

Justin Ondo Assoumou

Founder & CEO of JOAMA CONSULTING / Founder & Executive Director of ECCA-MB



NB: JOAMA= Justin Ondo Assoumou in Manitoba for Africa.

Justin Ondo Assoumou is the Founder and CEO of **Joama Consulting Inc.**, founded by himself in November 2016, and the Founder and Executive Director of the non-profit organization **ECCA-MB, Canada / Africa Trade Mission from Manitoba**, formalized in May 2019. Joama Consulting was originally named GO2AFRICAGO INC. However, this key name has remained on its international publications platform Facebook GO2AFRICAGO, which is the strategic communication center for activities of its entities, which also allows thousands of members and visitors to place various useful publications from multiple people of several countries around the world. He has designed other platforms to attract businessmen to come in Manitoba / Canada.

After participating in multiple training programs for newcomers, he set himself an ambitious goal of bringing business relations into governments, entrepreneurs, investors and economic operators to conquer new business opportunities between Manitoba / Canada and Africa. His determination to focus on this path stems from the fact that Canadian companies and enterprises, especially in Francophone Africa, have a low presence in Africa, while Canada deserves a better place in its continent, full of natural resources currently exploited by other developed countries in Europe, America and Asia.

After his university studies in Computer and Management, he has experience in accounting from Africa for more than 15 years. He worked from 2014 to 2016 in several companies in Manitoba to gain Canadian experience and to create useful contacts with potential partners and clients between Canada and Africa. He has worked as: Bilingual Payroll Analyst, Cash Application Specialist and Accounting Clerk at: Loblaw Companies Limited, Canadian Linen and Uniform Services, Big Freight Systems and Manitoba Cooperative Honey Producers / Bee Maid. He has been a volunteer since February 2014, up today day, at Canadian Museum for Human Rights.

Highly motivated and passionate about his project, he is available to work with the different characters mentioned above in this business aspect between Canada and Africa. He made several trips to Ottawa in 2017, 2018 and 2019 to present his long-term project to the representations of African diplomatic missions in Ottawa and to Global Affairs Canada. This project also seems to be highly appreciated by many people from the business world in Africa, where he has already made many contacts and received various messages of appreciation and interest, including: those of the Premier of Manitoba, in 2013, the Office of the Premier and the Minister of Growth, Enterprise and Trade of the Manitoba Government (via Manitoba Trade and Investment), in 2016, the Minister of Small Business and Export Promotion and the Minister of the International Trade Diversification of the Federal Government of Canada, in 2019.

In February 2019, he was invited to Ottawa by Minister Mary Ng at the Canadian Business Leaders Roundtable. Then in May 2019, he obtained his Certificate with StartUp Canada: Canadian Export Challenge / 2019 Global Entrepreneur Accelerator, of which Global Affairs Canada was one of the sponsors, as well as EDC, Export Development Canada.

In conclusion, he's also the Founder of over 8 platforms, with administrators outside Canada, on LinkedIn, Twitter, Facebook, Instagram and the site www.joamaconsulting.com, whose blog <http://joamaconsulting.com/blog/>. He participates in the promotion of news and economic activities, trade, cultural,... mainly in Canada and Africa. The Founder and Chief Executive Officer is also a Canadian citizen.