africa's competitiveness.

Key Consultancy Services Include:

Investment Facilitation:

CWA works with governments and private sector entities to identify and leverage investment opportunities across Africa. By providing advisory services and connecting investors with viable projects, we promote cross-border investments that fuel economic growth and development. Our investment facilitation efforts focus on sectors such as infrastructure, agriculture, renewable energy, and technology.

AfCFTA Implementation Strategies:

The African Continental Free Trade Area (AfCFTA) is a game changer for the continent, but effective implementation requires strategic planning and coordination. CWA helps governments and businesses understand AfCFTA's implications and opportunities, offering guidance on how to develop and implement strategies that maximize the benefits of free trade. We provide actionable advice on trade policy, compliance, market access, and logistics.

Economic Diplomacy & Event Management:

CWA facilitates high-level diplomatic engagements and manages international trade forums, ensuring that African governments and businesses can engage with global counterparts in meaningful ways. We organize and manage large-scale trade and business events, creating platforms for economic diplomacy and international cooperation that advance Africa's interests on the global stage.

Other Services:

- Export business plans
- Digital trade solutions
- Market intelligence
- International trade and legal solutions
- Negotiations
- Public-private partnership strategies
- Government-targeted trade instruments

Training and Workshops



The Conversation with Africa Training and Workshops department is focused on building the skills and capacities needed to drive Africa's future economic growth and integration. CWA recognizes that capacity building is critical for Africa to fully unlock its potential and maintain its competitive edge in the global economy. Through tailored workshops and training, we equip Africa's current and future leaders with the tools they need to succeed in a rapidly changing economic landscape.

Key Consultancy Services Include:

Trade and Business Development:

These programs are designed to enhance participants' understanding of key business strategies, trade policies, and best practices in the ever-changing business world. The training focuses on how to leverage free trade agreements, improve cross-border commerce, and unlock new markets for African businesses.

Leadership Development:

CWA's leadership workshops aim to nurture visionary leaders capable of driving sustainable growth across Africa. Participants gain valuable insights into strategic leadership, governance, and decision-making that are crucial for fostering economic integration and national development.

Tailor-made AfCFTA Workshops and Training:

CWA's customized AfCFTA workshops are designed to address the specific needs and strategic priorities of African businesses, policymakers, and institutions. These workshops focus on providing practical tools and knowledge to help stakeholders fully engage with the African Continental Free Trade Area (AfCFTA) agreement.

Training Focusing on Market Intelligence

CWA's Market Intelligence training equips participants with the tools and expertise needed to make informed decisions in a competitive and dynamic African market.

Impact of CWA Training and Workshops

CWA's training programs contribute to the development of Africa's human capital by providing the knowledge and skills needed to navigate economic challenges and seize opportunities. By investing in Africa's people, CWA ensures that the continent is better positioned to achieve its long-term goals of economic integration, sustainable development, and global competitiveness.



Conversation with Africa Media plays a vital role in promoting and educating the public on Africa’s economic integration agenda. As the media arm of CWA, this department uses a variety of broadcast platforms—including radio, television, and digital media—to amplify key messages, foster dialogue, and raise awareness about the importance of Africa’s integration efforts.

CWA Media is committed to shaping public perceptions, influencing policy discussions, and highlighting the success stories and challenges of Africa’s economic development. By partnering with local and international media outlets, CWA reaches a broad audience, ensuring that Africa’s economic transformation is part of the global conversation.

CWA continues to establish broadcasting partnerships across all platforms.

Key Consultancy Services Include:

- The CWA Radio Program:**
CWA as a brand name for the Business magazine show in 2022. Absa Botswana partnered with CWA on a 20 episodes of weekly series Broadcasted on Gabz FM. the show focused on educating listeners about trade developments, AfCFTA initiatives, and economic policies shaping Africa’s future. The show provides actionable insights for businesses and entrepreneurs looking to capitalize on the continent’s opportunities. The show provided ABSA Bank Botswana with an opportunity to market its product offerings and solutions to a business-oriented clientele.
- The CWA Business Magazine Show:**
In partnership with Botswana Television News and Old Mutual, this televised program, aired in 2024, highlights key issues related to Africa’s business landscape, trade policies, and economic growth. It provides a platform for discussions with business leaders, policymakers, and industry experts on the future of Africa’s economy.
- CWA Podcasts (Upcoming):**
To reach a younger, tech-savvy audience, CWA is expanding into podcasting. Our podcasts will feature interviews with key figures in African trade and development, providing a platform for in-depth discussions on Africa’s economic integration efforts.

Ready for Partnership



**CONVERSATION
WITH AFRICA**
Business Magazine TV Show

Guest: Dr Salisu Uba
Chief Executive Officer Nat

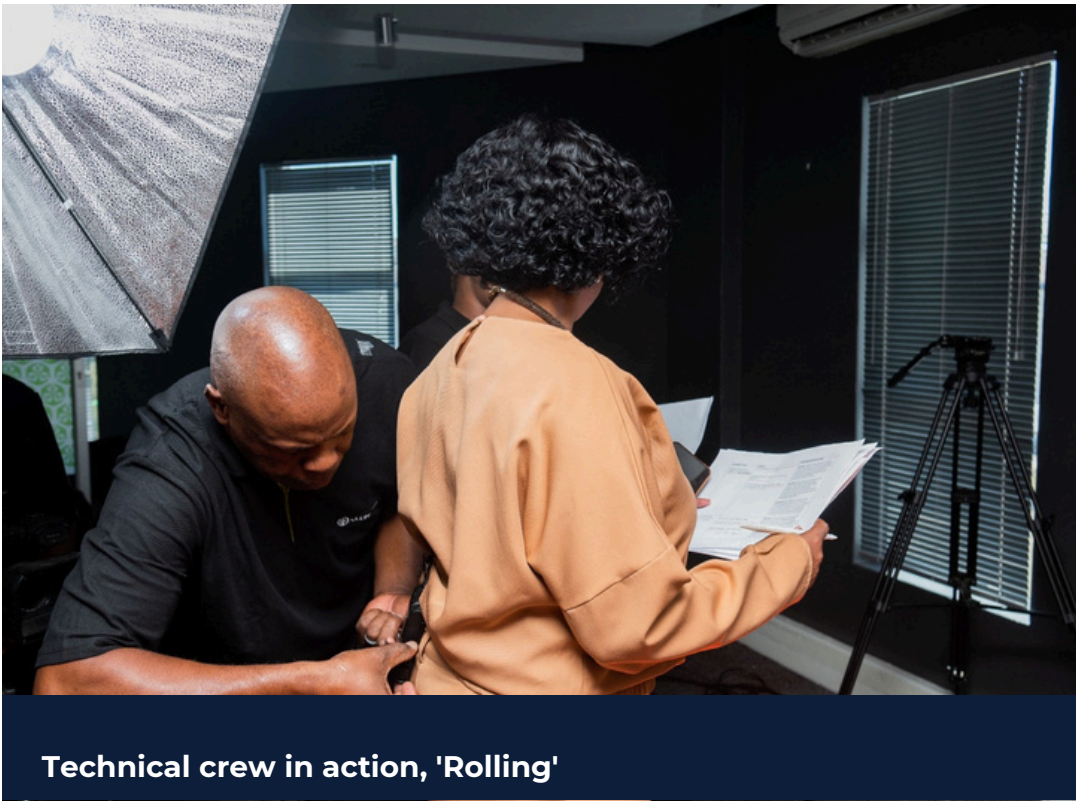
Host: Neo Theodore Tlhaselo

**Topic: Empowering SMME
Through Financial Literacy**

CWA Business Magazine Television show-Full season in partnership with Old Mutual on BTV News Channel Dstv 289



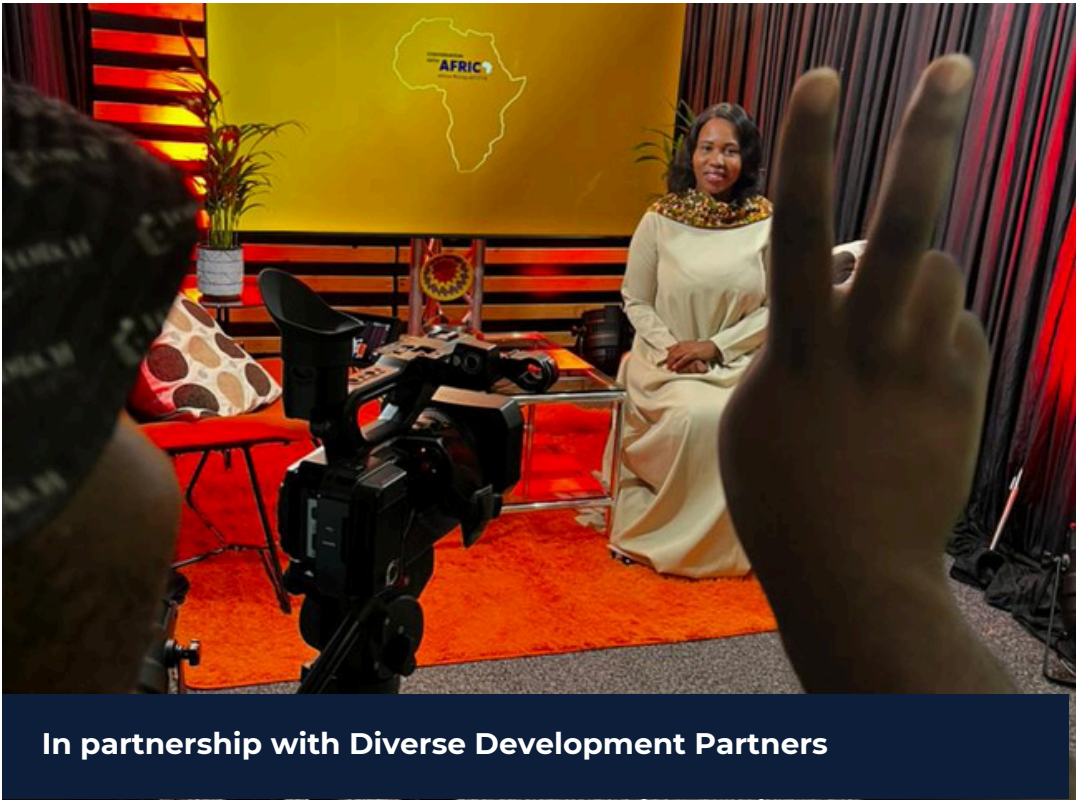
Content Producers Briefings



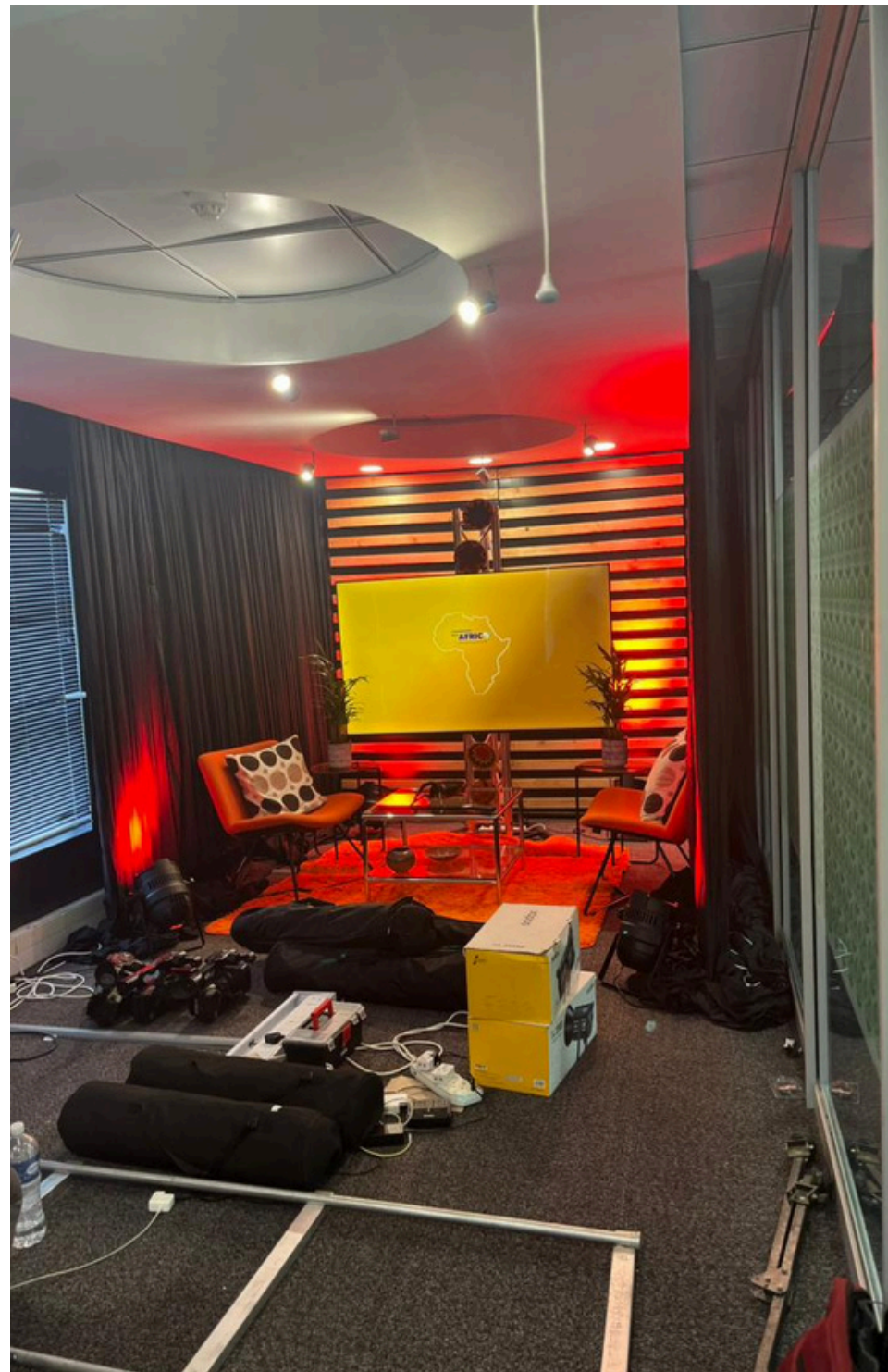
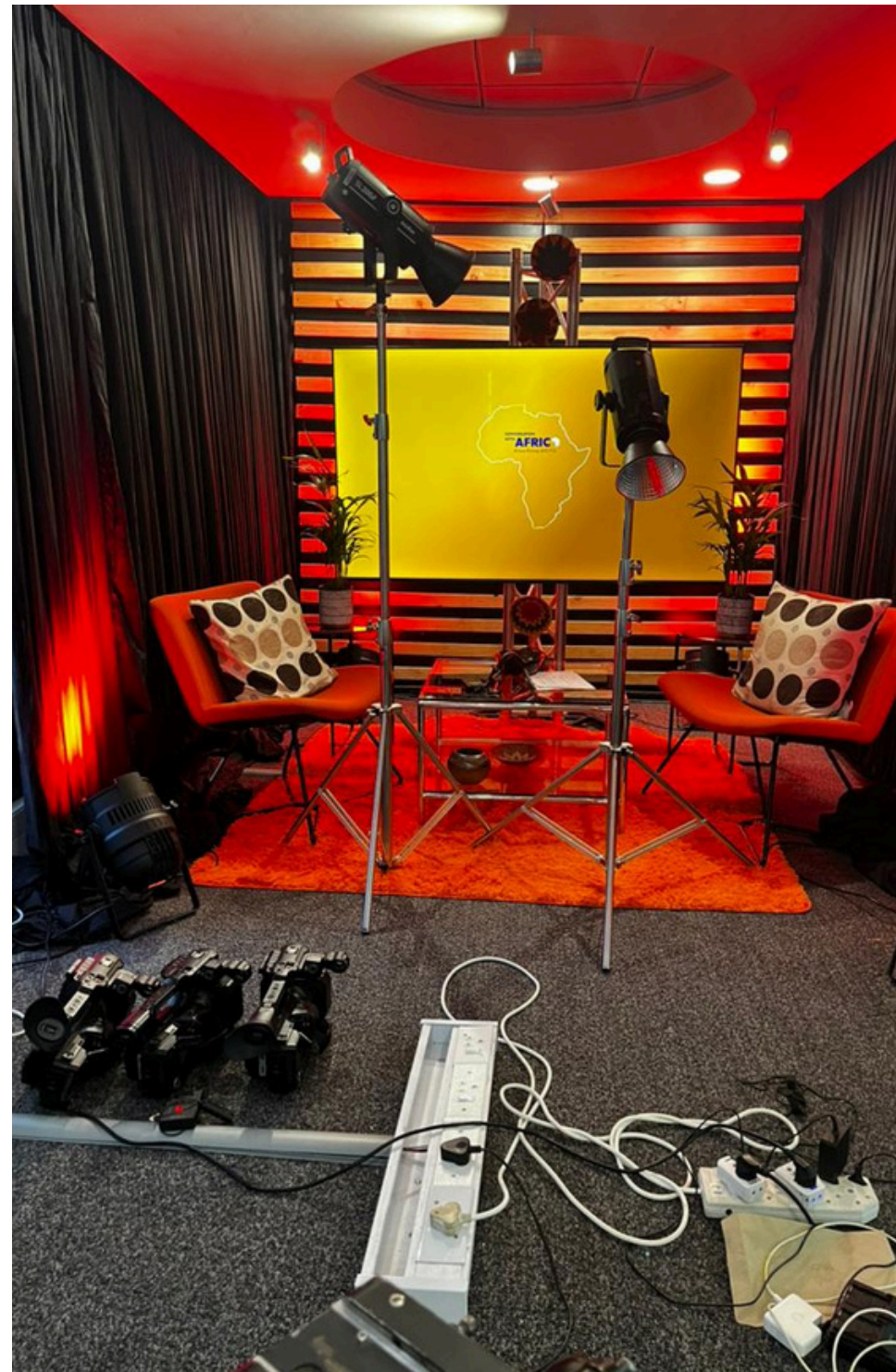
Technical crew in action, 'Rolling'

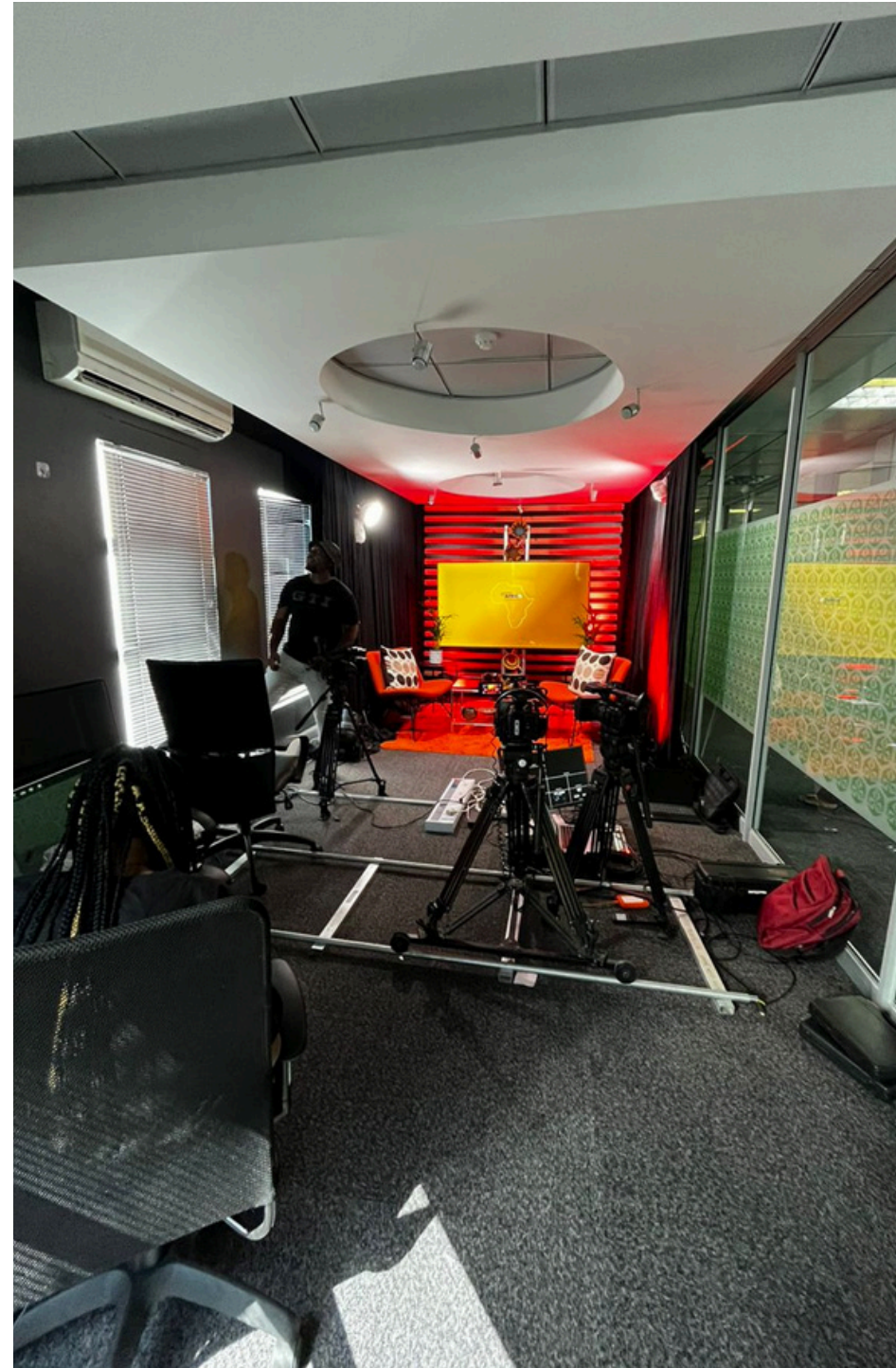


Show recording , 'Rolling'



In partnership with Diverse Development Partners









#Africa Rising

Building Africa's Future Together

A Legacy of Growth, Innovation, and Inclusivity

By working together to foster collaboration across borders, innovate solutions that address Africa's unique challenges, and ensure inclusivity at every level, CWA is not only shaping Africa's economic future but also creating a legacy of sustainable growth. Through strategic partnerships, visionary leadership, and actionable solutions, we are building a continent where prosperity, equality, and global competitiveness are not just goals, but realities.

We believe that by uniting governments, private sector leaders, and communities, we can transform Africa into a globally recognized powerhouse, where innovation thrives, opportunities are accessible to all, and economic integration becomes the driving force for collective success. Together, we are not just building an Africa for today—we are creating the foundation for a thriving, prosperous Africa for future generations.

Thank You

We look forward to collaboration.

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