

South-South Series:

Empowering and Growing Women-led Business



UN Women-COLEAD South-South Series: Empowering and Growing Women-led Business

Session n°2:
Strategies for effective marketing and branding

Wednesday 9 April 2025 - 14 :00-16 :00 UTC

BIODATA OF PANELISTS

Chigozie Bashua - Founder, The Nut Place, Nigeria



Chigozie Bashua is a highly accomplished and visionary entrepreneur and Business Strategist with a remarkable 15 years' experience in diverse emerging markets across the spectrum of Information Technology and 8 years entrepreneurial experience. With a strong expertise in business analysis, service delivery management, business planning and strategy, Chigozie has consistently led impactful projects in these areas. Additionally, her proficiency extends to business continuity and risk assessment, where she has demonstrated exceptional acumen. She is the Founder of [The Nut Place](#), a food innovation company creating gluten-free, nutrient-dense nut-based products that promote healthier lifestyles and sustainability. She is deeply passionate about addressing global challenges, particularly in the realm of food security. Aligned with the United Nations' Sustainable Development Goal 2, she ardently advocates for the eradication of world hunger by 2030. Chigozie's commitment to sustainable development and entrepreneurship is further underscored by her notable affiliations. She is an esteemed alumna of the Tony Elumelu Foundation, The African Women Entrepreneurship Cooperative (AWEC), an initiative of the Center for Global Enterprise in the United States of America, AWP Network, Impact Hub Lagos and Women Entrepreneurship for Africa, implemented by SAFEEM of The Seedstars Group, Academy for Women Entrepreneurs (AWE), Google Hustle Academy and a 2023 Vital Voices Grow Fellow.

Isolina Boto - Head of Networks and Alliances, COLEAD



Isolina Boto is Head of Networks and Alliances at COLEAD, a non-profit association of private agri-business operators active in the European Union (EU), Africa, the Caribbean and the Pacific (ACP). Isolina has over 25 years' experience in agricultural development. She began her career at the European Commission, and has also worked with various ACP embassies and NGOs in areas related to food security, rural development and trade. Before joining COLEAD, she was in charge of the Brussels office of the Technical Centre for ACP-EU Agricultural and Rural Cooperation (CTA) (2004-2020), implementing policy initiatives related to ACP-EU cooperation in the agri-food sector. She has led agri-food projects aimed at supporting the capacity development





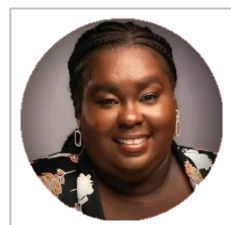
of small and medium-sized enterprises (SMEs), entrepreneurs and farmers' organizations in Africa, the Caribbean and the Pacific. She has also developed agrotourism to link the agriculture and tourism sectors.

Rachel Renie – CEO and co-founder, D Market Movers Group, Trinidad and Tobago



Co-founder and Managing Director of [D'Market Movers](#), Trinidad & Tobago, Rachel Renie has been working closely since 2019 with over 250 farmers and artisans to transform the local food supply chain, using digital platforms to bring producers closer to consumers. D'Market Movers is a leading online fresh produce distribution company, and under Rachel's leadership, D'Market Movers has implemented innovative food distribution solutions, including analyzing market trends to guide producers and introducing a Click & Collect service to meet changing customer needs. Beyond food logistics, Rachel is also the founder of Farm & Function TT, which processes and exports frozen Caribbean fruit, and Market Movers Design, which supports agricultural entrepreneurs in developing their brand and market positioning. A 2025 winner of the prestigious Anthony N. Sabga Award for Entrepreneurship, she is passionate about sustainability, branding and using digital strategies to create high-impact businesses.

Felicia Frazier – CEO, CEO Mangra Studios, Bahamas



Felicia Frazier is a creative influencer and STEM entrepreneur. As CEO of Mangra Studios, a brand communications and content marketing company, Felicia has made a name for herself in the industry by providing services such as web development, marketing and media production to notable clients such as the Office of the Prime Minister (Bahamas), Subway (Freeport) and Disney. Felicia graduated from the College of the Bahamas (now the University of the Bahamas) in 2016 with a degree in Law and Criminal Justice. Before embarking on entrepreneurship, she worked as a full-stack developer in an American-Bahamian trading company. In April 2019, Felicia quit her job to set up Mangra Studios, and since then the company has grown by leaps and bounds.

One of Felicia's proudest achievements is the launch of [MangraTv](#), an entertainment video platform showcasing Bahamian culture and creativity through video production, which has reached over 279.7k people and recorded 414.4k video views as of February 2022. In January 2022, Felicia launched a small business initiative called Better at Business, which offers entrepreneurs free webinars to help them improve their business. The first event attracted over 300 participants (live and post-event).



This event has been created with the support of the Fit For Market Plus programme is implemented by COLEAD within the framework of Development cooperation between the Organisation of African, Caribbean and Pacific States (OACPS), and the European Union (EU).

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