



Justin Ondo-Assoumou

Founder & CEO of JOAMA CONSULTING / ECCA-MB, Canada/Africa Trade Mission



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

Justin Ondo-Assoumou, of African descent and a Canadian citizen, is the Founder and CEO of the consulting enterprise **Joama Consulting Inc.**, founded in November 2016, and the business and economic development activity, **ECCA-MB, Canada/Africa Trade Mission from Manitoba**. Activities and services for entrepreneurs and investors in Manitoba/Canada, Africa and elsewhere are: **Promotion, advertising, representation, negotiation, networking, project transmission, personalized support, economic missions, prospecting visits and participation in economic forums in Manitoba/Canada and Africa**. He's also founder of 8 social media platforms (LinkedIn, Twitter, Facebook and Instagram), a website www.joamaconsulting.com, and a blog <http://joamaconsulting.com/blog/>.

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 the activities of its entities, which also allows thousands of members and visitors to place various useful publications coming from several countries in Africa, and elsewhere, from the Francophone and Anglophone world.

After graduating in Computer and Accounting Management in Africa, with more than 15 years of experience, he worked from 2014 to 2016 in several companies in Manitoba to gain Canadian experience and create useful contacts with potential Canadian and African partners and clients: 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, until today, at the Canadian Museum for Human Rights.

Justin participated in multiple trainings for newcomers, and then set himself the ambitious goal of bringing business relationships to 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 in Africa, especially in Francophone Africa, have a low presence, while Canada deserves a better place in its continent of origin, full of wealth and natural resources, currently operated by other developed countries.

Highly motivated, passionate and patient, he has already organized two forums in Winnipeg, ECCA 2018 and 2019, with the support of the Federal Ministry for International Trade Diversification, via the WD department. Available to work with the various Manitoba / Canada and African business characters, he has made several trips to Ottawa in 2017, 2018 and 2019 to present his long-term project to representations of African diplomatic missions based in Ottawa and to Global Affairs Canada. He has also developed many contacts and received various messages of appreciation, including: those from the Premiers of Manitoba Cabinets, in 2013 and 2017, in 2016 from the office of the Minister of Growth, Enterprise and Trade of Manitoba (via Manitoba Trade and Investment), and in 2019, Federal Ministers of Small Business and Export Promotion and International Trade Diversification.

Invited to Ottawa in February 2019 by Minister Mary Ng at the Canadian Business Leaders Roundtable, in May 2019, he received his first Certificate with StartUp Canada: Canadian Export Challenge / 2019 Global Entrepreneur Accelerator, whose sponsors were: Global Affairs Canada, Trade Commissioner Service, Export Development Canada (EDC) and UPS. So, Justin is really ready to get involved in this economic part of Canada and Africa, because he has experience in both business cultures.