

# THE SANGYIN



EXCLUSIVE  
EXCERPT!

Special Notes  
from our  
outstanding  
Guests

CELEBRATING 100  
EPISODES OF  
STORYTELLING FROM THE  
AFRICAN DAISPORA

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## WORD FROM THE FOUNDER & HOST

### RUGABA JOHN PAUL

Dear esteemed listeners , viewers and now readers , we bring you this first edition of our magazine - THE SANGYIN . Its a reflection of our journey throughout the past 2 years . Over the past 20 months , we have brought you , stories and experiences of Africans in Diaspora making a difference in their communities and above all , re -defining the African narrative. Having hosted 148 guests in 102 episodes from about 38 different african countries , we belive through small steps like this , the African daispora is getting the recognition it needs as a vital partner for the continent.

Through our special editions such as the Homeland edition , Friends Chat edition and Country edition , the listeners and viewers of Sangyin get to get an insight into the everyday experiences of the many people that we bring onto the podcast . Many topics have been highlighted such as entrepreneuership , leaderships , music and the arts , content creation and so much more . Therefore , our aim , is that every one especially those based on the mother continent who listens in , gets inspired .This magazine is simply our journey on this mission of telling african stories from the diaspora mixed with special features from some of our outstanding guests over the years . Its our story through text and celebration as we mark 100 episodes so far .

Thank you for being part of this journey and you will definitely hear again from us on your prefered podcast platform. Happy reading ! .



Find us on  
[www.sangyinpodcast.com](http://www.sangyinpodcast.com)



# SANGYIN MEDIA

## AN OVERVIEW OF SANGYIN MEDIA

On the 25th November, 2023, Sangyin Media was created. Sangyin Media is created as the one-stop platform to merge the podcast, Sangyin studios, sangyin journals and sangyin events. Sangyin media encompasses 4 different departments that work in unison with the key objective of playing a role in re-defining the African narrative.

These can be well explained into

1. Sangyin Podcast - the audio-visual platform that gives a voice to the African diaspora to share their views and experiences with the wider African audience.
2. Sangyin journals - the one-stop center of all blogs and articles that tell the African story from an in-depth perspective by Africans themselves. Contains articles and blogs and is a successor to the Ruga Voice blog site.
3. Sangyin studios - in-house digital studio platform that aims to use visual content to amplify stories from the diaspora.
4. Sangyin events - a branch of the company that aims to bring Africans together in the diaspora through events and activities and seminars. Previously, the sangyin events sponsored the 2023&2024 Wuhan African gala night.

*Sangyin Studios*

### Sangyin Journals

Behind Every Story Is A Soul



### Sangyin Journals

Sangyin Journals is an online publication under

# WORD FROM THE CO-HOST

## “THE SANGYIN PODCAST: WHERE CONSISTENCY MEETS CREATIVITY”

In today's digital landscape, content creation is both an art and a science. Whether you're a blogger, marketer, or social media enthusiast, crafting compelling content is essential. To some, a one-minute video may look like the easiest thing to do, "it's not". It takes over an hour taking different shots of the perfect snippets. It's safe to say, content creation is like planting a fruit. If you don't take care of it, it dies. Evidently, if you're planning on having mind-blowing content, you must plan, pick a niche if necessary, target an audience, write a script, and the list goes on and on.

Here at The Sangyin Podcast, effort is put in to make sure the target audience does not leave. A plan, a script, looking for the perfect guest and most importantly consistency are our key factors. Consistency is a big aspect for a content creator to grow. Our podcast gives you that, consistency. Giving a platform to talented and skilled individuals from across the world to inspire others. We air out our guests' voices so that many more can learn from their craft. Needless to say, we are not just a podcast, we are content creators!

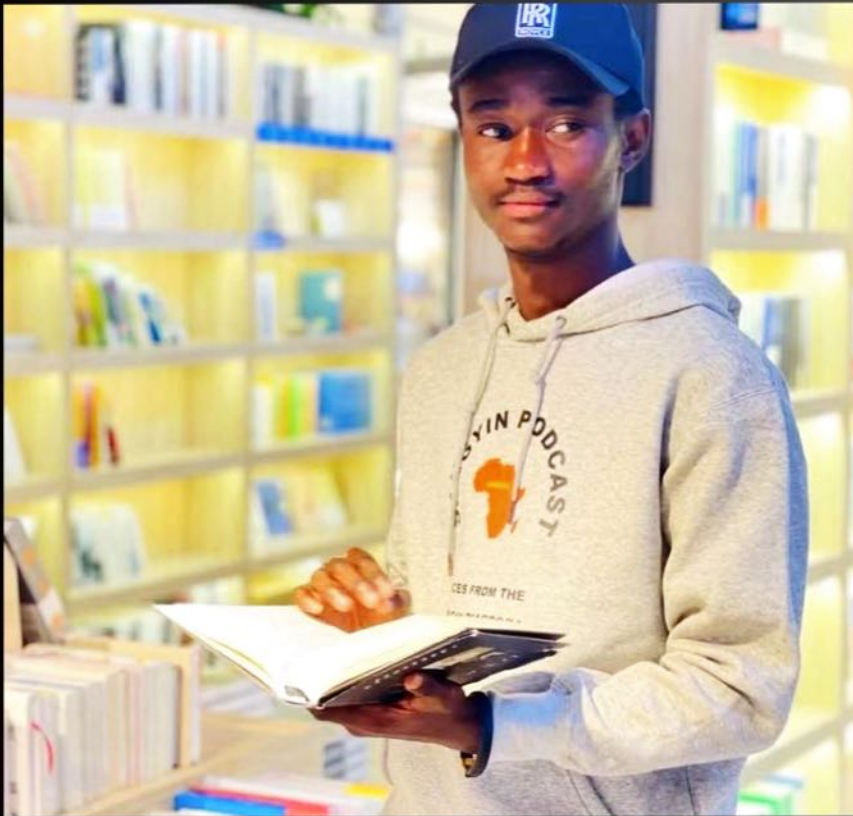
Creating content isn't hard, everyone can do it. So, if that's your path, follow it and have fun while doing it. Don't lose hope and just keep going. Remember, content creation isn't just about quantity; it's about quality, relevance, and impact. Craft content that resonates, educates, and leaves a lasting impression on your audience.



**LOYO DOREEN**

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Sangyin Podcast Co-Host



“

**PRIORITIZE ON WHAT'S  
RELEVANT TO YOUR LIFE  
BUT NOT ONLY ON WHAT  
MAKES  
SENSE.REMEMBER,NOT  
ALL THAT MAKES SENSE  
CAN ADD VALUE TO  
YOUR LIFE.**

”

# THE EPISODE THAT STARTED IT ALL

ENOCH AKWASI KWARTENG

I am Kwarteng Enoch, a software engineer with experience as a Microsoft Technical Support Engineer and an author. Having been through multiple sectors in educational and work environments, I have accumulated experience and knowledge that shaped my reasoning on asking the right questions about life and nature.

I am eco-friendly and crave to see a balanced world where love reigns. Owing to those answers, my passion for authoring many books that focus on solving the most pressing issues in human life. In other words, I write to live right.

WHAT I DO

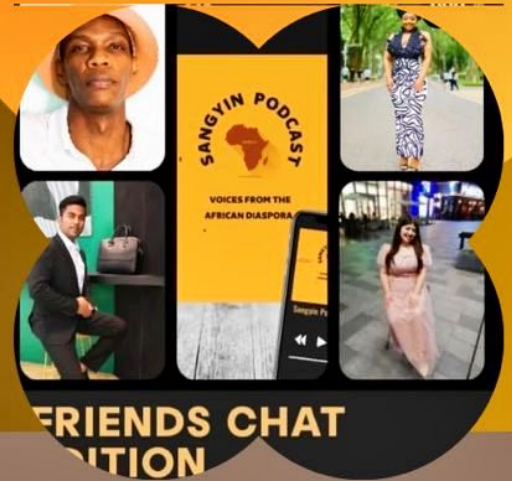
Are you a person battling with consistent failures? Are you depressed? Are you in a muddle, or do you find love as irony for pain? Take a moment to unwind! Are you interested in discovering the art of love? Do you aspire to be irresistible, flourish and succeed in your relationship despite the challenges of distance or other shortcomings? Do you want to learn how to choose a good friend?

Finally, yet importantly, do you yearn to attain financial liberty with examined strategies where any merchandise you need doesn't become something to mull over?

If at least one of the above-stated problems is an ache, visit Amazon UK or Barnes and Noble shop and get a copy of "WISDOM IS THE NEW SWAG." Both e-books and paperbacks are available.

# THE FRIEND'S CHAT EDITION

THE SANGYIN—1ST EDITION



## A Melting Pot of Great Ideas through Conversation

BY SANGYIN TEAM

The friends chat Edition is one of our landmark episodes on the show . It's aim is to give the main stream audience a chance to join the podcast and share their ideas on a wide range of topics , without specifically being a special guest . It's a podcast episode that gives the guest an opportunity to talk anything and everything about anything. This special episode usually includes atleast 4 guests but overtime has evolved to be a single guest . This part of the podcast has grown to become one of the most loved episodes on the show . So far , there are 9 Friend Chat Edition episodes with an average 1.78k downloads. Going forward, we want to enhance this aspect of the podcast, to include more guests , more stories and above all more memories .

### Notable Episodes

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FRIENDS' CHAT  
EDITION #1 EPISODE 6

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FRIENDS' CHAT  
EDITION #2 EPISODE 7

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FRIENDS' CHAT  
EDITION #5 HUASHI  
EDITION

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FRIENDS' CHAT  
EDITION #7 FOOTBALL  
EDITION

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FRIENDS' CHAT  
EDITION #9 FT LUCY  
LYNETTE

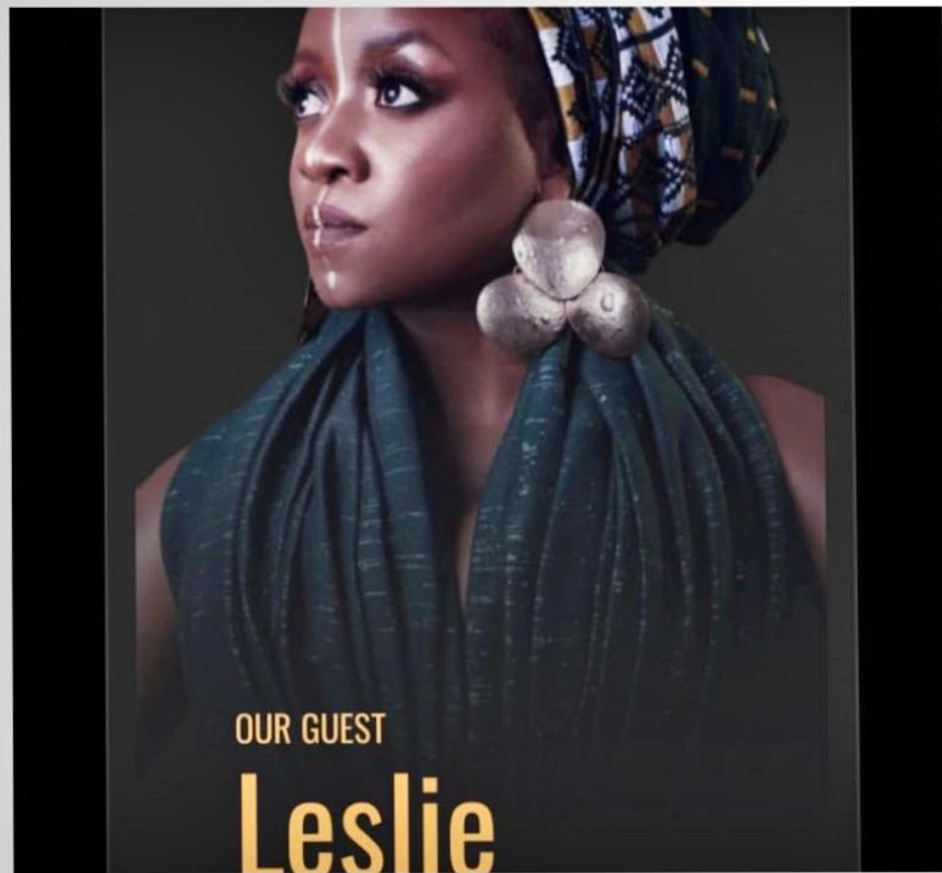


# THE HOMELAND EDITION

VOICES FROM THE MOVER AND SHAKERS  
BASED ON THE CONTINENT

## Guests Featured

1. Jojo Asimwe
2. Mark Keron Wamala
3. Leslie Kasumba
4. Kibirige Desire
5. Counsel Terry Kahuma



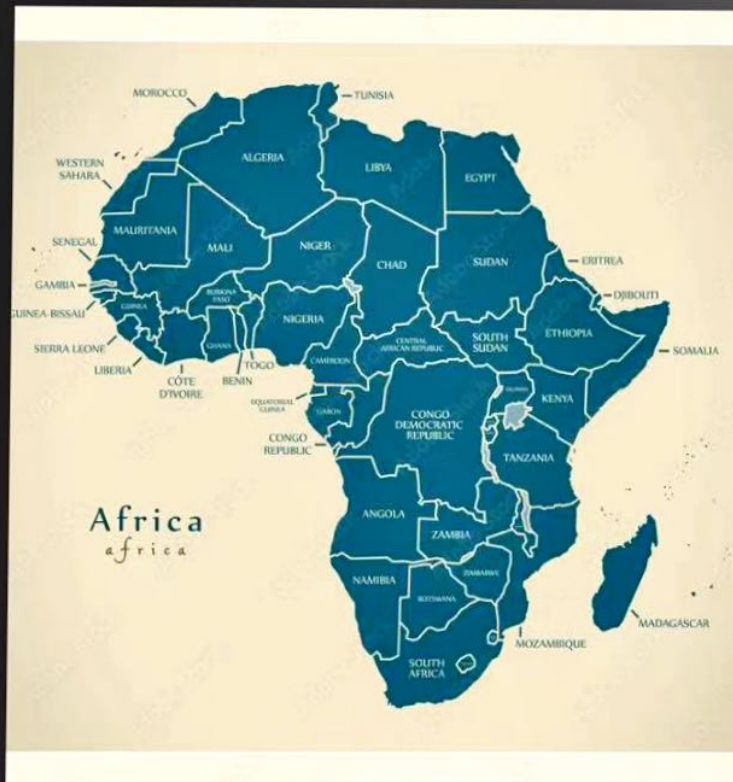
Since originally, our main focus was the African Diaspora. However, we realized that back on the mother continent, there were a lot of great minds and people doing amazing work henceforth, we felt the need to bring their stories to our larger Diaspora audience. The Homeland Edition together with the friends Chat Edition and Country Edition are one of our most successful episodes on the show. Over the course of the podcast, we have been blessed to host amazing personalities like Leslie Kasumba, Kibirige Desire, Kay C Pricosh, Terry Kahuma, Jojo Asimwe & Mark Keron Wamala. Through these episodes, the listener is able to get a perspective of amazing works that the youth are doing not only to transform their countries but also re-define the African narrative through their successes. As we progress forward, more amazing guests based on the continent, will be featured on the show. Stay tuned !!

## THE COUNTRY EDITION

# Showcasing Africa

### FEATURING

Uganda 🇸🇩 , Tanzania 🇹🇿 ,  
Kenya 🇰🇪 , Guinea 🇮🇸 ,  
Cameroon 🇨🇲 , Liberia 🇱🇮 ,  
Sierra Leone 🇱🇸 , Malawi 🇲🇼 ,  
Zambia 🇿🇲 , Ghana 🇬🇦 and  
Zimbabwe 🇿🇼



The country Edition is the crown jewel of our editions simply because, telling the African story without showcasing Africa itself , makes it incomplete. Using the authentic in person perspectives of the citizens themselves, this edition brings out the patriotic sentiments Africans have for their e country. Over time , we have featured guests from Countries like Uganda 🇸🇩 , Tanzania 🇹🇿 , Kenya 🇰🇪 , Guinea 🇮🇸 , Cameroon 🇨🇲 , Liberia 🇱🇮 , Sierra Leone 🇱🇸 , Malawi 🇲🇼 , Zambia 🇿🇲 , Ghana 🇬🇦 and Zimbabwe 🇿🇼 . We are definitely adding more countries to this growing list of African nations including North African nations. The Sangyin Podcast aims not only to be a representation of African Daispora but also mother Africa as a whole . The country Edition gives us this amazing opportunity. 🎉🔥

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THE SANGYIN

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# LEADERSHIP AT SANGYIN

Showcasing the Leaders featured so far

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The distant memory of a young Fifa, armed with nothing but a suitcase, stepping onto Chinese soil for the first time, is still vivid in my mind. The chilly air of Beijing greeted me, and the towering skyscrapers seemed to disappear into the vast blue sky, making me wonder if they ever ended. My heart raced with a mix of anxiety and excitement "What have I gotten myself into?" I thought. China seemed like a universe of its own, and with every step, I felt as if I was falling deep into the unknown. Little did I know that by 2024, I would be telling my Malagasy family, China is now my home. As I reflect on my journey, I am filled with gratitude for the opportunities that have shaped my path thus far.

My name is Razanakoto Mino Fifaliana. I'm from Madagascar. I'm a leader, a legal advisor, an entrepreneur, and currently pursuing doctoral research in Public Administration at Huazhong University of Science and Technology - with a focus on digital government. I'm passionate about making a positive impact in my community and beyond.

As an entrepreneur, my journey began with experiences gained during holidays in Guangzhou, where friends introduced me to the bustling business landscape of China. These visits across various cities sparked my entrepreneurial spirit, leading me to start as a part-time translator; and eventually stepping into the business world. Initially, I ventured into an online business focusing on fashion, expanding later into an in-store business in Madagascar. This endeavor, however, faced its end due to the pandemic. Currently, I co-own Waiman, a Chinese restaurant in Madagascar. My entrepreneurial path has been profoundly shaped by the importance of market analysis, strategic partner selection, and robust financial management. These pillars have provided invaluable lessons that fuel my ongoing journey in the dynamic landscape of entrepreneurship.



## Learning and Leading: Fifa 米诺 's Pursuit in China

As the former President of the Association of Malagasy in Wuhan, I led initiatives that significantly supported and united Malagasy students and expatriates in China. Leadership is a pivotal element of my professional and community engagements. Leading AMW not only improved my leadership skills but also underscored the importance of community building and cultural promotion. My approach combines proactive listening and a firm commitment to inclusivity, which fosters a supportive environment for team members to thrive. I believe in leading by example, demonstrating integrity, and maintaining transparency in all dealings.

From the uncertain and naïve young Fifa in 2009 to the confident and proud Fifa 米诺 of 2024, my journey in China is a testament to personal and professional growth. I encourage you to use every challenge as a stepping stone for growth and every opportunity to lead with integrity. Dream big, start small, and pave your path to greatness. Last but not least, I am immensely grateful to the Sangyin Podcast for allowing me to share my story, further amplifying the voices of the African Diaspora. As we celebrate diversity, resilience, and the power of storytelling, I invite you to join me in advocating for positive change and collective growth. Thank you for being part of this remarkable journey. Here's to more episodes of empowerment and enlightenment.

# UGANDA-CHINA RELATIONS

*Remarks By Amb. Judyth Nsababera - The Consul General of The Republic of Uganda 🇺🇬, Guangzhou, at the Groundbreaking Ceremony for the Construction of the Chancery and Official Residence*



## By Ambassador Judyth Nsababera

Madam Qian Hongjie, Deputy Director General of the FAO of Guangdong Province,  
Madam Liu Liu., Deputy Director of the FAO of Guangzhou,  
Hon. Norah, Chairperson of the Parliamentary Committee on Foreign Affairs of the Republic of Uganda  
Madam Tao Dandan, Deputy Director General of the General Office of Haizhu District Government,  
Mr. Zhou Lingbo, Deputy Director General of Haizhu District Housing and Urban-Rural Development Bureau,  
My fellow Consul Generals present,  
The Management of Hengsheng Construction Group Co. Ltd  
Distinguished Ladies and Gentlemen.

Thank you all for being here with us today as we embark on this new journey, a journey that signifies the warm relations between Uganda and China and demonstrates Uganda's commitment to strengthening the relationship between our two countries.

Last year, we celebrated 60 years of diplomatic relations between the two countries and in January 2024, Uganda hosted a delegation from China at the 19th Non-Aligned Movement and G-77 + China during which President Museveni expressed profound gratitude to China for its unwavering support during the anti-colonial struggle and its crucial role in bolstering Africa's economic development if I may quote;

"We have been together in the anti-colonial struggle, China supported us when we were fighting for independence, it also supported the freedom fighting groups in Southern Africa; Mozambique, Zimbabwe and South Africa. China started supporting Africa economically even when the economy of China was still small. Since then, China has grown economically; it has helped Africa even more."

Nothing signifies growth like the country that you have long supported now being in a position to establish a permanent presence in China that will be home to Uganda's Chancery and Official residence, and the reason why we are here today - to lay the foundation for this important milestone and a symbol of the next phase of our journey together.



With our permanent home underway we look forward to a journey of partnership in which we put emphasis on market access because this is the best way to support one another because “If you are support what I produce, you are supporting my prosperity and when I buy what you produce, I am supporting your prosperity” .

To support this collaboration, China has granted zero tariffs on 98% of taxable items from Uganda – a policy I encourage people from all over Uganda to take advantage of. On our part, we are advanced in the process of launching our National Airline – Uganda Airlines with direct flights between Entebbe and Guangzhou which will facilitate trade, business travel and tourism between our two countries. I hope to see you and many others on this flight. I wish to express my sincere thanks to those who have directly and indirectly supported the Consulate to get us this far;

In a special way, I wish to extend our deepest thanks to the following:

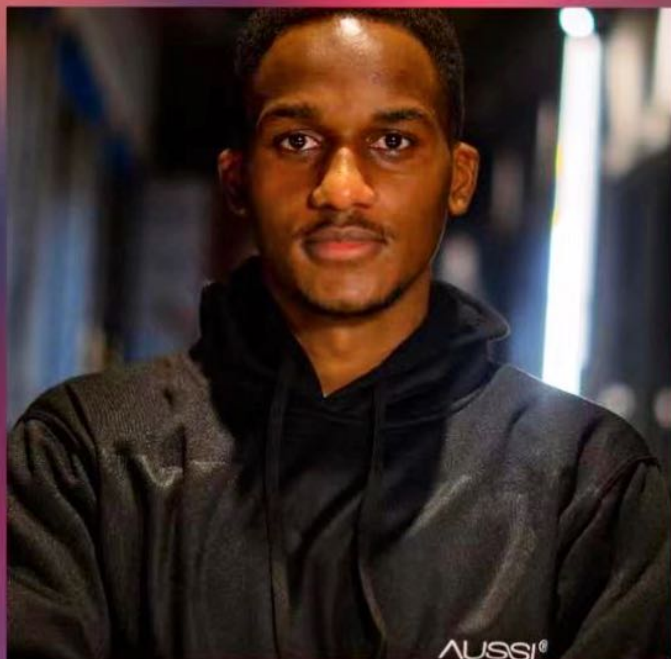
- Hon. Norah who has been very instrumental in making sure that the consulate gets the required budget allocation for this project in her capacity as the Chairperson for the Foreign Affairs Committee of the Uganda Parliament;
- The Foreign Affairs Office of Guangzhou for supporting our efforts in identifying and proposing potential contractors;
- Hengsheng Construction Group Co. Ltd for accepting to take on this project as our main contractor;
- Our Consultant Guangdong Guanjian Project Management Co. Ltd for acting as a bridge between the Consulate and the Contractor and the third party, Shengtong Quality testing of construction Co. Ltd;
- Our our team here at the Consulate who have coordinated all the activities in relation to this project from day one and
- Last and most definitely not least to our respective leadership in the Government of Uganda and the People’ s Republic of China, for continuing to work on strengthening our relationship and collaboration.

On my own behalf and on behalf of all the people of Uganda, we look forward to hosting you here in our new home in the coming years but in the interim you can visit us at our current home or to make a visit to Uganda to explore nature, experience our culture and enjoy the warm hospitality of the people of Uganda.

I wish you all a splendid day/evening and thank you all, very much.

# CONTENT CREATORS ON

# SANGYIN





## TEMI TAYO 🇳🇮

Temitayo Adegboyega is a narrative, documentary and commercial director and cinematographer. He was first inspired to pursue filmmaking after he left his consulting job at a fortune 500 company in Lagos, Nigeria. He made his first documentary during the COVID-19 epidemic that rocked China in 2019, and since then, he's produced, directed and shot numerous documentaries, commercials and narrative films including "Portrait of An African" which won him the Pride of Africa-Asia-Pacific Award in 2023. He has worked with brands like Adidas, Burton, The Nigerian consulate and more. Temitayo is also a Sony Alpha Africa and Middle East member. When he's not behind a camera, he's also the producer and host of Outeast Podcast where he engages in conversations with people that have a significant story happen in their lives. Temitayo also has a Masters and a PhD in Business which he leverages a lot in his commercial filmmaking to really help brands and individuals achieve strategic results through video. Temitayo also offers consulting on branded videos.

## EMMANUEL SAITOTI 🇰🇪

My name is Emanuel Elibariki Saitoti, and I had the privilege of being featured on episode 47 of the Sangyin Podcast. I am currently pursuing my graduate studies at Chang'an University. It is an honor to be able to share my thoughts with you on this special day for the Sangyin podcast.

### My Professional Background

I am an engineer, an entrepreneur, an athlete, and a visionary leader. I am passionate about all aspects of my life, including my work at Aussi, my outdoor and sporting goods startup, and the SelfSeed Podcast, where I explore personal development topics. These endeavours bring me fulfillment, excitement, and the opportunity to make a positive impact.

### My Creative Endeavours

Aussi Outdoor Products (Shaanxi) Co., Ltd began as a YouTube content creation experiment focused on fitness and wellness. It has since evolved into a comprehensive wellness, fitness, athletics, and outdoor adventure brand. The SelfSeed Podcast, originally launched as Etalks in 2018, was born out of a desire to share my thoughts with the world. After a hiatus, it was relaunched in 2022 with a renewed focus on personal growth.



### Impact and Insights

Hosting the SelfSeed Podcast and being involved in entrepreneurship and academia has been incredibly rewarding. These experiences have helped me grow personally and professionally. Although the journey has its challenges, my faith in God, continuous learning, and the support of those around me keep me motivated.

### The Future Plans

As I look to the future, I am committed to realizing my dreams for Aussi, the SelfSeed Podcast, and other ventures, hereby undisclosed. I am excited about upcoming events, such as the Aussi XI' an Inter University Leagues and the Virtual Book Tour' 24, where we will host various authors to share their works on the podcast.

### Extension of my Gratitude

I am grateful to the Sangyin Podcast for the opportunity to share my journey and to be part of this celebration. I believe that this platform will continue to be a voice for the African diaspora. Thank you to the audience for your support; may God bless you abundantly.

Emanuel Saitoti

Founder of Aussi Outdoor Products (Shaanxi) Co., Ltd.

Host of the SelfSeed Podcast

Author of The Aussi Wanderer blog

Engineer; Fitness trainer



## IRENE AVO

Hi beautiful person reading this, My name is IreneAvo, born and raised in Namibia but of Portuguese Congolese descend. I've been residing in China for the past 8 years now, currently in my second year of master's in architecture. For as long as I can remember, I have had an immense love for sports (physical activity at large). In my youth, I ran track (100 & 200 meters), relay, long jump, netball, and karate. It was only after I moved to China in 2016 that I grew an interest for weightlifting & body building and that's what I am known for. Since then, I've been on a personal journey to inspire individuals to treasure and move their bodies in all ways comfortable to them. I've acquired certification in nutritional coaching and Zumba fitness, which I both use to teach classes at local gyms as well as train online clients. My long-term goal is to impact a community that sees the value in taking care of our physical being, through better nutrition and lifestyle habits.



## JAYEL

Jayel Belford is a Master's student from Sierra Leone, West Africa currently doing Master's in Business Administration (MBA) at the Nanjing university of Posts and telecommunications in Nanjing, China. As a young man, I have been very passionate about creativity and Entertainment with talents like concept arts and song writing. He always likes when people express themselves

He is the Host of REDWINE VLOGCAST a platform on YouTube, and founder of REDWINE MEDIA, a multimedia company. With these interests I have established myself as a professional Photographer and Videographer. I juggle through a handful of clients and partners of whom I have worked with ranging from students to employees, organizers and business owners and I continue to expand my portfolio. I am Also a creative director having shot and directed a couple of music videos. Along side this I have also developed a deep interest for graphics design. I consider myself very Hard working, determined and disciplined. I am Very focused and motivated by success in every area possible. My experience in Photography and videography has really helped me grow in different aspects and areas of my life. Cultivating one on one interpersonal skills. Apply a vast degree of patience and endurance. Above all it has really taught me to set a goal and achieve it no matter what. It has been a wonderful journey by helping people see themselves in a creative way and also understanding the minds of others. Assisting them to develop their sense of creativity as well. I must say one of the most important lessons this has taught me is to be disciplined; for days that I feel tired or too lethargic, I have to go get the work done. And this continuous repetitive display of taking action has enhanced my abilities in other aspects of my life. To conclude I must say Photography has become a sole part of me and who I am.

# THE MOVERS & SHAKERS ON *SANGUIN*



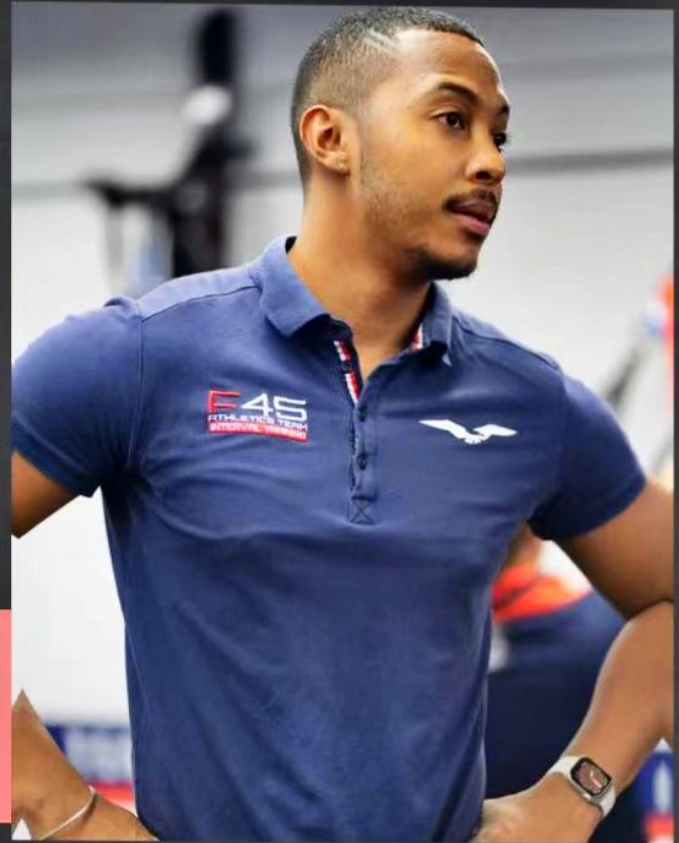
## CONTENT CREATOR FOCUS

### Christian

Christian is a health and fitness entrepreneur from Madagascar who initially came to Beijing, China, for studies but then dropped out of his second year of PhD to pursue his dream career full-time.

He is today the founder and owner of "1% Consulting", an online coaching company whose aim is to help over-productive expats in China improve their health markers, energy, and get rid of unwanted body fat without having to sacrifice their favorite food, follow any fad diets, or do long hours of cardio that would be unsustainable and compromise their personal life schedules.

Christian is a certified strength and conditioning coach as well as an accredited nutrition coaching specialist with now 6 years of experience in coaching busy individuals and with over 5000+ people coached, a number that he accumulated through his online coaching services and also from being a part-time group class instructor for one of the most famous Fitness Franchises in the world and the Top 1 Fitness Studio of the year 2023 in Beijing: F45 Training.



His forte is nutrition and he is very skilled at teaching people applicable ways to improve their eating habits to create food freedom – meaning that if one of his trainees tells him that their guilty pleasure is donuts, then he would not shame them for eating those donuts but instead would encourage them to keep that as a part of their diets and would find ways to implement the donuts in a strategic and controlled way, inside a healthy and optimized diet structure.

In addition to being a nutrition nerd, he is also big on mindset and emotional intelligence. He believes that these are what truly dictate whether a person will grow and succeed on their fitness journey or not.

So his online coaching program offers a mix of education regarding nutrition and training, emotional support on navigating daily life schedules and responsibilities, and a lot of accountability hacks set in place to make sure that his trainees don't fall off the wagon.

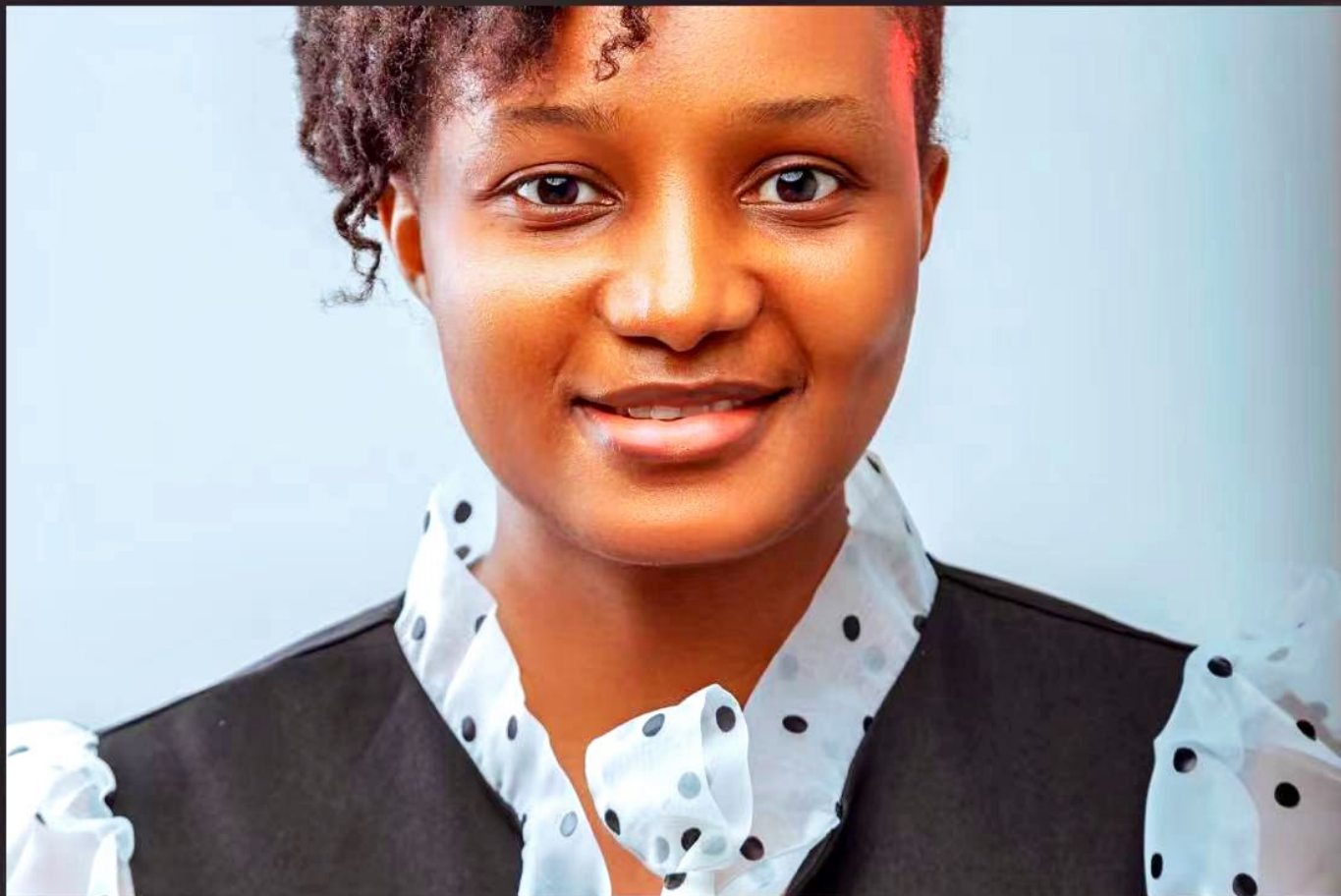
Christian believes that in this fast-paced world, with us being normal people with 9-to-5s, a social life, or children and spouses, it's crucial to not compare our fitness or health journeys to any celebrities or popular images on the internet and instead learn to set realistic goals, and aim for progression rather than perfection.

In his coaching practice, he talks a lot about "1% Better each day," which aims to make people understand that slow progress over a long period matters more and will lead you to more significant outcomes than maximum efforts and execution on a short-term and that you will not be able to implement.

The "1% Better" mentality also inspired him to name his company "1% Consulting".

If you would like to get in touch with Chris for tips or coaching, find him on Wechat by typing his ID : nfchristian.

Wishing you to get 1% better today !



## NNALUE IFEOMA

### ABOUT US

The Pruned Woman Femininity Coaching program was Founded by Nnalue Ifeoma, and have been running for a few years before actively coaching in 2022, targeting purpose-driven women seeking to regain, reclaim their authentic Femininity and pruned into their best selves. We have through the 3 different packages of our coaching program excluding our webinars, programs, consultation and counselling sessions, recorded stunning and life-transforming results and testimonies of women from over 10 African countries, Macedonia and Russia in our program.

We use the 3-step coaching methodology; Femininity Power, Relationship Power, and Cashflow Power to help women get in touch with their Femininity, by changing the way they think, so that they can change the way they thrive, letting go of what doesn' t serve each season of their lives to embracing the discernment, wisdom and equipping needed for every season and phase.

The Pruned Woman soars on the power of accountability, continuous consistent growth and support as we are more likely to achieve our highest potential in the tribe of future-focused and like-minded women.

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### OUR MISSION

We are committed to providing exceptional coaching and support to women seeking to reclaim their God-given Femininity, rediscover their inner strength, enhance their self-confidence, and thrive in all aspects of their lives. Through our guidance, we aim to help visionary and purpose-driven women see themselves through the lens of God, unleash their full potential, build meaningful relationships and thrive therein.

## THE MOVERS & SHAKERS

### XAVIER OWANA ■■

XaferWear is a clothing brand that blends elements of different African cultures with global fashion. Launched in Shanghai in 2020, by Cameroonian born Xavier Owona, the brand had actually been in the making ever since Xavier's high school days, in the early 2000s.

XaferWear creates easy-to-wear pieces, perfect for every season, and ideal for people who want to add a colorful touch to their wardrobe. The XaferWear style is a mix of bold colors and prints on the one hand, and casual couture and minimalistic details on the other.

Through regular presence at various local markets, vibrant pop-ups and already iconic fashion shows, XaferWear has grown into a prominent ambassador of African culture overall, as well as a source of pride for African culture lovers in the Shanghai expat community.

Something else to note is that beyond the fashion aspect there is an educational aspect that comes with the brand: through the storytelling component which explains XaferWear Fabric Names. This is the part where the name of a piece (always an African name) is described in terms of its origin, its choice rationale, how it blends into the XaferWear vision, and also what it is meant to represent for those who choose to wear it. It is the part where the XaferWear slogan, "Dress to make a statement!" comes into fruition.

You get to see these Fabric Naming stories in the XaferWear online store as well, which you can access through the WeChat mini program: XaferWear.

XaferWear is continuing to grow, gain exposure and develop its plan of going global. In terms of exposure, the opportunity is perfect to once again thank the Sangyin Podcast team for reaching out in March 2023 to hear about XaferWear and help spread the love.

To stay up to date with upcoming moves and events, you can follow XaferWear on WeChat channels (xaferwear), Instagram (@xaferwear), or link up through the WeChat ID: XavierOwona.



DARREN HARRY BAINÉ 🇺🇬



## The Young Eye Initiative

Darren is a 4A biology, bioinformatics option student. He is a Ugandan born, social entrepreneur,

speaker and author of the Darren Baine blog, a blog where he shares his lessons and insights

with a goal to inform and inspire his peers.

He is the founder of The Young Eye Initiative - an initiative that represents the needs, interests

and aspirations of Young People. Home to three independent organizations.

Young Eye Foundation, a non-profit focused on improving the livelihood of children in

Uganda. Gaining both national and international recognition for the efforts done.

Young Eye International podcast, a podcast aimed at creating a socially connected world

by diving into captivating stories from people that shape our world. Most notably

interviewing president of University of Waterloo.

Young and Restless, a youth networking, progressive initiative that aims at providing a

space for young people passionate about a multiplicity of things.

Darren was youngest to be selected in the Uganda top 40 under 40 in 2021 at just 19. He was

featured in the University of Waterloo 2023 global futures publication under the theme societal

futures.

# ALAIN ABRAHAM

Alain Abraham, a dynamic individual hailing from Rwanda, whose journey led him to China in 2018. Currently pursuing his master's degree in E-commerce at Wuhan University, Alain is not only a dedicated student but also a passionate entrepreneur. He is the proud owner of Kwesa, an Active wear brand bridging cultures by infusing Rwanda's art, designs, and essence into each piece. Specializing in team wear, Kwesa embodies the spirit of unity and athleticism. Additionally, Alain is a prolific author, with his book "Why Visit Rwanda?" offering compelling insights into the beauty and allure of his homeland. Beyond his academic and entrepreneurial pursuits, Alain finds joy in football, both on and off the field, as both a player and spectator. His multifaceted interests and endeavors reflect his vibrant spirit and commitment to excellence.

With a diverse array of talents and interests, Alain Abraham exemplifies the spirit of innovation and cultural exchange.





# PODCAST STATS

## PODCAST NUMBERS

### EPISODE NUMBERS

From our very episode back in August 2022, the podcast has grown to average 2.2 k downloads across all podcast platforms. The most downloaded episodes are the country Edition and Friends Chat Edition. Friend Chat Edition #2 was the most downloaded with about 34k downloads across the podcast platforms. Most of our listeners use the web browser site, followed by Spotify, Apple Podcasts and finally YouTube.

### GUEST NUMBERS

We at the Sangyin Podcast, try as much as possible to host and give a chance to every member of the African Diaspora. After 102 episodes we have hosted guests from 32 African countries with the majority from East Africa. Uganda has 17 guests, Tanzania 12, Ghana, 7, Cameroon, 5, South Africa 3, Rwanda 2, Liberia 5, Sierra Leone, 6, African Americans 5. The rest of the nationalities with 1. We at Sangyin aim to create an inclusive society for the African society and therefore we aim to bring more and more people from the diaspora.



**FROM US TO YOU OUR  
ESTEEMED LISTENERS, WE SAY**

**THANK YOU FOR BEING PART  
OF OUR JOURNEY THUS FAR**

