



JABU Shines at the US-Africa Leaders Summit

In a remarkable achievement, JABU, a Namibian B2B e-commerce start-up, proudly represented Southern Africa at the prestigious USA-Africa Leaders' Summit held from **December 13 to 15, 2022**. This significant gathering, hosted by **U.S. President Joe Biden** in the vibrant city of Washington DC, brought together distinguished heads of state, government officials, influential business leaders, and esteemed civil society representatives from across the African continent.

JABU was among a select group of innovative startups from Nigeria, Tanzania, Kenya, and Morocco, all of which are instrumental in shaping the African economy. Their participation in this globally recognized event showcased the immense potential and pivotal role of African companies in today's interconnected world.

Jabu CEO David Akinin's Engagements with Global Leaders: Pioneering Jabu's Impact on the Zambian Economy

The primary aim of the USA-Africa Leaders Summit is to foster robust bonds between the United States and Africa. By focusing on mutually beneficial trade and investment partnerships, the summit strives to bolster the African continent's position in the global economy while cultivating an environment that encourages innovation and entrepreneurship. Jabu's CEO, David Akinin, engaged in discussions with global dignitaries, including **President Hakainde Hichilema of Zambia**. These deliberations revolved around Jabu's pivotal role in driving economic growth within the Zambian landscape. This high-level engagement solidified Jabu's position as a key player in fostering sustainable development and prosperity in Zambia.

This momentous event attracted representatives from nearly **fifty nations**, as well as prominent figures from civil society and the private sector within Africa. Additionally, esteemed officials from the American administration and the Commission on African Union actively participated, further enriching the dialogue and facilitating meaningful exchanges.

Unleashing Southern Africa's Digital Potential

JABU continues to accelerate Southern Africa's digitalization with its remarkable achievements and commitment to technological advancement. JABU's presence at the USA-Africa Leaders Summit exemplified the vast potential within Southern Africa's burgeoning digital landscape. By harnessing innovation and embracing transformative technologies, JABU is leading the charge toward a brighter and more prosperous future for Southern Africa.

JABU's participation in the USA-Africa Leaders Summit serves as an inspiration and it served as a reminder that Africa's future is brimming with limitless potential.