

JUMIA partners with African entrepreneur for African Money event

This Friday, 8 August 2014, JUMIA and African Money, founded by African entrepreneur Sékou Diawara, will come together for a special event in Abidjan, celebrating Africa as a vibrant and exciting continent at the forefront of the latest trends.

[African Money](#) was born from a simple and ambitious wish from Diawara: to bring together the African Diaspora through lively events organised in exceptional settings. He began by implementing his project in some of Paris' most prestigious venues, in order to boost the image of Africa in France.

Moreover, Diawara's events regularly welcome celebrities like Booba, Jae Millz, Young Money, David Monsoh, Mokobe, Singuila, and Passy. Hence, today, and thanks to social media, the staff of African Money is experiencing an increasing demand which has allowed them to broaden their horizons with the African Money Tour in cities like Nice, Brussels, Frankfurt, Lille and London. Diawara has rapidly made a name for himself among the Golden African Youth, and thus decided to export his concept everywhere an African Diaspora exists, starting with the African continent during summer and winter holidays.



In order to ensure sustainability and increase its visibility, African Money recently diversified the core of its activities, creating new structures in line with the original concept:

- AMplus Productions: a production company to look for new African talents
- Amplus Events: events agency in charge of organizing bespoke events for private organisations or individuals
- Fashion: creation of African Money baseball caps
- A humanitarian foundation, "Les Enfants d'African Money" (The Children of African Money), which receives part of the profits of African Money

Together, [JUMIA](#) and Diawara want to celebrate a beautiful Africa at the forefront of the latest trends and developments.

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