



Justin Ondo-Assoumou

\* Founder and CEO of JOAMA CONSULTING / ECCA-MB, Echanges Commerciaux Canada/Afrique

\* Author of the book: Le Fils Du Mvett



**JOAMA= Justin Ondo Assoumou in Manitoba for Africa.**

Justin Ondo-Assoumou, bilingual in French and English, of African origin and Canadian citizen, is:

\* The Founder, President and CEO of the consulting enterprise **Joama Consulting Inc.**, founded in November 2016, and his main activity specialized in economic and commercial development:

**ECCA-MB, Canada / Africa Trade Mission from Manitoba.**

These activities and services for entrepreneurs and investors from Manitoba / Canada, Africa and elsewhere are:

\* Economic Missions / Forums; \* Transmission of projects / Connection; \* Prospecting / support visits; \* Consultation / Representation / Negotiation; \* Training / Conferences;

\* Promotion / Advertising / visibility; \* Platform of the ECCA-MB entrepreneur group, Canada / Africa.

\* Founder of several platforms on social media (LinkedIn, Twitter, Facebook and Instagram), a website

<http://joamaconsulting.com/en/prospecting-tour-2017/> and a blog <http://joamaconsulting.com/blog/> .

University studies in IT Management and Accounting and more than 15 years of experience in Africa, he worked from 2014 to 2016 for several companies in Manitoba (Canadian experience): Payroll Analyst Bilingual, 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 also been a volunteer since February 2014, to date, at the Canadian Museum for Human Rights located in Winnipeg, Manitoba, Canada.

Thanks to the support of the Government of Manitoba and the participation in various training sessions, he had set himself an ambitious goal of connecting governments, entrepreneurs, investors and economic operators to conquer new business opportunities between Manitoba, Canada, and Africa. His determination comes from the observation of the low presence of Canadian companies in Africa, while Canada deserves a better place in this continent where he already has Representatives in certain countries, via business partners.

Encouraged in 2017 by the CEO of CCAfrica following a meeting in Winnipeg with MTI, he organized two forums in Winnipeg, ECCA 2018 and 2019, with the support of WD (federal government), CDEM and World Trade Centre Winnipeg. Thanks to the modest financial participation of his small family who largely supports its functioning, he made several trips to Ottawa in 2017, 2018, 2019 and 2020 to present his long-term project to African diplomatic representations in Ottawa and to the Pan-Africa Branch, Global Affairs Canada. In 2013, 2016 and 2017, he received various appreciations: offices of the Manitoba Premiers, and the Minister of Growth, Business and Trade, via Manitoba Trade and Investment

Thanks to a business meeting organized in Winnipeg in 2018 by the World Trade Centre Winnipeg, it was spotted by the Honourable Mary Ng, Minister of Small Business and Export Promotion of the federal government of Canada, who invited him to the roundtable with Afro-Canadian entrepreneur leaders, in February 2019. Then in May 2019 he obtained the StartUp Canada Certificate: Canadian Export Challenge / 2019 Global Entrepreneur Accelerator, which was signed by: Global Affairs Canada, Trade Commissioner Service, Export Development Canada (EDC) and UPS; was followed by the support of the Minister for International Trade.

In February 2020, he was invited to take part in the economic mission to Africa organized by Minister Mary Ng, with the participation of the Minister of Foreign Affairs and particularly that of the Prime Minister of Canada. This was followed by the reception in Ottawa with the African elites; see the ECCA-MB 2018-2020 activities album:

<http://joamaconsulting.com/wp-content/uploads/2020/03/Album-Rencontres-Joama-Consulting-ECCA-MB-2018-2020.pdf>