

BAI

BARBADOS-AFRICA INITIATIVE



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The Barbados-Africa Initiative

BAI was established in 2021 as a vehicle to champion relations and create a business network between Barbados and Africa. Areas of focus: Tourism, Trade, Investment and Culture.

Why?

Reversing the slave trade has been a huge drive in exploring relationships with our neighbours across the Seas. Africa is a huge market for Barbados and Caribbean as a whole.



BAI

The Barbados-Africa Initiative

It has long been Prime Minister Mia Mottley to bridge the gap between Barbados and Africa and with BAI, it gives this ambitious project more structure.

But Africa is too big

The initiative will start with 1 or 2 countries at a time and in line with where Barbados will be establishing Embassies and Missions. Therefore BAI's focus will start with GHANA and KENYA.



Organizational Chart

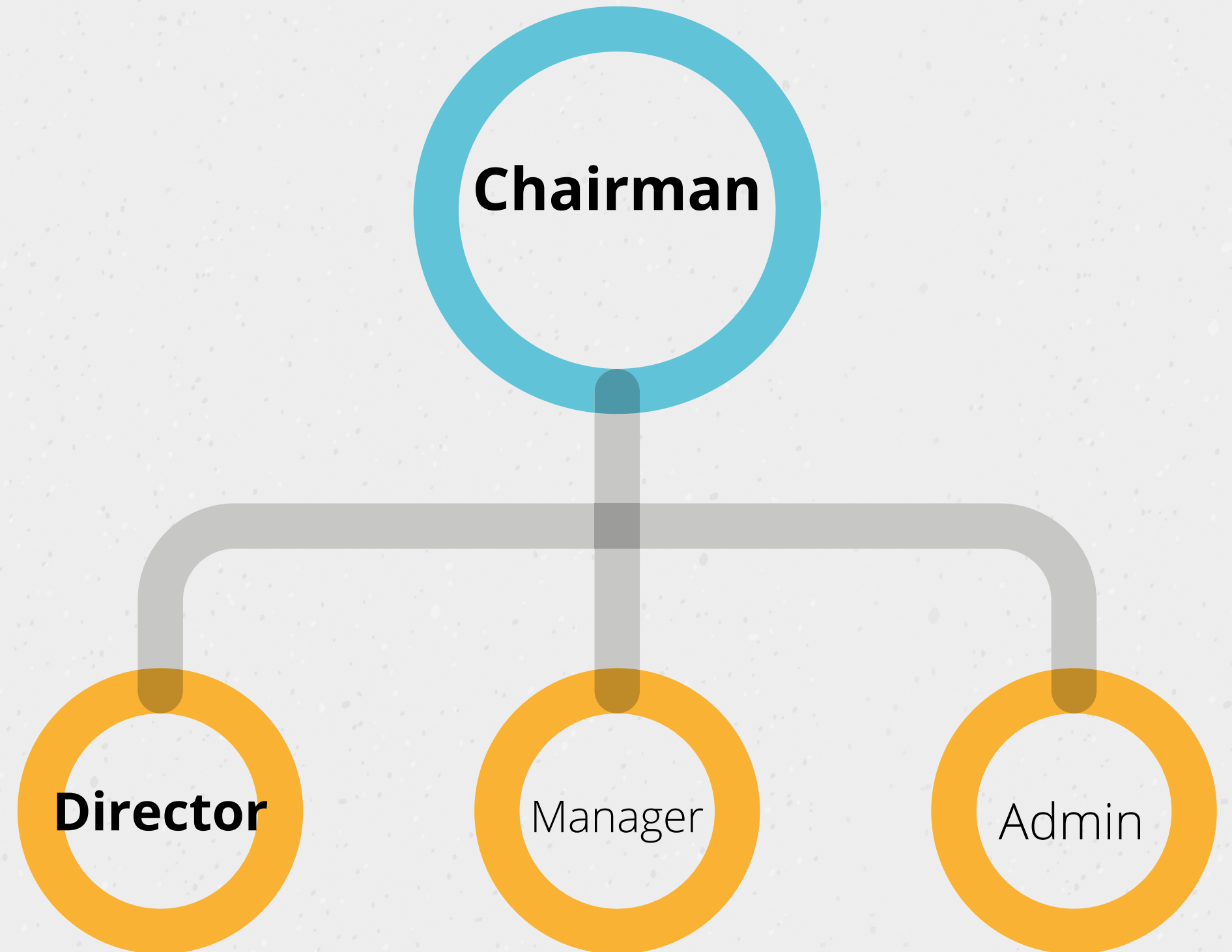
The team will start small and consist of:

1x Chair man

1x Director

1x African Expert (Manager) domiciled in the Office of Foreign Affairs, Barbados

1x Admin (can be a remote worker)



How to get Started

Step 1

Setting up and Commissioning of BAI

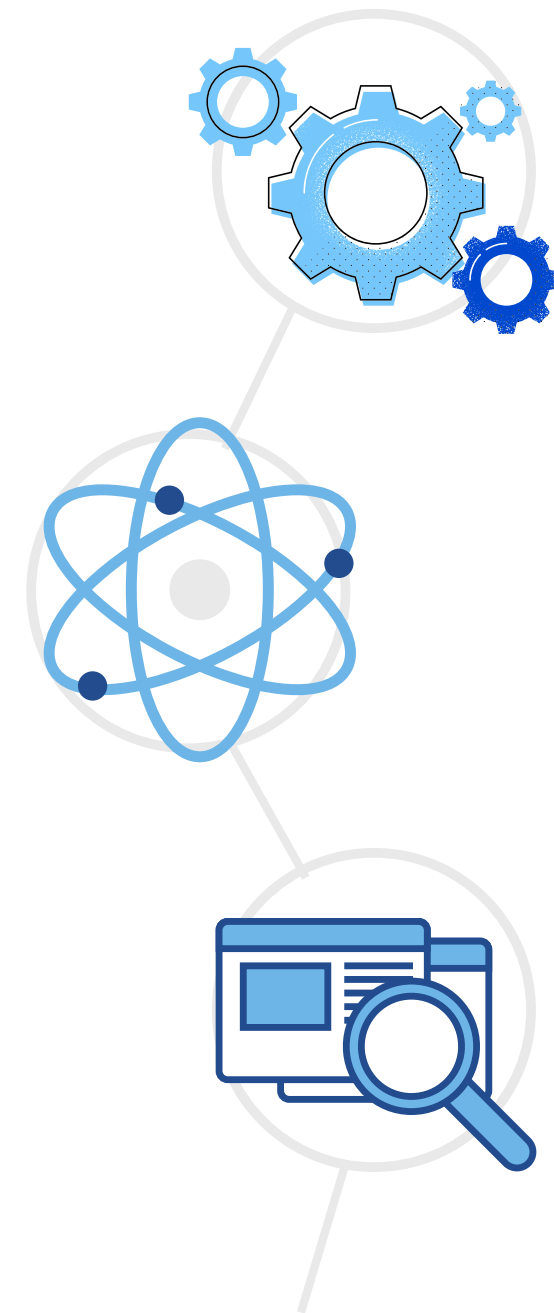
Step 2

Connect with the relevant Governmental bodies such as: Ministry of Foreign Affairs, Barbados-Kenya High Commission, Ghana attache, Invest Barbados, BTMI and Ministry of Tourism.

There will be one point of contact from each institution for the purpose of knowledge sharing and Interoperability

Step 3

Set up BAI website, press releases and get to work!



Competitive Advantages

The Director is an Africa, currently based in West Africa with links to African Governments and Private Investors. She is also a former student of UWI, Cave Hill, and an expert on both the African and Barbados environment.

She has been bringing business to the island and investments for the past 6 years.



Advantage 1

Director is an African with expert local knowledge of Africa, particularly West Africa (Ghana & Nigeria).

Advantage 2

Chairman is a former CEO Barbados Tourism Marketing Inc (BTMI).

Advantage 3

Manager (African Expert) will be relocating to Barbados, thus in an advantageous position to co-ordinate between the various Barbados government bodies/agencies.

Advantage 4

The company already has a long list of HNI/African companies looking to expand their portfolio.

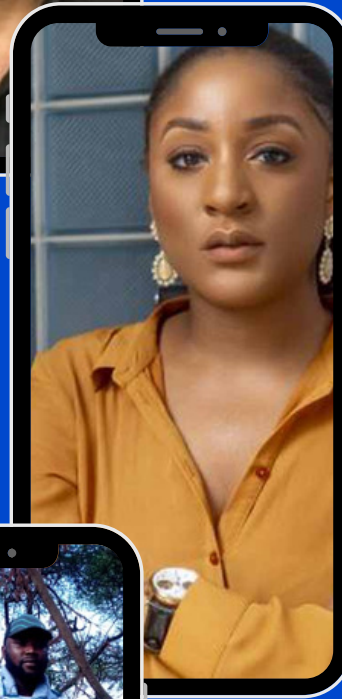


The Team



Chairman

William (Billy) Griffith



Director

Kechi Richard-Sheidu



Manager (Africa Expert)

Dr Samuel Nsoha

