

# msafiri

ENRICHING LIFE'S JOURNEYS  
OCTOBER-NOVEMBER 2023 | ISSUE 181



## INTO THE DEEP

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WILL TAKE YOUR BREATH AWAY

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**On the cover:**  
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**msafiri**

**ENRICHING LIFE'S JOURNEYS**

**MSAFIRI IS THE OFFICIAL MAGAZINE OF KENYA AIRWAYS – THE PRIDE OF AFRICA**

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PLEASE NOTE: Information on events and opening times in this issue is particularly susceptible to change. Readers are advised to contact outlets to check availability before planning visits or booking travel.

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# karibu

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## DEAR READER

There's a lot to celebrate in this issue of *msafiri*. At the end of October, we celebrate five years of connecting Nairobi to New York via our nonstop flight. About 1700 flights in, we have flown 300,000 passengers and 6,000 tonnes of cargo. Thank you for choosing us! We are also delighted to have expanded our codeshare partnership with Delta Air Lines, offering you more options to connect with no fewer than 57 cities across the US and Canada and 31 destinations in Africa. Additionally, we are pleased to announce the upcoming reintroduction of flights to Bangkok as part of our ongoing commitment to increase connectivity between Africa and Asia.

There's more great news! I'm also pleased to report that our 2023 half-year group results recorded a 56% increase in revenue compared to the same period last year and, for the first time in six years, we have registered an operating profit of Ksh998m. This was underpinned by an increase in passenger numbers of 43% to 2.3 million. We continue to work hard to return to profitability and ensure the airline has a stronger footing to spring it to success.

If you haven't already done so, please do check out our new website. We value customer feedback and the site has been developed with you in mind. The most important thing customers need when making a booking is information to ensure they make an informed decision and this has been amply provided for in the new website.

Thank you for choosing to fly with 'The Pride of Africa'

*Allan*

**ALLAN KILAVUKA** CHIEF EXECUTIVE OFFICER, KENYA AIRWAYS



**World Travel Awards 2022**



**PS: Did you know there's also a digital issue of *msafiri* which can be read anytime, anywhere? To ensure you receive every issue, direct to your inbox, join our mailing list at [www.msafirimag.com](http://www.msafirimag.com). The magazine is complimentary. So, feel free to share it with your friends and family, and on social media.**





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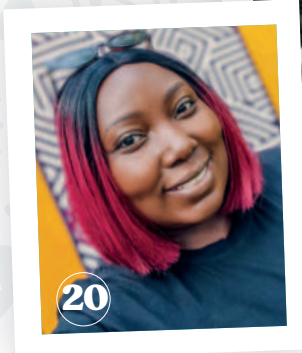
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JACKI BRUNIQUEL @JACKIBRUNIQUEL

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## BANGKOK

## THAI TOP 10

We're flying to Bangkok! Check out 10 of the best things to do in Thailand's vibrant capital

### 1 EXPLORE THE GRAND PALACE AND WAT PHRA KAEW

Embark on a cultural journey by visiting the iconic Grand Palace and the Temple of the Emerald Buddha (Wat Phra Kaew). Admire the intricate architecture and stunning mosaics that reflect Thailand's rich history and spirituality.

### 2 WANDER THROUGH CHATUCHAK WEEKEND MARKET

With over 8000 stalls, you can find everything here from clothing to handicrafts and delicious street food.

### 3 CRUISE THE CHAO PHRAYA RIVER

Take a leisurely boat ride along the Chao Phraya River to admire the city's stunning skyline and historic landmarks. You can also visit various cultural sites located along the riverbanks.

### 4 EXPERIENCE THE FLOATING MARKETS

Visit traditional floating markets like Damnoen Saduak or Amphawa where boats sell everything from fresh produce and handicrafts to Thai treats.

### 5 INDULGE IN THAI CUISINE

Savour authentic Thai dishes at food stalls, local eateries and restaurants. Don't miss trying *pad thai*, *tom yum goong* or Thai curries.

### 6 VISIT JIM THOMPSON HOUSE

Explore the beautifully preserved Jim Thompson

House, a museum showcasing the life and collections of the American businessman who played a significant role in reviving the Thai silk industry.

### 7 SHOP AT TERMINAL 21 AND SIAM PARAGON

Get your shopping fix at modern shopping centres like Terminal 21 and Siam Paragon. Each floor of Terminal 21 is themed after different countries, while Siam Paragon offers luxury brands, entertainment and a fantastic food court.

### 8 ENJOY LUMPHINI PARK

Escape the city's hustle at Lumpini Park, a green oasis in the heart of Bangkok. You can jog, cycle or simply relax by the lake while observing monitor lizards and a variety of birds.

### 9 EXPERIENCE THAI WELLNESS

Treat yourself to a traditional Thai massage or a rejuvenating spa treatment. Bangkok boasts numerous wellness centres that offer a range of services to relax and rejuvenate you.

### 10 CELEBRATE LOY KRATHONG

If your visit to Bangkok coincides with November, you'll have the chance to experience Loy Krathong, the Festival of Lights. Witness the city illuminated by thousands of floating lanterns in rivers, canals and ponds as Thais celebrate and make wishes.





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21 NOVEMBER,  
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**BANGKOK**  
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WEEK







## HOW TO BE A ...

# WORK-AWAY DAD

Nowadays, more fathers are working away from home. Duty calls. But you can still be a present dad, even when you're absent

For starters, have an honest conversation with your family about long-distance parenting. Let them know the nature of your work and how family dynamics will be affected. Ask them to be honest about their feelings. And while you're away, keep your phone lines open 24/7. Try as much as you can to be in the loop concerning the lives of your loved ones.

## 1 PLAN HOW TO DO LONG-DISTANCE PARENTING

But don't plan alone. Do it with your family and support systems. If you're a single father, who will look after your children? If there's a family member who needs regular hospital visits, how will this happen? Plan how you will communicate with your children's teachers to know how they're doing. Life must go on. Who will take care of your side hustle while you're away? Who will mow the lawn? Or take doggo to the vet? Or take your baby for swimming lessons? Cross all the Ts, dot all the Is. Leave nothing to chance.

## 2 WITH A LITTLE INGENUITY, YOU CAN CREATE KODAK MOMENTS WITH YOUR FAMILY

Make regular video calls home. Distance was a barrier in 1823. This is 2023. You can read bedtime stories or pray with them virtually. You can also create online games to bond the family. You may not be able to physically attend a recital, but you can make a virtual appearance. Send cards or gifts online to make yourself a permanent fixture in family life. No matter how busy you are, make a mental effort to remember all the anniversaries. Even the little ones. Like India.Arie sang in *Little Things*, it's "in the little things and the joy they bring".

## 3

### DON'T TRUST REMINDERS TO YOUR MEMORY

ADD ALL IMPORTANT ANNIVERSARIES TO YOUR GOOGLE CALENDAR AND SET REMINDERS SO YOU'LL ALWAYS BE ON TOP OF THINGS. IF YOU HAVE ANY SPECIAL ANNIVERSARY TRADITIONS, SUCH AS EXCHANGING PERFUMES, SCHEDULE THEM IN ADVANCE. OR ELSE.

## 4 CREATE SURPRISES

I mean the good ones. Like making surprise phone calls. Or, when you're returning home, surprising your wife at work or your children in school. You can plan to surprise them at lunchtime, carrying their favourite bites. Such surprises create lasting happy memories and will make departures less angst-filled experiences. It's these little things that cause hearts to grow fonder and closer, regardless of long distances and absences.





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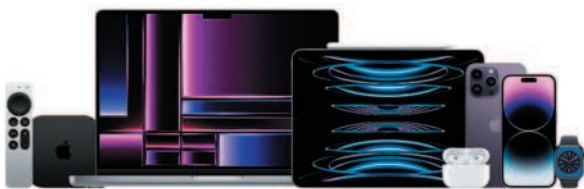
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## SO YOU WANT TO...

# CONQUER MT EVEREST

Dr Faith Mwende, a financial expert in Nairobi, left the comforts of home to scale the heights of Everest. And although she did not reach the summit, she became the first Kenyan woman to attempt the climb. She tells *msafiri* what it takes to climb the world's highest mountain



## 01 Inspiration

I wanted to raise awareness about the Sustainable Development Goals (SDGs) including climate action, good health and wellbeing.

## 02 Prepare mentally

Mental preparation offers personal transformation, attitude revamp and enriching experiences. Engaging loved ones early on is crucial since the climb requires being away for about two months with inherent risks. Climbers must set realistic expectations and brace themselves for a rollercoaster of feelings, navigating through extended periods of intense activity with fleeting moments of respite.

## 03 Physical training

I had a rigorous two-year training regimen leading to the Base Camp journey in 2021 as a preparatory step for the ultimate summit attempt. Training for Everest requires at least 8-12 months of intense physical and mental endurance, including cardio and physical fitness gym sessions, aerobic training, swimming and high-altitude mountain climbs.

## 04 Skills and stamina

You need a proven track record in mountaineering skills including glacier navigation and fixed-line climbing. You should be at ease with extreme heights, navigating steep rocks and icy terrain. A good measure of physical strength helps climbers carry substantial loads on their backs throughout the expedition. Scaling mountains above 6000m requires that the body adapts to sparse oxygen levels.

## 05 Coping with challenges

Prepare for unpredictable weather on Everest. Acute Mountain Sickness (AMS) due to thin air can lead to headaches, nausea and fatigue. Sudden storms, blizzards and fierce winds can also pose life-threatening risks. The treacherous Khumbu Icefall, with its towering ice seracs and crevasses, is a hazardous part of the climb, while certain sections of the ascent are prone to avalanches. The allure of reaching the summit can cloud judgement, leading to some climbers taking undue risks.

## 06

### Cost implications

Apart from a return air ticket to Nepal, you will need to invest in specialised gear, a climbing permit from the Nepalese government, comprehensive high-altitude insurance that includes an emergency evacuation plan, food and accommodation, trekking fees, training and guide fees, logistical support and communication expenses.





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## NOTES TO MY FUTURE BETTER SELF

# 3 THINGS ABOUT WORK I WISH I KNEW EARLIER

Success at work depends on many factors. Here, Dr Lutawo Ouma highlights three ways to help boost your career

01

### BE SELFISH

You may be employed by someone or by yourself. You may be part of a project that is working towards changing the world for the better. You may be the intern, the head of a department, or the CEO of the company. Whatever your work situation or title is, to be successful at it, you must be selfish. You must think of yourself and whether what you are working on aligns with your purpose, passion and goals. You see, many people are stuck at being mediocre because they just got on the bandwagon of earning and stayed there. The job or contract may be paying the bills, but if it does not feel right for you, chances are you will not excel and be successful at it. If it doesn't ignite in you a desire to exert yourself, to work better, or to grow in knowledge and skill, don't settle. Be impatient with things that threaten to derail your focus. Keep searching until you arrive at the place that allows you to derive pleasure from what you are doing. Only then will you immerse yourself in your work, excel and be exceptionally impactful. So yes, be selfish and intentional, for if you do not design your own work plan, you will fall into someone else's plan.

### Mtaka cha mvunguni sharti ainame

ANYONE WHO NEEDS SOMETHING THAT IS UNDER THE BED MUST BEND TO RETRIEVE IT

(SWAHILI PROVERB)



02

### DON'T FEAR FAILURE

Dream big and reach for the stars. Do not let the fear of making mistakes steal your success. Do not lose time overthinking what could go wrong, or what people might say if things don't work out. Fear of failure leads to indecision, and we know that more is lost by indecision than with the wrong decision. Once convinced of what you should do and where you should go, keep moving. Ten years from now, you will regret the things you did not do, not the ones you did and failed at. Failure is inevitable; it is an undervalued friend and teacher. We will all fail at many attempts in our work life. The trick is to learn how to fail right: quickly, cheaply – and never the same way twice. Failure is not the opposite of success; it is part of the success.



03

### CHOOSE GROWTH OVER COMFORT

If given a choice, select assignments that will lead to your next level of growth. Seek opportunities for progress. They do not always show up in their Sunday Best clothes. Growth may mean forfeiting a well-paid job to pursue further education, or taking on more responsibilities. Be patient with the growth process. It may be uncomfortable, but it is temporary, and it awards you a pedestal that cannot be taken away from you – unlike material comforts which can be lost in a flash. The more you learn, the more you earn. **And remember...** No amount of talent or knowledge can replace discipline and good work habits. Be known as that person who always gets the job done well. It will make you indispensable!



FOUR  
POINTS  
BY SHERATON

Kampala



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**EAST AFRICA'S WETLANDS**

# WATER WORLDS

Wetlands are the overlooked 'arteries and veins' of the landscape. We asked Julie Mulonga, the Wetlands International director for East Africa, about how and why they should be protected

Wetland ecosystems cover a small percentage of the earth's surface, yet they are critical to life support systems and host 40 per cent of the world's biodiversity. Healthy wetlands can help solve global challenges such as climate change, human health, biodiversity and water security, yet they are often overlooked in national planning.







**Q WHAT ARE WETLANDS?**  
The two general categories of wetland are inland and coastal wetlands. Inland wetlands are most common on floodplains along rivers (riparian wetlands); in isolated depressions surrounded by dry land; along the margins of lakes and ponds, and in other low-lying areas. Coastal wetlands are linked to estuaries where seawater meets freshwater. Mangroves have adapted to this environment.

**Q WHAT DOES WETLANDS INTERNATIONAL EAST AFRICA DO?**  
We are a not-for-profit organisation dedicated to the conservation and restoration of wetlands. Our vision is a world where wetlands are treasured and nurtured for their beauty, the life they support and the resources they provide. In Africa, we focus on mangroves and associated coastal ecosystems, freshwater

wetlands in drought-prone zones and peatlands in the Nile basins. We use sound knowledge as a foundation to inspire and mobilise communities and other local stakeholders to develop common visions. You can read about our latest initiatives at [africa.wetlands.org](http://africa.wetlands.org).

**Q WHAT DANGER LIES IN THE LOSS AND DEGRADATION OF WETLANDS?**  
Wetland destruction has increased flood and drought damage, water pollution and shoreline erosion. Wetlands are also important fish breeding grounds and facilitate large-scale wildlife migration. Their demise triggers a decline in wildlife populations, as well as fishing and wildlife watching.

**Q WHY ARE WETLANDS IMPORTANT?**  
Healthy wetlands provide food and medicines, and services like water filtration and climate regulation. Many subsistence communities' livelihoods depend directly on these services. They are crucial to agriculture and fisheries. Wetlands also protect our shores and are the planet's greatest natural carbon stores.

**Q WHY ARE WETLANDS STILL NOT WELL UNDERSTOOD?**  
When most people think of wetlands, what first comes to mind is mosquito-infested swamps and flooded plains that take up space and look bad. To them, these marshy lands have no purpose and are considered wastelands. Such wastelands are

**WETLANDS ARE ESTIMATED TO COVER 570 MILLION HECTARES (5.7 MILLION SQ KM), WHICH IS ROUGHLY 6% OF THE EARTH'S SURFACE. THEY ARE FOUND ON EVERY CONTINENT EXCEPT ANTARCTICA. WETLANDS COVER ROUGHLY 7% OF THE AFRICAN CONTINENT**

commonly perceived to have minimal value compared to other land uses that may produce more tangible, immediate and higher monetary benefits. Wetlands are, therefore, not supported or valued by many people. Yet in reality, they are a precious ecosystem.

**Q WHAT ARE THE KEY THREATS FACING WETLANDS IN THE REGION?**  
East Africa's inland and coastal wetlands are threatened by severe overexploitation of natural resources, including diversion of water for intensive agriculture, wood harvesting from mangrove forests, overgrazing of floodplains and poaching of threatened species. These pressures are heightened by human population growth and displacement, causing sudden migration towards previously pristine areas. Also, with a rise in population comes a demand for food, which leads to the last and most destructive threat to wetlands, farming. Farming occurs over acres of land and pollutes it with fertilisers and herbicides. Other threats include invasion by alien species, pollution, eutrophication (excessive plant and algal growth) and erosion.

**Q WHAT PROSPECTS DO THE REGION'S WETLANDS HOLD AND WHY?**  
Nature-based solutions in the context of wetlands offer a great potential for mitigating and adapting to climate change, protecting biodiversity and delivering ecosystem services. This is because wetlands act as effective carbon storage units, maintain hydrological regimes and increase communities' resilience and response to the impacts of climate change. Peatlands, which make up more than half of all wetlands worldwide, store up to one-third of the world's soil carbon. Coastal blue carbon ecosystems, such as mangroves, seagrasses and salt marshes, are also major carbon reservoirs and protect shorelines from erosion.

- 5**
- WETLAND SPECIES TO LOOK OUT FOR**
- GREY CROWNED CRANE**
- SITATUNGA**
- SHOEBILL STORK**
- DUGONG**
- TANA RIVER RED COLOBUS MONKEY**

**East Africa's most important wetlands**

**The Rift Valley lakes:**  
Natron, Bogoria, Nakuru, Naivasha and Ziway-Shalla

**Albertine Rift:**  
Sudd Wetlands, Lake Victoria and Yala Swamp (Kenya's largest freshwater wetland)

**Coastal mangroves:**  
Rufiji, Lamu, Tana River Delta and Zambezi River Delta





RAFFAELE CONTI/BB/SHUTTERSTOCK.COM

**FAITH KIPYEGON**

In June, the world watched in awe as Kipyegon set two world records in a single week. Her groundbreaking accomplishments began in the 1500m, where she became the first woman to break the 3:50 barrier. Her victory at the Golden Gala in Florence saw her clock an astonishing 3:49.11. Just seven days later, in Paris, she broke the 5000m world record with a time of 14:05.20. Then, a month later in Monaco, she smashed the world mile record by 5 seconds. She is currently a double Olympic and triple World Champion.

**AFRICAN WORLD RECORD HOLDERS****SPORTING SUPERSTARS**

Athletes who have left their mark on the world of sports

**DAVID RUDISHA**

Rudisha's mastery of the 800m race is exemplified by his world record. In 2012, he beat his own world record for the third time with an astonishing 1:40.91 during the London World Championships. This iconic race marked a historic moment in athletics history. Since then, the 800m world record has remained untouched.

PCN PHOTOGRAPHY / ALAMY



AP PHOTO/DAVID J. PHILLIP

**TOBI AMUSAN**

Nigeria's Tobi Amusan took the world by storm at the 2022 World Championships in Eugene. She broke the 100m hurdles record not once but twice, during the same competition, sprinting to a new world record of 12.12 in the semi-finals and then seizing gold with a time of 12.06 in the final. Though the wind-assisted conditions did not officially recognise her achievement, her semi-final triumph cemented her name in history.



FOTO ARENALITA/ALAMY STOCK PHOTO

**WAYDE VAN NIEKERK**

South African sensation Wayde van Niekerk etched his name in the annals of track and field history with his Olympic triumph in Rio de Janeiro in 2016. He secured gold with a world record time of 43.03 in the 400m race, breaking Michael Johnson's record set in 1999. Van Niekerk's performance stands as a testament to his remarkable talent.

PHOTO:GMS/SHUTTERSTOCK.COM

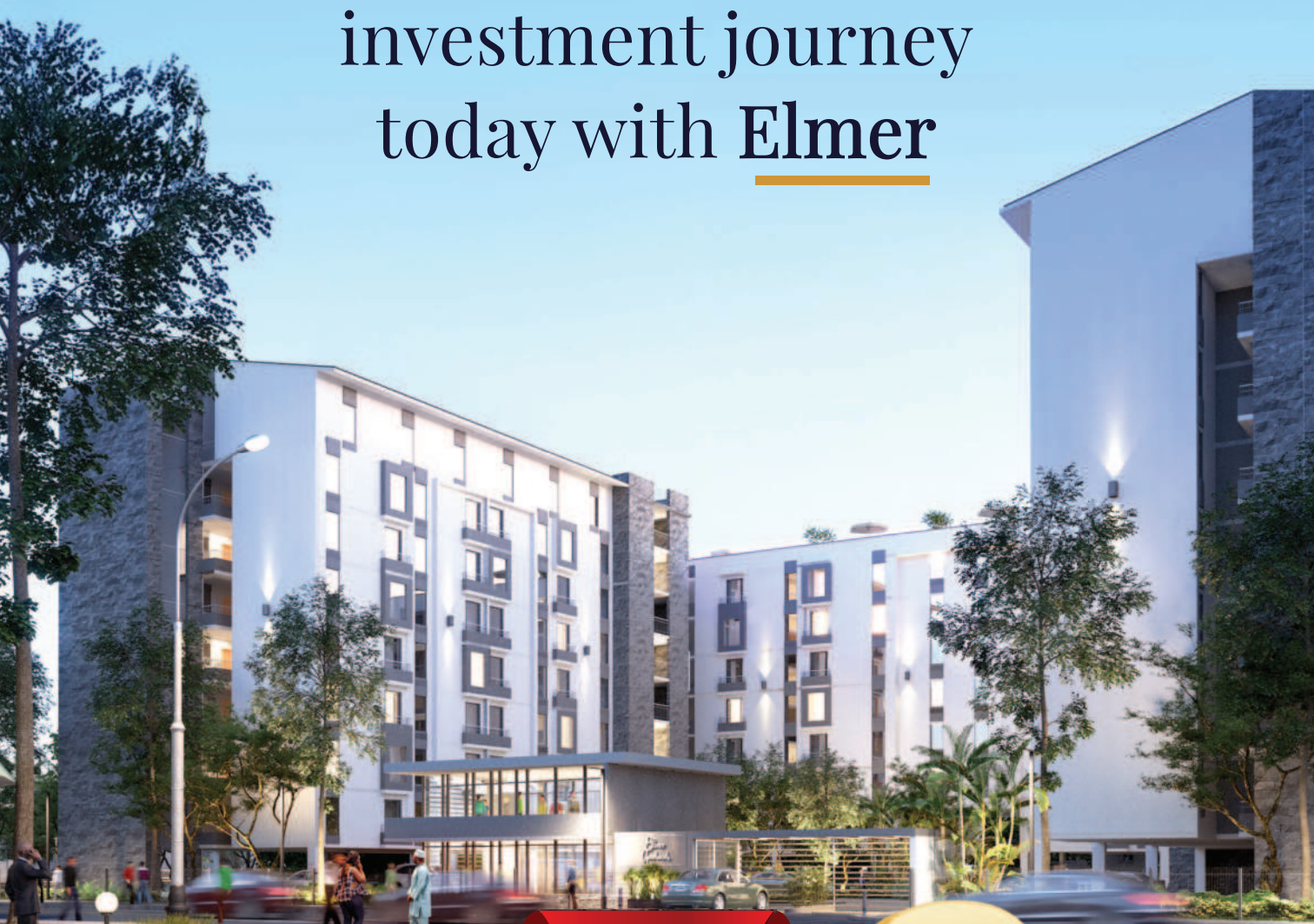


Before Kipyegon's outstanding achievement, **Letesenbet Gidey** held twin world records in the 5000m and 10,000m. Her incredible journey took a new turn in the Netherlands on 8 June 2021, when she obliterated the 10,000m world record, clocking 29:01.03. Gidey's accomplishment marked a moment of excellence, overshadowing the previous record held by Sifan Hassan.





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LIFE IS A LIKE A...

# BOX OF CHOCOLATES

Meet Wezi Mzumara, Malawi's first, and only, chocolatier



“**i**’m a triple threat,” says Wezi Mzumara. “A cocoa farmer, a chocolate maker and a chocolatier.”

Mzumara’s status as the first, and only, craft chocolate maker in Malawi is a far cry from her career in events and PR, which, until the pandemic hit, had been a thriving business. However, farming was in her DNA; her parents run a farm in the Nkhata Bay Highlands.

When she returned to Malawi in 2011 after studying in the UK, she found her parents had planted five cocoa trees for her. “You need to do some farming,” she recalls her mum telling her. Somewhat sceptical, she continued with her dream of setting up an events company, founding the very successful Kwanza PR.

But she didn’t dismiss farming completely. In 2013, she added 50 trees to her plot and, two years later, she planted another 1000. After a lot of work – it takes three – five years before cocoa plants yield any beans – 2020 brought Mzumara her first harvest. “Initially, the plan was to harvest the beans, sell them, make money,” she says. Then Covid

hit and “events and PR were gone”. She returned to the farm, wondering what to do.

She spent that time learning as much as she could about cocoa. Attending an online version of Nigeria’s Eko Chocolate Show, her lightbulb moment occurred. “I thought, maybe I can do that too,” she says.

“[By chance] Mum walked into a shop and saw a stone grinder for sale.” It cost K80,000 (about US\$80), a lot of money to her at the time. But her parents helped her buy it and the rest is history.

She was soon churning out small batches with her 1kg grinder and, locally, became known affectionately

**“[By chance] Mum walked into a shop and saw a stone grinder for sale.” It cost K80,000 (about US\$80), a lot of money to her at the time. But her parents helped her buy it and the rest is history.”**

## WEZI’S TOP BUSINESS TIPS

**Always ask for help** when stuck or overwhelmed.

**Share ideas** – collaboration makes being an entrepreneur less challenging.

**Less talk, more action** – we can achieve so much if we focus more on doing rather than talking about something.

– or should that be confectionately – as ‘Aunty Chocolate’. She soon added another two grinders and, following an order for 500 bars, applied for seed funding, which enabled her to upgrade to 4kg machines. She now has three shops as well as a successful online business and has built a processing plant in Mzuzu.

“When I built the factory, they began calling me ‘Wezi Wonka,’” she decries. “I don’t like that so much.”

With fellow artisans, she has formed the Cross-Atlantic Chocolate Collective – an association of Black chocolate makers from around the world. “We call ourselves ‘Chocolate Rebellion’ because we are changing the way people think about chocolate.”

Mzumara uses locally sourced chia – a natural gelatine – chilli and local fruits, among others, in her creations; while hibiscus mixed with turmeric and cocoa butter creates the array of colours she uses in her works of art.

She reaches under the table and produces a box of passion fruit bonbons. “You must try the special stuff,” she says. Special doesn’t even begin to describe the taste sensation.





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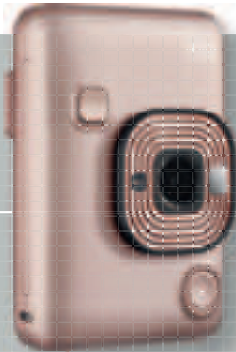
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**GADGETS FOR CHRISTMAS**

# WRAP UP WONDER

From a luxurious folding phone to a smart bird feeder, these tech gifts have serious festive flair...



01

**BEST FOR PARTY ANIMALS**  
**FUJIFILM INSTAX MINI LIPLAY HYBRID INSTANT CAMERA**

This sleek instant camera shoots crisp images and prints them out on wallet-sized photo paper. The rose gold exterior and fluted design should appeal to party-goers who want to save their Christmas memories for years to come. **\$199 • INSTAX.COM**

02

**BEST FOR FITNESS FREAKS**  
**GOOGLE PIXEL WATCH**

There are hundreds of smartwatches to choose from, but the new Android-powered Google Pixel Watch is smarter and better-looking than most. Don't be fooled by the high-end design – this is a tough fitness tracker with a huge battery life and the latest artificial intelligence. **FROM \$349 • GOOGLE.COM**



03

**BEST FOR MOVIE FANS** **SONY HT-AX7**

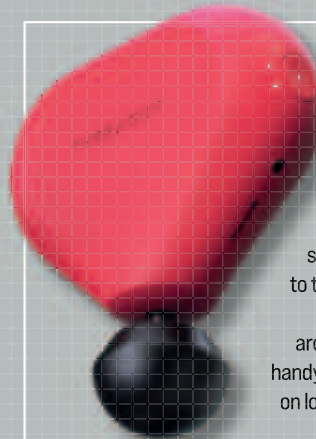
Say hello to the world's smallest home cinema speaker system. The Sony HT-AX7 features a pair of detachable 'rear' satellite speakers, allowing you to create your own 360-degree audio experience anywhere, even in a hotel room. Battery life is a solid 30 hours and a 10-minute quick-charge gives you 2.5 hours' playback. **\$499 • SONY.COM**



04

**BEST FOR WELLNESS GURUS**  
**THERAGUN MINI**

We all know that Christmas can be a stressful time, particularly if you have relatives staying. So why not treat yourself to this relaxing massage gun, which helps to relieve muscle soreness around the body. It even comes in a handy travel pouch, so you can pack it on longer trips. **\$199 • THERABODY.COM**



06

**BEST FOR WILDLIFE WATCHERS**  
**NETVUE BIRDFY FEEDER LITE**

Ever seen a bird take a selfie?! This award-winning, high-tech bird feeder captures close-up videos and photos of birds and other wildlife as they swoop in for a snap. And here's the really clever bit: the built-in AI can identify what species is on the video. A perfect gift for the nature lover in your life. **FROM \$200 • NETVUE.COM**



05

**BEST FOR TECH GEEKS** **SAMSUNG Z FLIP 5**

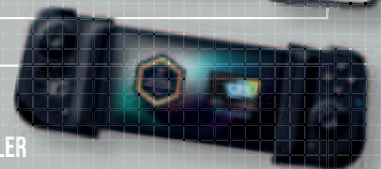
Foldable phones used to be the sort of gadget you'd buy to impress your friends. Now, more and more tech fans are discovering the advantages of an extendable display. Take Samsung's latest Z Flip, which features a sleek 'gap-free' 7.6-inch display and a powerful Qualcomm Snapdragon 8 Gen 2 Processor that makes light work of gaming and streaming. Perfect for anyone's Christmas stocking. **FROM \$699 • SAMSUNG.COM**



07

**BEST FOR GAMERS**  
**RAZER KISHI MOBILE GAME CONTROLLER**

This controller turns your smartphone into a tiny, Xbox-style handheld gaming system. It connects to most Android phones and enables comfortable gaming-on-the-go thanks to its D-pad. Download the Xbox Game Pass and you can access games like *Halo*. **\$45 • AMAZON.COM**







08

**BEST FOR INFLUENCERS**  
**ELGATO RING**

The ring light is a must for anyone who loves to make YouTube videos or look professional on social media. This model is one of the best available, thanks to its edge-lit design that flatters the skin and eliminates shadows, giving users the kind of Insta-glow that would put billionaire influencer Kim Kardashian to shame.

FROM \$149 • [ELGATO.COM](http://ELGATO.COM)



REVIEWS BY TOM BAILEY





RECOMMENDED READS

# 5 PAGE-TURNERS

From rural Zimbabwe to bustling urban centres, these works capture the essence of human resilience, identity and exploration



## Dew in the Morning

SHIMMER CHINODYA

Chinodya's debut novel delves into rural Zimbabwe life during the 1960s and 1970s, shaped by migration due to population pressure. Families moved northward, earning the name 'derukas'. *Dew in the Morning* follows one such *deruka* family's transition from the city to the countryside. Narrated by Godi, a young family member, the story unfolds with their struggle for survival amid new challenges. This includes fitting in with villagers, educating children in colonial schools, the father's

urban life to cover school fees, and the mother's rural farming to sustain the family. Humour punctuates the narrative, most notably through Jairos, the village headman. Tragedy strikes, reflecting the complexities of life in still colonised Zimbabwe. Godi's journey to maturity uncovers familial strength and love, positioning *Dew in the Morning* among classic works in African literature.



BEST READ!



## OPEN CITY TEJU COLE

Cole's *Open City* solidifies his position as a canonical voice in 21st-century African literature. Following protagonist Julius through the streets of New York, the novel engages with questions of

American and Black histories. Julius becomes an interlocutor for questions of race, class, migration, and the global impact of the war on terror. Through conversations with other characters, readers are invited to reflect on these profound themes.



## MTAMA ROAD

LINDA MUSITA

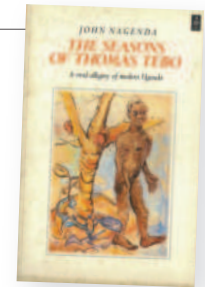
Musita's debut, *Mtama Road*, published by Down River Road, captures Nairobi's Parklands estate through a collection of short stories set along Mtama Road. These tales explore themes of love, sickness, music and everyday life. Embedded within are cultural references to the 1990s, creating a vivid backdrop. One narrative centres on a love affair evolving through radio dedications, tracing the arc from love to detachment.



## THE SEASONS OF THOMAS TEBO

JOHN NAGENDA

Nagenda's novel unveils two intertwined stories. The first depicts Thomas Tebo's childhood, marred by an episode affecting not only him but also

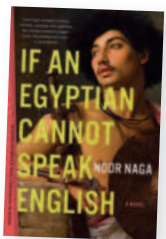


the women raising him. The second portrays Tebo as an adult, forever impacted by his childhood experiences. Engaged in a rebel movement striving to restore democracy, Tebo navigates a country reminiscent of Idi Amin's Uganda. Nagenda's storytelling prowess shines as he balances these dual narratives, highlighting themes of resilience and the enduring impact of past events.

## IF AN EGYPTIAN CANNOT SPEAK ENGLISH

NOOR NAGA

Winner of the Graywolf African Fiction Prize, Naga's debut novel commences post-Arab Spring. It introduces an Egyptian-American who returns to Cairo to reconnect with her roots, encountering a photographer involved in documenting the revolution. Their ensuing romance prompts introspection on identity and love, inviting readers to contemplate the meaning of their identities in a changing reality.







## AN OASIS OF CALM

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### CULINARY ADVENTURE

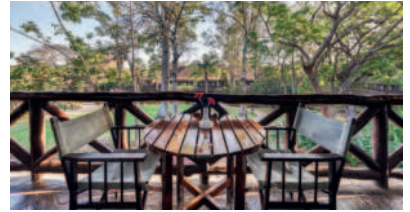
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- **Paradise Lobby Café:** relax with fresh juices and homemade pastries.
- **Hemingways Lounge and Bar:** watch sports games on the big screen while enjoying a drink.
- **Café Kigwa:** a blend of New York deli and Parisian street café, offering a variety of international culinary delights.
- **Korean Corner:** specifically designed for our Korean and Japanese guests.
- **La Piazzetta Italian Restaurant:** delight in Italian pasta, wood-fired pizzas, antipasti and Italian wines.
- **Bars:** connoisseur of fine wines or handcrafted cocktails? They have you covered.



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The Safari Fitness Club offers a sanctuary for relaxation and wellness. Enjoy a spacious gymnasium, aerobics studio, two swimming pools, squash and tennis courts, a jogging track, steam room, sauna, Jacuzzi and a range of massage services.



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### SPECIAL OCCASIONS

The hotel specialises in crafting memorable weddings and special occasions tailored to your unique style and preferences. Their dedicated wedding planners ensure your day surpasses your expectations. They also offer packages for anniversaries, galas, events and more.



### UNPARALLELED ENTERTAINMENT

Discover the ultimate entertainment destination in Nairobi. Enjoy live performances by the world-renowned Safari Cats dancers and Acrobats, dance at the Cats Club Discotheque or relax at the Piano Bar. Paradise Casino offers gaming excitement, and the bars provide a wide selection of drinks and delectable cuisine.





# TAKE ME TO THE TIP OF AFRICA

TRAVEL WRITER WENDY WATTA IS NOT ALONE IN LOVING CAPE TOWN. IT'S WIDELY REGARDED AS ONE OF THE WORLD'S MOST SPECTACULARLY LOCATED CITIES. BUT AS HER IN-DEPTH GUIDE SHOWS, THERE IS FAR MORE TO THE CITY THAN PRETTY VIEWS...

"I would move here," gushes my new friend Adhis. "Cape Town is such a pretty city." There's a dreamy glint in her eye, as she draws in a deep breath as though trying to sniff the view into her very bloodstream. It is dawn and we are on a scooter tour up Table Mountain, watching the sun inch up the sky as the city's lights start to go off one by one. Cape Town has that effect on people. The city will seduce you so skilfully that, before you know it, you've extended your stay for two weeks.

## GETTING YOUR BEARINGS

Cape Town is easy to navigate. Sandwiched between mountains and the sea, artists have waxed poetic over the views. Lion's Head greets you as you drive in from the airport, and wherever you are in the city, the flat-topped massif that is Table Mountain will be your shadow. A family of neighbourhoods with distinct personalities have sprung up. A short jump from the City Bowl sits Woodstock – cool and hippy, like the brother who wants to become a photographer or painter. The upmarket beach suburb of Camps Bay is like the posh cousin who goes to boarding school in Europe and never remembers your name. Then there's the coastal suburb of Seapoint with an army of cafés – the younger sibling who got way too many toys.

Right: African penguins can be seen at Boulders Beach

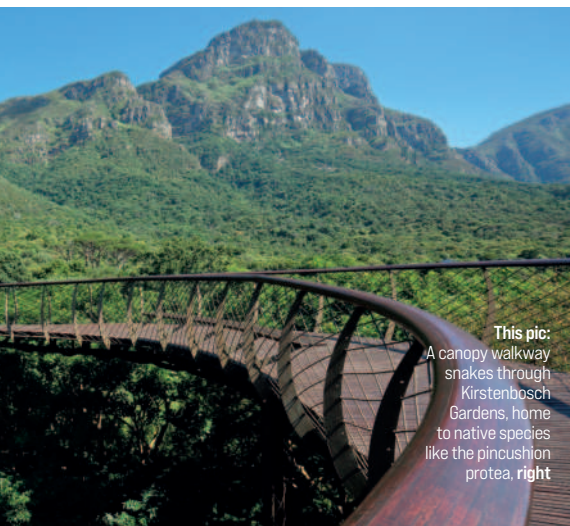






**Left:**  
Aerial view of Cape Town, nestled beneath Table Mountain and Signal Hill

**Below:**  
The rock hyrax, or dassie, is commonly seen on Table Mountain



**This pic:**  
A canopy walkway snakes through Kirstenbosch Gardens, home to native species like the pincushion protea, right

**DON'T MISS**  
**01**

**KIRSTENBOSCH NATIONAL BOTANICAL GARDEN**

On Table Mountain's eastern slopes, this 528-hectare botanical garden is teeming with over 700 mostly indigenous plant species, including a collection of rare proteas, the country's national flower. The elevated Centenary Tree Canopy Walkway is a major draw as it brings you to eye-level with the tallest trees. Every Sunday, between November and April, you can catch lively performances by South African and international music acts.



**DON'T MISS**  
**02**

**TABLE MOUNTAIN**

Hikes up the iconic massif's well-marked trails can take 3-5 hours. Along the way to the 1086m summit, keep watch for wildlife – particularly the endearing rock hyraxes, or dassies. You can also take the aerial cableway to the summit, enjoying the views through the wraparound windows. Get there as early as possible to avoid the queues. For a different perspective, sign up for a thrilling off-road Scootour to freewheel down the mountain slopes on a fat-tyre all-terrain scooter.





Elana Brundyn and Lebohang Kganye

### ◀ BRUNDYN ARTS & CULTURE



This new exhibition space by the renowned South African art insider Elana Brundyn can be found at the historic Mandela Rhodes Place. Brundyn has played a key role in launching influential African arts platforms Zeitz MOCAA and Norval Foundation. She has a reputation for foregrounding African artists to watch. The gallery opened with a solo exhibition by visual artist and photographer Lebohang Kganye, part of a new generation of rising South African artists that will be showcased here.

DON'T MISS  
**03**

#### BOULDERS BEACH

Head to Simon's Town, one of the only beaches in the world where you can get up close to a colony of African penguins. The current population of 2000 has grown from just two penguins who landed here in 1982. The photo opportunities are endless as they swim, wade and waddle around the unique boulder formations that give the beach its name. If you're not up for the drive, visit the Penguin Exhibit at Two Oceans Aquarium on the V&A Waterfront, particularly during the penguin feeding time.





 Fly Nairobi to Cape Town. Check out the latest deals at: [kenya-airways.com](http://kenya-airways.com)



**DON'T MISS** **04** **BO-KAAP**  
 This colourful neighbourhood is famous for its brightly painted houses. Most tourists stop by for a quick Instagram selfie, but you should really delve beyond the picture-perfect rainbow facades to explore the cultural heritage of the resident Muslim community whose roots are in Southeast Asia, India and East Africa. Bo-Kaap's houses were built by enslaved people shipped here by the Dutch in the 18th and 19th centuries. They started painting their houses in bright pastel colours in the 1970s to protest against apartheid. For a local touch, sign up for a walking tour with local guide Rafiq Jacobs. You should also try the Cape Malay cuisine, which includes curries, biryani, *bobotie* and *koeksusters* at the hole-in-the-wall Biesmiellah Restaurant run by two generations of the Osmans.



**MUSIC**

**JAZZ IN THE NATIVE YARDS**

During apartheid, township streets had no names, instead being generically marked as NY32 and so forth. The NY stood for Native Yard. Music producer Koko Nkalashe started the **Jazz in the Native Yards** initiative to highlight township jazz talent in Gugulethu. Today, it presents concerts in the townships, winelands and city.



**CAPE TOWN INTERNATIONAL JAZZ FESTIVAL**

Cancelled this year, this annual jazz festival, the biggest in Africa, returns on 23 February 2024. It's a multi-stage event boasting the best local and international artists for two days, and it's a generally fun time to be in the city.

**FIRST THURSDAY**

On the first Thursday of every month, the city's busiest streets are closed off to traffic so that galleries, restaurants and bars can open until late for a street party. People linger after work, walking from one spot to the next, dancing to live performances and sampling food from different stands.

**Aiwekhoe Iyahan**

ENTREPRENEUR AND OWNER OF CHILL

"I love the recently opened Artisan House in Bo-Kaap. It's a Black-owned business housing two local brands that are committed to bringing artisanal craftmakers together. They have an exciting programme of events every month, from cool workshops to live jazz music. It's a beautiful intimate oasis in a very historic part of the city." ➔





Ozzy Yerlikaya

## LOCAL PEOPLE

### ★ OZZY YERLIKAYA

My larger-than-life Turkish friend, Ozzy Yerlikaya, is one of those people who heeded the call of Cape Town and never returned home. Instead, he founded Travel Designer to connect travellers with extraordinary locals they would otherwise not have access to. I joined Ozzy behind the scenes in the studio with renowned blacksmith Conrad Hicks, watching the artist hammering his creations into shape. Here are some of the other Capetonians in Ozzy's black book – and this is before I mention his coffee making skills...

★ The street art scene in Cape Town began as a political protest as opposition grew against the apartheid regime and increasingly angry and emotional paintings appeared on the walls of Cape Town's District Six. Watch one

of today's best street artists, Maxwell Southgate aka **MAK1ONE**, dexterously spray-paint a wall.

★ **ROUSHANNA GRAY** is the founder of Veld and Sea, offering experiential wild-flavour-focused tours of the ocean, mountain or forest (depending on the season). An immersive and hands-on foraging experience, the concept is to track the edible landscape through the seasons. In summer it's all about coastal foraging; autumn and winter herald land-based harvesting, while springtime focuses on flowers.

★ **ROBIN KUTINYU** is a sculptor best known for his humanoid and wildlife figures. He has been surrounded by art his entire life watching his father, an acclaimed Zimbabwean sculptor and oil painter, at work. Kutinyu first started sculpting at the age of five, finishing his father's pieces and subsequently honing his own skills.

## MOUNT NELSON ▼



For accommodation, nothing beats Cape Town's iconic pink lady and her old-world charm, with doors opened in 1899. Interiors are glamorous and filled with African art: there's currently an on-going exhibition featuring thought-provoking pieces by artists such as Trevor Stuurman, Ayogu Kingsley and Kimathi Mafafo. Gardens are lush, green and neatly manicured, and a suit-clad pianist welcomes you to this five-star property. Fondly dubbed 'Nellie', the high tea here is an institution, with a tea sommelier to help you choose from over 100 teas. Most recently, I stayed in a fashionable superior suite where my only dilemma was whether to have wine in the bathtub or take it to the chequered balcony from which Table Mountain has never looked so good. Furthermore, it's near town, so you can stroll to various shops and restaurants.



Left and below: The iconic pink facade of the Mount Nelson hotel, and one of its sumptuous interiors



## KAYAK KHAYELITSHA

Khayelitsha is now South Africa's second largest Black township. Here, Siyanda Sopangisa and his brother Akhona reclaimed Khayelitsha Wetlands Park, which was once overgrown with water hyacinths, into a resource that has created employment and teaches the township's youth about kayaking and swimming. Spend two hours paddling with them and afterwards, having worked up an appetite, head to Siphelo Jalivane's restaurant, The Milk, for sticky pork ribs.



 Fly Nairobi to Cape Town. Check out the latest deals at: [kenya-airways.com](http://kenya-airways.com)



## BARS & NIGHTLIFE

Whether you're looking to sip champagne in a sophisticated lounge or bop to house music at a hole-in-the-wall bar, Cape Town's nightlife is as eclectic as its people. **Saint Champagne Bar & Lounge**, owned by entrepreneur Toussaint Bashala, is one of the hottest nightclubs and plays amapiano, house and afrobeats. DJs like Uncle Waffles and DJ Maphorisa have all played there. **Long Street** boasts everything from trendy rooftop bars with stunning views to laid-back jazz clubs. Pop into **The Waiting Room**, a rooftop bar and nightclub that hosts local bands and DJs. As far as luxury waterholes go, I love **The Willaston Bar** at the stylish Silo Hotel for its sunset waterfront, city and mountain views, art and Passiontini cocktails.

For a proper turn-up, though, skip town and head to **Khayelitsha's Spine Road**. Smart

young professionals come in their sleek BMWs, crank the volume of their stereo, open the trunk which serves as a bar, then drink, dance and enjoy the night before winding up at popular bars in the township. You can grab a boerie roll or braai from the array of street vendors. There are two clubs worth visiting in Khayelitsha. The first, **Rands**, is owned by brothers Mfundo and Mshayi Mbeki, and with a capacity of 1500, a lot of popular local musicians have performed here. Their aim is to grow the township economy, create jobs and develop a community, while breaking the stereotype that townships are hotspots for crime. The second club, **Kwa Ace**, is right around the corner from Spine Road, owned by businessman Bulelani Skaap, aka Ace. In some ways, the nightlife has created pockets of safety as the crowds deter violent criminals, but be sure to keep your wits about you.



## WINE

Cape Town is known for world-class wine from regions such as Stellenbosch, Franschhoek and Constantia. Apartheid policies denied Black people participation in the wine industry, but there is now a new generation of winemakers who have never owned land or production means, but are in the game to stay. **Magna Carta Wines** by ex-banker Mphumi Ndlangisa produces natural wines and has grown from a one-man show to a big team in Woodstock producing 10,000 bottles a year. **Mhudi Wines** by the Rangaka family in Stellenbosch is the first entirely Black-owned wine tourism farm [a 42-hectare vineyard] in South Africa. **Ses'fikile Wine** by Nondumiso Pikashe offers handcrafted Shiraz, Merlot and Chenin Blanc. She conducts tastings at her home in Gugulethu township.



Left: Winemaker Mphumi Ndlangisa tends his vineyard



**LOCAL'S TIP**

### Thobeka "Thobi Rose" Mthembu

TRAVEL & LIFESTYLE CONTENT CREATOR

Exploring Cape Town's vibrant Seapoint area is a must for its incredible restaurants. Don't miss a leisurely walk along the promenade. For an immersive local experience, consider a tour with Curiosity Africa Backpackers, owned by South African entrepreneur Bheki Dube.

DON'T MISS  
**05**

### ROBBEN ISLAND ▼

Take a 40-minute ferry ride from the V&A Waterfront to the notorious island where Nelson Mandela was incarcerated for 18 years during the fight to abolish apartheid. It offers a sobering insight into the struggles during this infamous period of South Africa's history. Tours are conducted by ex-prisoners who share sombre, first-hand accounts of their time there, taking you to spots like the Lime Quarry, Robert Sobukwe's house and Nelson Mandela's cell.





**Left:**  
Part of the signature 14-dish feast at GOLD restaurant

**Below:**  
Tender beef loin served at SIBA



## WHERE TO EAT

### ★ GOLD RESTAURANT

Get to GOLD at 6:30pm to enjoy a live pre-dinner djembe drumming experience, with each guest being given a small drum to beat in tune with the host. The 14-dish feast then takes you on a culinary journey across the continent, with inventive flair added to traditional dishes such as Kenyan *irio*, Tanzanian *samaki wa kupaka* and South African *vetkoek*. The host explains the spices, origin and cooking techniques of each dish. Performances go on late into the night, a highlight being the giant Mali puppets. You can also wander through a gallery space showcasing African fashion, crafts and photography.

### ★ 4ROOMED EKASI CULTURE

Abigail Mbalo started as a contestant on *MasterChef South Africa*, and could have opened a restaurant in the heart of Cape Town, but her dream was to draw people to Khayelitsha. She started with a food truck that has since expanded to a fine-dining restaurant inspired by the tiny homes found in the township. Her tasting menu gives a modern twist to traditional favourites from her childhood. Dishes like *umqa* (a thick cornmeal porridge) are flavoured with butternut, beetroot and spinach.

### ★ SIBA – THE RESTAURANT

South African celebrity chef Siba Mtongana's elegant 5-star restaurant sits at The Table Bay

Hotel overlooking the waterfront, giving an African touch from her roots to global cuisine discovered on her travels. Kick off with biltong, plantain crisp, bone marrow croquette and roasted cauliflower purée. And don't miss SIBA's traditional Xhosa steamed buns – similar to Asian bao buns.

### ★ CHEF'S WAREHOUSE AT THE BAILEY

You're spoilt for choice for dining options in Cape Town's CBD, but you can't go wrong in trendy Bree Street. One of the restaurants to recently reopen here is Liam Tomlin's Chef's Warehouse on the ground floor at The Bailey. Order individual dishes from the tapas menu, then watch the chefs theatrically plating it at



the open seafood bar. A personal favourite is the fresh tuna tartare and tandoori cauliflower, coconut and cashew salad – a play of textures and flavours. The space is urban and elegant. Their Beau Constantia outlet is gorgeous.



### ◀ DON'T MISS

# 06

### CAPE POINT

The extreme southwest tip of Africa, Cape Point's rocky cliffs rise 200m above the sea. Several wrecks are found here because the original lighthouse, dating from 1860, was often covered by fog. There are numerous well-marked trails from which you can take in the views. If you're planning to hike, get there early as there's no shade and the winds can be brutal. You can also skip the walk and take the Flying Dutchman funicular to see the old lighthouse and dramatic coastal scenery.





Crafts for sale in Greenmarket Square



## MARKETS

### ★ THE OLD BISCUIT MILL

Set in the Woodstock neighbourhood, The Old Biscuit Mill is buzzing on Saturdays with the Neighbourgoods Market, where over 100 local vendors sell food, art, artisanal chocolate, drinks and clothes, all to the sounds of live music. Book a table at The Test Kitchen by Luke Dale Roberts, which sits on top of the silo. For a more pocket-friendly menu, try the urban loft-style Pot Luck Club. Once a rundown suburb, Woodstock has been reinvigorated since The Old Biscuit Mill opened. New businesses have popped up, such as the Woodstock Gin Company. Explore the history, local businesses and street art on a walking tour with Juma Art Tours.

### ★ GREENMARKET SQUARE

Established in 1619, every morning, vendors at this historical square set up their stands with African curios, textiles, leather

sandals, canvas art and other souvenirs at affordable prices, as buskers sing in the background. You'll meet so many characters here, and conversation is in everything from Xhosa to French. Stroll through nearby Company's Garden after your shopping spree.

### ★ ORANJEZICHT CITY FARM MARKET

This market on the water's edge runs every weekend from morning till 2:00pm and is a hub for small-batch producers and cooks selling everything from honey, vegetables and hummus to street food. There are plenty of food stalls to choose from. Don't forget to try the cinnamon buns from The Local Baker.

## PRACTICAL INFO

Rent a car, hail an Uber or arrange with a local traditional taxi to get around. Taxis and shuttles are fine for airport transfers. You'll probably feel safer here than in Johannesburg. The biggest threat is pickpockets, so be sure to leave valuables in your hotel safe. Cape Town has a Mediterranean climate, with hot dry summers in January. Winter is from May to August and can be wet and cool; you may also see the sun shining, but the winds will be cold. Late spring (October–November) is particularly pleasant and avoids the heat and seasonal crowds at the height of summer (December to the end of February).



## SHOPPING

### ★ FASHION:

On Long Street, hop over to Hanneli Rupert's Merchants on Long to browse beautiful Xhosa-pattern sweaters from knitwear label Maxhosa, sustainable bags from Okapi, and Thebe Magugu dresses, which celebrate the country's ethnic groups, such as the red BaSotho heritage frock.

### ★ JEWELLERY:

I love Pichulik's cool jewellery made from repurposed rope at 8 Watson Street in the CBD. Their style is so unique and distinct that I'm always getting compliments on my pieces.

### ★ ART AND DESIGN:

South African couple Trevyn and

Julian McGowan opened Southern Guild Gallery in 2008. Stroll into their welcoming space in the sleek Silo District. There's a lot of collectible art by creatives such as hand-thrown ceramicist Chuma Maweni, Malian furniture designer Cheick Diallo and bronze sculptor Charles Haupt.

★ **BEAUTY:** The Watershed, a market-style hub at V&A Waterfront, has some not-to-be-missed beauty shops. CHILL Cape Town was started by Aiwekhoe Iyehen in 2019 and uses all-natural ingredients, such as shea butter from Ghana. Renchia Droganis went from blending products in her own kitchen sink to her brand, Africology, being used in over 400 lodges and spas worldwide.



This pic: Stunning clothing at Merchants on Long

Above: Stylish jewellery from Pichulik



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# BLUEPRINT *for success*

*make a profit*

*growth*

**BUILDING A BUSINESS IS AKIN TO RAISING A CHILD TO BECOME A RESPONSIBLE ADULT. THERE ARE MILESTONES WORTH CELEBRATING. AND THERE ARE CHALLENGES AND SETBACKS TOO. GOOD SOLID ADVICE IS ALWAYS INVALUABLE, SO WE ASKED PETER MUIRURI TO ASK 10 EXPERTS TO COMPILE OUR 'BLUEPRINT FOR BUSINESS SUCCESS'**





targetting

## 1 DEVELOPING BUSINESS LEADS

Running a business with no specific clientele is like riding a horse without reins. Therefore, developing business leads means targeting and attracting the right clientele. Jael Amara, a research and gender consultant with Consumer Options, outlines several ways of developing business leads.

Firstly, directly engage with potential clients since you can choose what you need to tell them in the conversation at hand. "When you meet physically, you can put the right emotions into what you are saying. If there is anything like a passion-meter, the potential customer will instantly make a decision on whether to buy or not."

### IT'S HUMAN NATURE TO WANT TO BE WITH PEOPLE AND LEARN FROM THEM. NETWORK WITH A GOAL TO BUILD THE RIGHT BUSINESS LEADS

Secondly, Amara says current customer referrals are among the best means to get more business leads. "Someone already believes in you. They know you can do the job. Nobody refers someone to a person they are doubting," she says.

Are we about to see the end of the 'old-fashioned' networking sessions? "Not at all," she says. "While Covid-19 may have pushed us to online forums, the power of human interface cannot be replaced. It's human nature to want to be with people and learn from them. Network with a goal to build the right business leads."

## 2 HOW TO MARKET EFFECTIVELY

'You have to spend money to make money' is a popular adage used by marketers globally. But many companies underspend on marketing, thinking they are saving. A marketing budget enables businesses to plan, allocate resources, set goals, track performance and make informed decisions, thus driving business success.

Joanne Mwangi-Yelbert, the founder chief executive of PMS Group Africa and past chairperson of the Kenya Tourism Board, says when done properly, marketing brings back solid returns.

"Marketing is a central ingredient for growth and profitability. Many companies fail because they do not allocate enough money for marketing and advertising. In addition, a poorly executed marketing strategy can fail to reach the target audience, leading to low

brand visibility and awareness. Without brand recognition, it becomes challenging for the business to stand out in the market and attract potential customers," she says.

According to Mwangi-Yelbert, smart marketing is informed by both the business strategy and a clear plan to reach the intended financial destination.

"A marketing strategy is a broad direction a business takes to achieve its goals. It defines the overall purpose, objectives and methods the company will use to reach its target audience. On the other hand, a marketing plan is a comprehensive document outlining specific actions, tactics and timelines for implementing the marketing strategy. It guides the day-to-day execution of marketing activities," she says.



pitch it right

## 3 PITCH TO CLOSE SALES

A business exists to provide a product or service in exchange for money. A good sales pitch is essential to convince potential clients that the product or service will fulfil a specific need.

Newton Siele, chief executive of Pharma Division at Phillips Therapeutics in Kenya, has the primary role of coaching his team to understand the client and ensure the products give needed solutions.

"The seller must have a clear understanding of the un-met needs of the buyer and position the product or service on that need. The pitch must move the buyer from an interested person to a loyal customer," he says.

A common challenge is when a sales person fails to provide clear or adequate information to convince a buyer. This may result in scepticism from the potential buyer who could doubt the product or service.

"Overconfidence is dangerous. Doubting your product or service is even worse. When selling, the customer is king. Build a relationship first. Before a customer buys your product or service, they must buy into you."



marketing

**4 SOCIAL MEDIA PRESENCE**

Those living far away from your business, or who rarely make physical visits, are likely to interact with your business through social media. As a business owner, social media helps you serve customers online, by either delivering goods or services to them or by educating them about important industry issues. How can you reap maximum social media benefits?

According to Julian Kamau, a media trainer and digital strategist, the target clientele for most businesses is now easily accessible through mobile devices.

“Stamp your presence through consistent, meaningful conversations and sharing valuable information. Respond to questions directed to you in good time,” says Kamau. “Use visual aids such as photos and short videos to grab audiences’ attention. Show them ‘behind the scenes’ activities for them to understand what goes into your business. Humanise your brand and have a content calendar to help you stay consistent.”

Failure to be on social media means you cannot scale up your business as you solely rely on foot traffic, translating into low revenue. “It means not adding value to your clientele as you don’t teach them anything new beyond selling to them. You also risk being disrupted by upcoming businesses who choose to build their brands online and offline.”



**5 GETTING YOUR A TEAM**

The goal of starting a business is quite simple: make a profit. That requires hiring people who will lend their skills and experience. A good team shares the business vision and values, and collaborates. Conversely, having the right product but hiring the wrong people will often result in poor returns.

Mary Murigah, group human resources director

business picture look like when they come in?”

Murigah says that beyond the skillset, the new team must fit into the company’s culture, systems and processes.

“An organisation forms a culture, the way a job is executed and how we interact with others. It is formed by our upbringing, our values and beliefs. If someone is unable to fit in, it could be due to the office culture. For example,

**GETTING THE ‘A TEAM’ STARTS WAY BEFORE THE FIRST HIRE. “IT STARTS WITH YOU,” MURIGAH SAYS. “WHAT ARE YOUR OBJECTIVES? WHAT DO YOU WANT FROM THE TEAM?”**

at Smart Applications International, says getting the ‘A team’ starts way before the first hire. “It starts with you,” she says. “What are your objectives? What do you want from the team? While those coming in may have the right attitude and potential, what will the

hiring a person who is used to undertaking manual processes rather than automated ones will bring a conflict. He will think that he is the wrong fit, though he may possess all the requisite qualifications outlined in the job profile. We are an output of our culture.”

**6 MANAGING BUSINESS EXPANSION**

Starting a business might be easy. Expanding it is intentional. The expansion must be demand-driven and not simply a desire to grow.

A case in point is the illustrious story of the Nairobi Women’s Hospital founded in 2001 by Dr Sam Thenya. His inspiration was to create a specialised facility dedicated to providing medical care and services for women and children.

The medical facility’s second branch was opened in 2009. Within two decades, seven more hospitals, with a 726-bed capacity, serving over 340,000 outpatients and 20,000 inpatients annually, had been established in various parts of Kenya.

“Before embarking on business expansion, decision-makers should conduct market research and design a growth strategy that considers finances, infrastructure and management,” Thenya advises.

“Thorough and cautious planning is the most crucial component of business expansion. Without a carefully thought-out plan, expansion may be a risky and complex process that is more likely to encounter obstacles.”

However, Thenya says if new assets take too much of the cash flow,



that can lead to financial difficulties. "When new assets consume a significant portion of the cash flow, it can result in liquidity problems, limited growth opportunities, high debts, reduced investment in working capital, decreased flexibility and a decline in creditworthiness."

By having a well-thought-out expansion plan, Thenya says businesses will expand their market share, improve their brand recognition, and tap into new revenue streams.

planning

strategic value



## 7 CASH MANAGEMENT TIPS

Cash is to a business what oxygen is to the human body. Without effective cash management, even the most lucrative business investments will fail. Prudent planning requires the business owner to build cash reserves equivalent to three months of operations. This builds stability and encourages suppliers to provide favourable payment terms.

"A big challenge in doing business is that while expenses are regular, the income may be irregular," says Ken Gichinga, chief economist at Mentoria Economics. "This mismatch can place a business in a cash squeeze, particularly for businesses dealing with institutions where delayed payments are common."

Related too are the dangers of impulse spending outside the budget. "Such spending should be on something that has strategic value. However, this ought not to be a frequent practice as it can distort the business cycle leading to unintended consequences," he says.

Poor cash management can even have dire consequences, including insolvency and higher risk exposure. "Poor cash management can lead to disgruntled suppliers and employees. It naturally leads to a lower quality of product and lower revenue. At this point a business can enter into loss-making territory and may be eventually wound up," says Gichinga.



## 8 HOW TO MANAGE DEBT

Debt can make or break a business, depending on how it is handled. It builds financial responsibility by installing new business infrastructure or expanding existing ones. Proper debt management requires an elaborate plan that will keep lenders from knocking on your door or seizing your assets.

Mwenda Thurania, founder and chief executive of MySpace Properties, says initial steps in managing debt include increasing cash flow and reviewing expenses. "Review all your outstanding debts and decide how you will offset them. Write them down while indicating when you'll start paying them without surpassing deadlines which can lead to incurring high interest rates or penalties," he says.

His other tips include increasing your profitable sales by focusing on the most lucrative areas of your business. "This may involve dropping a particular product or service which may be causing a strain on your business. While it's important to utilise business debt well, increasing your spending while trying to pay off multiple debts at once will lead to a stressed business."



## 9 HANDLING BUSINESS SHOCKS

Everyone starts a business hoping to reap good returns and 'live happily ever after'. But few are prepared to deal with unexpected shocks along the way. Such bumps, though, do not mean it was a bad idea to embark on the business journey.

Before finding a smooth patch, George Wachiuri, chief executive and founder of Optiven Group, a leading real estate brand in Kenya, experienced failure in 15 different business ventures. Each failure taught him valuable lessons that contributed to his eventual success. "There were moments when the repeated failures made me doubt my suitability for business. But through each failure, I gained insights into what worked and what didn't," he says.

What is Wachiuri's advice to anyone facing business shocks? "Embrace failure as a

learning opportunity, a natural part of the entrepreneurial journey. Surround yourself with a supportive network of family, friends, mentors and business associates. Their encouragement and insights can help you navigate through challenging times," he says.

In addition, Wachiuri says you should be mentally prepared to face setbacks with resilience, helping you bounce back stronger. "Analyse the reasons behind the shocks and adjust your strategy or business model accordingly. Adaptability is crucial for long-term success," he advises.



In addition, a positive outlook can help a person stay focused while maintaining a financial cushion to weather unexpected challenges. "Finding your sweet spot in business may take time and persistence. With the right mindset, you can overcome business shocks and move closer to achieving your entrepreneurial dreams."





## 10 BUILDING A LASTING BUSINESS

Statistics released by the Kenyan government indicate that over two million new businesses barely last beyond five years. In fact, only 10% of small and medium enterprises manage to stay afloat after 10 years.


How, then, can one build a business that stands the test of time? Mohan Panesar, chief executive of Panesar Furniture, one of the oldest furniture companies in East Africa, says it all starts by building the people first. "That is the

biggest resource for a company's longevity," he says.

Panesar, 72, was only 21 when he joined the family's small furniture business started by his father in 1948. He has been growing the business for the last 40 years.

"Building a lasting business is not instant coffee," Panesar says. "It is a road paved with challenges that make many quit." In 1974, the family business almost became insolvent due to wrong investment decisions. In June 1982, the workshop burnt down,

destroying the entire stock. "We had nothing, not even a needle. My father told us to decide if we wanted the business model to continue," says Panesar.

A lasting business, he says, needs the current generation to imitate the commitment of the founders. "I was six years old when I first stepped into my father's workshop. My son has been with me for the last 14 years. Woodwork needs commitment. Look at the shine on this table. It is because I spent 25 years perfecting the paint job in the spray booth," he says. 

**BUILDING A LASTING BUSINESS IS NOT INSTANT COFFEE, IT IS A ROAD PAVED WITH CHALLENGES THAT MAKE MANY QUIT**



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# I HEAR A BOOM: AFRICA TO THE





# WORLD!

It's Africa's time - African youth are smart, capable, resilient, ready to lead and fully committed to building a better world, explains social enterprise founder **Mike Mpanya**

**T**he world is changing... something the Mo Ibrahim Foundation's Now Generation Network (NGN) witnessed at the Ibrahim Governance Weekend in Nairobi back in April. The NGN is a coalition of African experts, practitioners and advocates committed to moving the development agenda forward. A pan-African network with members from all 54 African countries, it represents various sectors and disciplines. Almost 90 delegates, representing the best and brightest from across the African continent, discussed, debated and had frank conversations with world leaders in Nairobi – and unanimously agreed that the world is changing and, with it, Africa's place in the world.

Thousands of delegates were in attendance, representing the global north and east, America, Europe, and emerging economies too. Think tanks, philanthropic organisations, multilateral institutions, religious institutions, private and public business organisations and multiple heads of government were in attendance. The world was in Nairobi and the world was watching Nairobi. And when Africa said it's time for change, the world said... yes. For the first time in recent history Africa is not a lone voice agitating for a seat at the table, but is being ushered to the table by established institutions such as the United Nations Security Council, G20, IMF and World Bank, as well as

by emerging institutions like BRICS and the New Development Bank. They are all advocating for greater African representation as a matter of necessity.

The current global architecture is a consequence of World War II, and the world of 1945 is far removed from the world of 2023. Time and words would fail me to traverse the tapestry of human events, evolution and revolution that has unfolded over the last seven decades, but I will attempt to highlight a few: Africa's decolonisation, the Cold War and the rise of emerging powers like China and India, the North African and Arab revolutions of 2011, the Covid-19 pandemic and the Russia-Ukraine war. In addition to global events, there are two underlying fundamentals that further make the case for Africa's position as a global powerhouse in 2023: abundant natural resources and a unique demographic dividend. The former has often, and will remain, the subject of global conversation, but it is the latter that is the real game changer.

## NATURAL RESOURCES

Africa is rich in natural resources: gold, diamonds, oil, gas and more, totalling just under one third of the global mineral reservoir according to the UN. As the global demand for these resources increases amid stagnating global economic growth, Africa has become a strategic region for international trade and investment. Furthermore, the current emphasis on sustainable development and economic growth requires a just

energy transition for all nations. Africa's material monopoly on minerals such as cobalt and coltan (some 70% of the global reservoir), in addition to unparalleled hydro, solar and wind resources (largely untapped and totalling around 39% of the world's clean energy potential), make it perfectly positioned for the green industrial revolution.

## DEMOGRAPHIC DIVIDEND

Africa stands at the cusp of a demographic transformation that promises to reshape the global workforce landscape. With a youthful population and rapid population growth, the continent is primed to become a key player in the future of work. In contrast to declining populations in Europe and other regions, Africa's burgeoning workforce presents a unique opportunity for economic growth, commercial success and global influence.

Africa's population has been growing at a remarkable rate, and this trend is projected to continue. According to the United Nations, Africa's population is expected to reach 2.5 billion by 2050, accounting for approximately 26% of the world's population. More significantly, the continent's youth population is set to soar, with over 60% of Africans projected to be under the age of 25 by 2050. This demographic dividend, if harnessed effectively, can drive unprecedented economic growth and development. Europe, on the other hand, faces the challenge of an ageing population. →

The World Bank suggests that Europe's population has peaked at around 748 million in 2021 and forecasts that it will gradually decline to 718 million by 2050. This demographic shift presents several issues, including a shrinking labour force, increasing dependency ratios, and strains on social welfare systems. As the global population grows older and fertility rates decline, Africa will emerge as a significant portion of the world's labour force. The World Economic Forum estimates that, by 2030, Africa will be home to a workforce larger than that of both China

and India combined. This shift presents a turning point in global economic power dynamics, with Africa possessing unprecedented potential to influence and shape the future of industries and markets.

## YOUTH POTENTIAL

The above clearly makes the case that the most important commodity in Africa is African youth. The prayer and revolutionary anthem *Nkosi Sikelel' iAfrika (God Bless Africa)* has been answered... not in the minerals beneath

the dust, but in the children raised on Africa's soil. How the current generation of leaders, many of them members of the Now Generation Network, choose to lead, create, govern and innovate will have a definitive impact on how both the continent and the world experience Africa's demographic dividend. Will it be a youth boom or a youth bomb? The answer is in our hands as the distinguished revolutionary philosopher Franz Fanon put it: 'Each generation must, out of relative obscurity, discover its mission, fulfil it, or betray it.'

An objective reader must therefore ask whether the future is bright if it is in the hands of Africa's youth. I believe that the answer is an unequivocal yes. I cannot claim to be unbiased, after all I am young and African, but I do possess a body of evidence that spans over 38 countries and over a decade of activism, organising, building business and innovating at levels macro and micro – local, regional and continental. My successes, failures, victories and defeats (as diverse and as different as they are) all communicate an overarching narrative: African youth are smart, capable, resilient, ready to lead and fully committed to building a better world.

## TRAILBLAZERS AND GAME CHANGERS

In June 2022, Igwele, the social enterprise that I co-founded, partnered with the Gauteng Provincial Government Department of Economic Development youth programme in South Africa to host a festival that was designed to bring the possibilities of the newly enacted Gauteng Township Economic Development Act to youth. This act focused on removing legal barriers and other forms of red tape that hindered informal businesses, while creating new





funding avenues for these businesses. I was privileged enough to be a youth contributor to the Act, and I am very proud of the forward step it represents.

Our ambition was to host five such festivals in each of the sub-regions in Gauteng. We aimed to connect with 200 young people in each region totalling 1000 youth over the month. Igwele piloted the Hustler's Corner, a mobile incubation hub that provided practical advice and accessible finance for the scaling up of township enterprises – while the rest of the festival presented alternative opportunities for learning and

extraordinary entrepreneurs present at the festivals. These remarkable young people, through sheer determination and relentless hard work, have navigated through challenging economic times and obstacles, adapting to changing circumstances with creativity and flexibility. They have managed to build successful ventures from the ground up by harnessing their local knowledge and networks despite the challenges of having limited access to formal markets and financial support.

This is not unique to southern Africa or grassroots entrepreneurs – at

every problem is a solution, business or revolution waiting to happen.

The revolution is not just economic, but political too, and there is a class of young Africans quickly climbing the bureaucratic ranks to introduce innovative reforms that unlock Africa's burgeoning potential. One such reform is around Digital Financial Services in Sierra Leone. The findings of a research study will help shape policymaking decisions in the digital ecosystem and move the nation one step further in its journey towards digital financial inclusion. The lead author on the project, Stephanie, is a senior economist and Overseas Development Institute Fellow currently working in the Research and Delivery division at the Ministry of Finance in Sierra Leone. Originally from Nigeria, Steph possesses a unique combination of public and private sector specialities and experience – she could work anywhere but, like so many others, chooses to only work in Africa. Steph is just one example of the wave of brilliant and principled youths rapidly entering civic and public service.

**AN OBJECTIVE READER MUST THEREFORE ASK WHETHER THE FUTURE IS BRIGHT IF IT IS IN THE HANDS OF AFRICA'S YOUTH. I BELIEVE THAT THE ANSWER IS AN UNEQUIVOCAL YES**

earning. To our collective amazement, the first festival hosted over 1000 youth and the numbers kept growing until by the end of the month they had reached over 10,000.


As impressive as that sounds it was not the numbers reached but the quality of these young entrepreneurs that imprinted on me an eternal sense of optimism. I met millionaire salon owner Tish, seeking to open her second store. She started her business in her small home with no capital and homemade hair conditioner after her husband and friends pressured her to share the secret to maintaining her long and beautiful natural hair. When we met Tish, her salon's turnover was north of R4m and I am proud to say she has opened her second store and, consequently, created 15 new jobs.

Tish was not an exception. Segametsi, a university drop-out who touched her first million selling sanitisers during Covid-19, single-handedly developed an antimicrobial fabric that releases a scent as it kills germs. Segametsi came to the festival seeking to take her fabric mass market and is well on the way to achieving this. These anecdotes are just examples of the

the highest levels, continentally and globally, African youths are trailblazing, and the world is taking note. One such example is Kiiru who returned to Kenya after studying abroad to take up his first corporate role and attempted to open his first bank account to receive his first salary. The process was not as straightforward as Kiiru would have wished for, but the young entrepreneur channelled his frustrations productively. Together with university friends, Kiiru launched Fingo, Kenya's first and only youth-focused digital bank to create opportunities for financial freedom for youth and with lower frictional costs, making it easier to do business as well as interact with financial services.

The team bootstrapped the business until they joined Y-combinator in the summer of 2021 and have since raised over US\$4m, partnered with the largest footprint bank on the continent and built a team of developers from across Africa. In May 2023, President Ruto launched Fingo Africa signalling the next chapter of Africa's financial revolution. Kiiru and his team's success has garnered him global acclaim and his story is a testament to the mindset and perspective that has come to epitomize this generation of African youth:

## I HEAR THE BOOM.

It is this youth – more than any superpower, more than any multilateral organisation, more than any nation or state – that I trust with the future of Africa and the world. Itumeleng, a young leader from Tshwane, said these words to me after a workshop on vision and leadership where I had started by mentioning Lumumba's dream of African glory and dignity: "I promise you Lumumba's dream will be realised. Africa will have a future of glory and dignity. I promise." She promised and I believe her. I can count on her and countless others. 

## ABOUT THE AUTHOR

Mike Mpanya is the co-founder of Igwele, a social enterprise that seeks to create an inclusive economy. Mike is among the winners of the 2020 Nelson Mandela Institute of Developmental Studies and African Youth Networks Movement COVID-19: In My City Contest. He was the secretary-general of the Organisation of African Youth.



NEW YORK

# a slice of the **BIG APPLE**

We've been operating our direct service between Nairobi and New York for five years. To mark the occasion, we've rounded up five of the must-see sights in the City of Dreams

*Celebrating 5 years of flights to New York*





## 1 TIMES SQUARE

Neon wonderland Times Square, often referred to as 'The Crossroads of the World', is a microcosm of New York's vibrant energy. The dazzling lights, gigantic digital billboards and bustling crowds create an electric atmosphere that encapsulates the city's dynamic spirit. Standing at the heart of Times Square is the TKTS booth, where you can secure discounted tickets to Broadway shows on the same day. It's a perfect opportunity to catch a performance that evening and dive headfirst into the city's artistic ethos. The ball drop on New Year's Eve, a globally recognised tradition, turns Times Square into a symphony of lights and celebration. ➔



## 2 CENTRAL PARK: VERDANT HEART OF MANHATTAN

Central Park offers respite from the city's pulsating street life. This sprawling oasis spans over 800 acres and boasts a landscape of meadows, woodlands, lakes and bridges. As you stroll along the winding pathways, you'll discover hidden treasures like the iconic Bow Bridge and Bethesda Terrace. Rent a rowboat on Central Park Lake or simply find a peaceful spot to unwind and people-watch. The Central Park Zoo, nestled within this oasis, brings a touch of wildlife to the urban jungle. If you're visiting during the warmer months, don't miss out on the outdoor concerts, theatre performances and various cultural events that infuse the park with life.



## 3 BROADWAY: THE CITY'S THEATRICAL SPECTACLE

A visit to New York isn't complete without experiencing the magic of Broadway. The Theater District offers a captivating mix of entertainment, showcasing both classic productions and cutting-edge performances. The dazzling marquees and neon lights signal the city's vibrant arts scene. Secure tickets to a Broadway show, whether it's a timeless musical like *The Phantom of the Opera* or a contemporary hit like *Hamilton*. The live performances, elaborate sets and powerful storytelling will leave you spellbound.





# NEW YORK first impressions

*msafiri* correspondent **Peter Muiruri** recently visited New York for the first time. Here are his reflections from a brief visit to the Big Apple

A visitor to the city that never sleeps has more to do and much to see than time will ever allow. My 12-hour layover here could only allow me to sample a few of the key attractions.

The subway is one of the city's oldest transport systems, running for the last 100 years. An air train from JFK Airport links travellers to this vast network of connections located beneath the city.

There may not be much to see on the New York subway, but I was happy to be entertained by a group of young men and women performing inside one of the carriages as the train made various stops. To see the vast and varied social-cultural diversity of New Yorkers – people from all walks of life going to different places and each with their own hustles – creates timeless memories.

The story of the New York subway cannot be told without mentioning one of the most elaborate train stations in the world. Inaugurated in 1913, the architectural marvel of Grand Central is a piece of art sitting in Manhattan's bowels: glass, marble and pink granite. And

the people! Take it from me: avoid the station during rush hour if you are not commuting out of the city.

Brooklyn Bridge is to New York what Golden Gate Bridge is to San Francisco or Tower Bridge is to London. A movie featuring New York is never complete without a fleeting scene of this iconic bridge with its sweeping views of Manhattan and the East River. Taking the brief walk across is a moment that can only be captured and stored in the mind to be relived for eternity.

Times Square is the heart of the city and one of the best-known tourist hotspots. It is a dazzling spectacle of lights and energy that captures the essence of New York City's vibrant spirit. Neon billboards and digital screens adorn towering skyscrapers, casting a colourful glow that brightens the sky. The bustling streets are alive with the constant flow of people, creating a dynamic and lively atmosphere. While I was entranced by the glamour and the luminous billboards announcing new shows on

*Dominating the skyline of Manhattan, the Empire State Building stands as an enduring emblem of architectural innovation. Observing the city from its observation deck is breathtaking.*



**Far left:** Browsing the glitzy shops on Fifth Avenue

**Left:** Street performer on Broadway

**Above:** The author posing for a selfie with friendly members of the NYPD

**Below:** The neon kaleidoscope of Times Square and the equally busy subway trains

Broadway, it is the people who make Times Square the place to be. The area is so friendly that the famed NYPD cops had no qualms agreeing to take a selfie with me.

I had always fancied a show on Broadway, the world-renowned epicentre of theatrical brilliance. I came close to the magic of storytelling through the dazzling marquees and elegant theatres lining the streets. Despite checking the listing on Broadway's website, I narrowly missed a chance to watch *Aladdin*. Time waits for no man and with my day's layover at the Big Apple coming to an end, Broadway would have to wait for my next visit.





### 4 THE MET AND MOMA A CULTURAL ODYSSEY

New York's artistic prowess shines through its renowned museums. The Metropolitan Museum of Art (the Met) is an expansive treasure trove housing an unparalleled collection spanning cultures, eras and mediums. Wander through galleries filled with ancient artefacts, classical paintings and contemporary masterpieces that encapsulate the evolution of human creativity. For modern art enthusiasts, the Museum of Modern Art (MoMA) is a pilgrimage. From Van Gogh's *Starry Night* to Warhol's iconic works, the museum showcases avant-garde expressions that have shaped artistic boundaries.

*Van Gogh's Starry Night to Warhol's iconic works*







## 5 STATUE OF LIBERTY BEACON OF HOPE

The Statue of Liberty stands at the gateway to America. A ferry ride to Liberty Island offers head-spinning views of the statue and the city's skyline. As you ascend to the statue's crown, you'll gain a profound appreciation for its magnitude and significance. Adjacent to Liberty Island, Ellis Island holds poignant stories of immigrants who embarked on their American journey here. The Ellis Island National Museum of Immigration narrates tales of hope, hardship and aspirations. Exploring the museum's exhibits, you'll gain insights into the diverse tapestry that forms the very essence of the United States.



# NAIROBI TOP 5

Travelling from New York to Nairobi? Here are five things to add to your list of must-sees in the Kenyan capital...

## 1 NAIROBI NATIONAL PARK

Witness the astonishing sight of wildlife roaming against a city skyline backdrop. Home to 100 mammal species, including cheetah, giraffe, leopard, lion and zebra, this unique park captures the essence of the African savannah in an urban oasis.

visitors a chance to watch dedicated caretakers tend to the young animals. At the Langata Giraffe Centre, meanwhile, you can connect with wildlife by hand-feeding Rothschild giraffes from an elevated platform and learning about conservation initiatives.

## 2 NAIROBI NATIONAL MUSEUM

Embark on a journey through Kenyan history, art and culture. From ancient artefacts to contemporary art, this museum unveils the nation's story through captivating exhibits, starting with the Cradle of Humankind Gallery.

**4 BOMAS OF KENYA** Immerse yourself in Kenya's cultural diversity at Bomas of Kenya. Dance performances, traditional music and a recreated village transport you into the heart of the country's ethnic heritage.

## 3 DAVID SHELDRIK WILDLIFE TRUST

Operating the world's most famous orphan elephant rescue and rehabilitation centre, the David Sheldrick Wildlife Trust offers

## 5 KENYATTA INTERNATIONAL CONVENTION CENTRE

Ascend to the pinnacle of Nairobi's skyline for panoramic views that extend to the Great Rift Valley on clear days. This iconic building offers a unique blend of modernity and a nod to African heritage. 🇰🇪



**f**ew things jolt you more abruptly from a midday siesta than the rumble of an elephant's stomach – particularly if you open your eyes to find the culprit barely a trunk's reach away.

Before dozing off in the deck chair outside my tent, I remember watching a lone male impala browsing along the lakeshore. There had also been two buffalo in the lake itself, egrets squatting on their backs like snagged laundry. The

tents at Lake Manze Camp in Nyerere National Park – first stop on my 10-day fly-in safari of Southern Tanzania – were spread out along a path, and mine was at the far end, a dozen or so paces from the water's edge.

The elephants had appeared almost silently. Not a single crack-of-twig between them. It was almost as if their feet hadn't touched the ground. Were it not for the deep resonating groans and

gurgles emanating from their stomachs they might have slipped past unseen.

The encounter offered a brief pick-me-up, before the heat began to drag at my eyelids again. The elephants moved on; a metallic blue spider-hunting wasp whirred past, and the palms down by the lake started quivering in the heat haze...

I must have dropped off for less than five minutes when distant trumpeting woke me again. Half a kilometre away, two elephants were tussling head-to-head, their trunks entwined like mating pythons. A dozen more burst from the tree line, running towards them, squealing and shaking their heads.

The small herd that had passed me earlier must have met others of their clan. There was a great deal of trunk



# the beautiful south

Think of a safari in Tanzania and famous names like the Serengeti and Ngorongoro might spring to mind – but head south to the less-visited **Nyerere** and **Ruaha National Parks** and you can expect an equally memorable wildlife experience

WORDS AND PICS: WILLIAM GRAY





grappling, contented rumbling and general pachyderm playfulness. Merging into a herd of 20 or more, the elephants about-turned and trailed, single-file, back past the camp. Not one of them seemed to notice the wide-eyed observer, pinned to the deck chair outside tent no.10.

### LAZY DOGS AND ABSENT CATS

Although there's a lot to be said for game viewing from the comfort of camp, Nyerere National Park (formerly known as the Selous Game Reserve) is renowned for its variety of wildlife-watching activities, from game drives to walking safaris and boat trips.

Game drives are the best way to track down African wild dogs, the A-list canine

celebrities of this vast wilderness reserve – over 30,000km<sup>2</sup> in area, twice the size of Serengeti National Park. We found them on our first outing: a pack of 15, fast asleep and stomachs bloated, strewn across the shade of an acacia tree.

Leopards, on the other hand, proved more challenging. My guide, Samuel, knew all the tricks for tracking the elusive felines. We drove along the edge of dense woodland where he checked favoured resting trees, such as the old jackalberries with black, twisted limbs. He stopped and listened for tell-tale alarm calls – impala sneezing, baboons barking – and he studied the graffiti of prints on sandy riverbanks.

My method was more random. I simply let my gaze flicker from tree to

tree, tripping up on leopard-shaped logs and tree stumps that seemed, at first glance, to sprout ears.

Every now and then, I latched onto movement – impala skittering away, like autumn leaves picked up by a gust of wind; ground squirrels bounding for cover; sparrow weavers squabbling through the thorn-scrub.

Trying to find a leopard, I consoled myself, as we headed back to camp, was 1% bushcraft, 99% luck. If the big cat didn't want to be seen, there was little you could do about it.

Hippos, on the other hand, are part of the landscape in this watery wilderness. We had sundowners by the lakeshore, listening to them snorting, guffawing and breaking wind in the shallows. →



**Above:**  
A large herd of elephants roam a dry riverbed in Ruaha National Park





1: Satiated after a successful hunt, a pack of African wild dogs seeks shade for an afternoon siesta in Nyerere National Park, a stronghold for this endangered canine 2: A yawning hippo displays his impressive canines 3: Led by their matriarch, a herd of elephants wades across the Rufiji River in Nyerere National Park against a backdrop of doum palms 4: All ears, a female impala is constantly alert for any signs of danger – predators in Ruaha National Park include healthy populations of lions and leopards 5: Dazzling white in breeding plumage finery, a pair of white egrets preen themselves in a riverside nesting colony on the banks of the Rufiji River 6: A Nile crocodile hides among vegetation – they are also often seen basking on sandbanks

## ON FOOT AND ON WATER

Early the following morning, Samuel and an armed ranger led me on a walking safari. We'd barely strolled 100m from camp when the scout raised his arm. A large bull hippo was feeding nearby. Samuel silently pointed out his bulk beyond a scanty patch of acacia scrub.

Hippos emerge at dusk to feed on land, cropping grass all night before returning to their lake or river in the morning. It's extremely unwise to get between them and their route back to water. Hippos are territorial, short-sighted and aggressive – a potentially lethal combination when backed up by two or three tonnes of charging flab and canine teeth that can reach 50cm in length.

We backtracked and gave him a wide berth. Walking safaris are more about detective work than wildlife encounters, and it wasn't long before Samuel was delving into animal dung. To a good safari guide, every turd has a story to tell. Elephant droppings teased apart meant only one thing: baboons

had sifted through it in the hope of finding nutritious undigested marula fruits. Hyena droppings white and hard, but clearly gnawed: a leopard tortoise on the lookout for a calcium supplement to its diet.

Samuel pointed out the 'tank tracks' of a giant millipede, the shallow crater of an elephant print – wrinkles from its sole just visible in the low-angled sunlight – and the fine grooves from a hippo's whiskers as its muzzle brushed the ground.

Boat safaris in Nyerere also take the emphasis away from big game viewing. We saw elephants wading across the Rufiji River, and glimpsed crocodiles slipping into the shallows, but for the most part our attention was focused on birds. We drifted past a colony of white-fronted bee-eaters, festooning branches like strings of Christmas lights. Jacanas tiptoed across rafts of floating water cabbage, yellow-billed storks probed marshy backwaters, while African fish eagles spiralled overhead, their gull-like

cries mingling with the wind-rattled fronds of flouncy doum palms.

## ELEPHANTS AND BAOBABS

The perennial Rufiji River is the lifeblood of Nyerere, a magnet to wildlife year-round. Flying west by six-seater Cessna to Ruaha National Park, far-flung in a hidden chink of the Great Rift Valley, I arrived to find that fickle rains had left many of its seasonal rivers barely flowing. Enough rain had fallen, though, to nourish Ruaha's rolling savannah. Grass grew shoulder high to an elephant, while ancient baobabs – flush with emerald canopies – dotted the grassland like giant sprigs of broccoli.

Right: Lilac-breasted rollers can frequently be seen hunting flying insects from prominent perches







2



3



4



5



6

We spent the afternoon driving slowly to Mdongya Old River Camp, my base for the next few nights. Within minutes of leaving the airstrip, we stopped under one of the baobabs to share the shade with a pride of six lionesses and a fidgety two-month-old cub.

Mdongya Old River Camp was a subtle, rustic affair of just 12 tents nestled in a patch of woodland beside a dry riverbed.

“Vervet monkeys have learnt how to unzip the tents,” my guide Maulid

warned me. “They get into the ensuites looking for water and they also know how to lift the toilet seats, flush and drink, flush and drink...”

We stole out of camp early the next morning, dawn sunlight seeping through the feathery seed heads of the grasses and gleaming on the trunks of the baobabs.

“You can drive here every day for a week and never see another vehicle,” Maulid told me. But the wildlife was also scarce – or hard to see. In the first two

hours, all we spotted was a big male baboon squatting in a tree. And even he turned his back on us when we stopped to look.

Not long after, however, we came across our first herd of elephants... then another and another, until at one point around midday, we were driving through a ‘mini-Serengeti’ with over 100 jumbos carving silvery paths through the savannah, scything the grass with their endlessly swinging trunks. ➔



# TANZANIA



1



2



3

1: A male black-bellied bustard stalks the grasslands of Ruaha – it's one of around 450 bird species found in the national park. Such diversity is testament to the fact that Ruaha lies in the transition zone between East African acacia savannah and southern African miombo woodland. Other avian highlights to look out for include bateleur, crested barbet, Eleanora's falcon, emerald-spotted wood dove and southern ground hornbill 2: Thunderclouds loom over a baobab in Ruaha 3: A male lion bears the battle scars of numerous territorial encounters

## WHERE FLIES AND SIZE MATTER

No wilderness is without its challenges to humans. In Nyerere it was heat and humidity. In Ruaha a winged menace assailed us. Driving on through the afternoon, we were skirting hills of tumbled granite boulders – a favoured haunt of nimble-hooved klipspringers – when the first tsetse flies struck. Silent, stealthy and seemingly indifferent to DEET, these vicious nippers can penetrate elephant hide.

Maulid's response was innovative. He stopped to collect dry elephant dung, stuffed it into a tin can and set it alight, before placing it under the rear


seat of our open-sided Land Rover. The acrid smoke was supposed to be a tsetse fly deterrent, but I was left pondering where the vehicle's fuel tank was. What would be worse: death by tsetse plague, or spontaneous combustion caused by smouldering elephant dung...?

"It's a small price to pay," Maulid told me back at camp that evening. "Tsetse flies have helped to protect this place by keeping people away."

We ate dinner under the bright rash of the Milky Way, moths popping and fizzing in the naked flames of candles. A praying mantis stalked prey between the salt and

pepper pots, while dung beetles tripped up on the wicker tablemats.

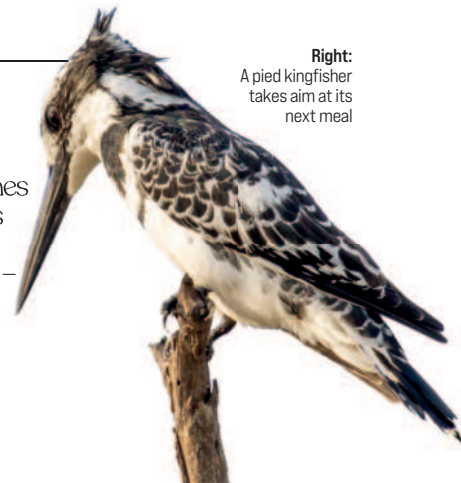
The conversation turned to the plight of Africa's elephants. According to Maulid, Ruaha's sheer size and inaccessibility might safeguard its herds. In 2008, the Usangu Game Reserve merged its borders with Ruaha transforming it into Tanzania's largest national park; it now covers more than 20,000km<sup>2</sup>.

Right on cue, we heard elephants trumpeting in the distance; then lions roaring from the same direction. For now, at least, it seemed that it was only big cats vexing Ruaha's elephants. 



### Take me there

KQ has regular flights to Dar es Salaam, from where bush flights operate to both Nyerere and Ruaha National Park. Wildlife becomes concentrated around water sources as the dry season progresses between June and October, the most popular time to visit. The rains usually arrive by the end of the year, heralding the December-March 'Green Season' – a time of lush vegetation, superb birdwatching and few other visitors.



Right: A pied kingfisher takes aim at its next meal



**Below:**  
Grant's gazelle in  
the grassy plains of  
Ruaha National Park







**This pic:**  
Which way is up? When you descend into the deep blue, it can be difficult to tell...

JACKI BRUNIQUEL (JACKIBRUNIQUEL.COM @JACKIBRUNIQUEL)



# TAKE A DEEP BREATH...

ZANDILE NDHLOVU LEFT A CONSULTANCY CAREER IN THE CONSTRUCTION AND POWER INDUSTRY IN SOUTH AFRICA TO BECOME THE COUNTRY'S FIRST BLACK FREEDIVING INSTRUCTOR, AND FOUNDER OF THE BLACK MERMAID FOUNDATION. WE INTERVIEWED HER TO FIND OUT ABOUT HOW SHE GOT STARTED IN FREEDIVING, HER FAVOURITE DIVE SPOTS AND TIPS FOR UNDERWATER EXPLORERS

INTERVIEW BY WENDY WATTA





## Q Did you always have a love for the ocean growing up?

I grew up in Soweto, a township in South Africa that's nowhere near the ocean. I was about 12 the first time I saw the sea while visiting my mother's side of the family in the Eastern Cape. Even then, as we frolicked in the shallows, never in my wildest dreams could I have imagined what lived underneath. Later in 2016 when I was 28, I was going through a hard time and ended up on a trip to Bali where I went on my first ever snorkelling experience on a whim. I jumped into the water and started freaking out, screaming, 'I'm drowning! I'm drowning!' because I didn't know how to swim. As soon as the panic passed, I was in awe of the world that existed beneath the surface.

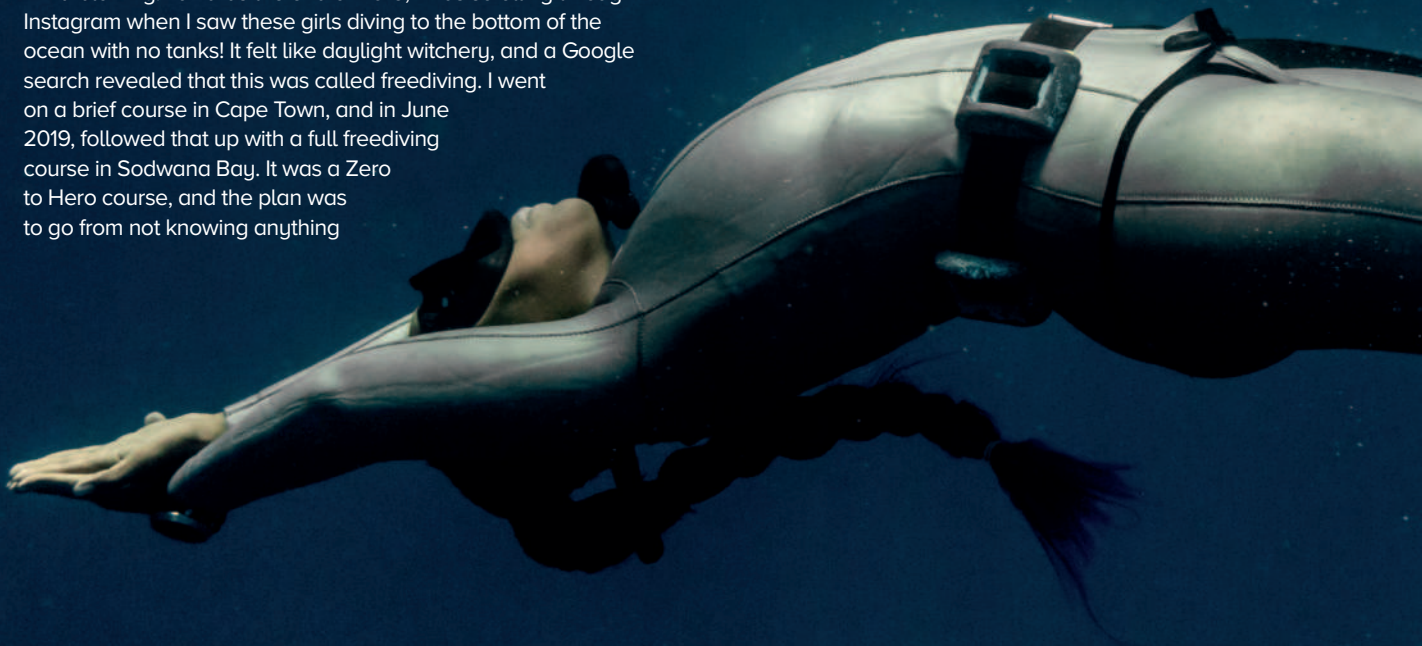
## Q How, then, did you get into freediving?

I experienced this magical Alice in Wonderland moment on that snorkelling trip. From then on, I was filled with curiosity and an incredible sense of belonging in the water, which led me to learn how to scuba dive when I went back home to South Africa. Between 2016 and 2018, I got quite highly certified here, starting with the PADI Discover course, then my Open Water, Advanced, Deep Diver and Nitrox certifications. I learnt to dive in a quarry in Jo'burg, and so my first dive at sea was mind-blowing. Towards the end of 2018, I was scrolling through Instagram when I saw these girls diving to the bottom of the ocean with no tanks! It felt like daylight witchery, and a Google search revealed that this was called freediving. I went on a brief course in Cape Town, and in June 2019, followed that up with a full freediving course in Sodwana Bay. It was a Zero to Hero course, and the plan was to go from not knowing anything

about freediving and holding my breath, to becoming an instructor. I didn't qualify at the end of the course as I needed to face my own fears around depth, but I continued training in quarries in Jo'burg and ended up qualifying in January 2020.

## Q What draws you to the water and what does it feel like when you're 50m underwater?

The safety, freedom, endless possibilities of marine life encounters, the vastness of the sea which reminds you of how small you actually are, and quite frankly, it's the one place where you don't have to explain. Ever. My deepest dive on scuba was somewhere past 50m. Things are different at that level; it's darker and the marine life is generally smaller, but your bottom time is also way shorter and this expands into technical diving which can be quite intricate in the scuba diving world. In freediving, my deepest dive is 35m, and it feels like peace, as though you expand and become everything, every particle that has ever lived. It feels like you leave your body, like flying through space. It's a feeling I can never quite describe. The ocean is the one place I continuously long for.



### This pic:

Zandile only qualified in freediving in 2019 and went on to become an instructor the following year

JACKI BRUNIQUEL (JACKIBRUNIQUEL.COM @JACKIBRUNIQUEL)







**This pic:**

Zandile established the Black Mermaid Foundation to increase diversity in ocean-related careers, sports and recreation

**Right:**

Taking a relaxing moment in a kelp forest is perfectly natural to Zandile



JACKI BRUNIQUET (@JACKIBRUNIQUEL.COM @JACKIBRUNIQUEL)

I think it's something about diving into yourself, touching all your fears, expanding past the discomfort of your body wanting to breathe. To surpass everything you know: it's powerful.

**Q What are the challenges you faced early on?**

When I started diving, I was always the only Black person on the boat. I had challenges, like the instruction would be in Afrikaans, but I don't speak it, and English is the business language in South Africa. And the suits weren't really designed for the thicker Black female form, so it fits around your hips but gapes around the chest so it floods with water during dives, making the experience incredibly uncomfortable. By being the first Black African freediving instructor in South Africa, I realised that this was not an individual achievement but spoke of a country's ability to dream despite where she comes from. The worlds of firsts are important. They speak of access and expansion, and perhaps an equitable holding of a country's resources. Once we move from firsts, we start creating a place where different people from different backgrounds are able to see themselves in this new and foreign space.

**Q Is that why you started the Black Mermaid Foundation?**

Yes, to create diverse representation in ocean-facing careers, sports and recreation by working with kids, with a view to change the narrative that 'Black people are not

water people', a phrase thrown around carelessly. We do this through snorkel trips and, for most of them, it's usually their first time seeing what exists beneath the surface of the ocean. This happened for me when I was 28 years old and changed the course of my life, so hopefully they have that moment while much younger. I also believe that impacting the current trajectory of climate change for the generations to come requires all hands on deck. And so teaching about climate change, plastic pollution and taking action is a key part of my work. My advocacy is also through photography, film and public speaking.

Capturing the underwater world and sharing that through various social media is powerful and can get people to care and get closer to nature. As a foundation, it would be great to get government support in helping to expand this work as we are currently completely self funded, by myself.

**Q As someone who spends a lot of time in the water, what are your hopes for the future of the world's oceans?**

I wish we could be more intentional in how we ensure the protection of seas which provide over 50% of the earth's oxygen [most of which is consumed by marine life]. I hope we are able to protect our marine wildlife from plastic pollution and big business like commercial fishing vessels. The latter are damaging the ocean floor from dragging nets, and there's the issue of bycatch where dolphins, rays, sharks and turtles are captured and die in



NIGOLENE OLCCKERS







LEARNING TO RELAX THROUGH  
DISCOMFORT. JUST BECAUSE IT'S  
UNCOMFORTABLE DOESN'T MEAN  
YOU SHOULDN'T BE THERE. THE  
BIGGEST PART OF FREEDIVING  
IS KNOWING HOW TO HOLD  
DISCOMFORT WITH GRACE

PIER NIRANDARA



**This pic:**  
The kelp forests around the shores near Cape Town are one of Zandile's favourite freediving spots

PIER NIRANDARA

these nets. My plan is to grow my photography portfolio and make select pieces available for exhibition and purchase. I think it's a powerful possibility that in our lifetime, we will also have artwork for our home and offices created by a Black woman underwater. I'm also planning for more television and big screen work while exploring our beautiful oceans.

## **Q** Which are some of your favourite diving spots in Africa?

I live in Cape Town and to say that I remain mesmerised by the kelp forests would be an understatement, and so that's my top spot. Sodwana Bay in KwaZulu Natal has an incredible array of life, big and small, and is one of the few places in the country where you could quite literally come across anything. Another amazing place is Egypt; the walls of coral, warm crystal clear waters and shipwrecks, notably the Thistlegorm wreck, are an incredible thing to see.

## **Q** How do you relax?

This is a funny question because my work and relaxation place coexist, so I'd say that all moments of solitude, in nature, bring me peace. I love trees, mountains and bodies of water. When I'm not outdoors, I'm painting or reading while sipping a cup of rooibos tea.

## **Q** What are the essential attributes an aspiring young freediver needs?

Learning to relax through discomfort. Just because it's uncomfortable doesn't mean you shouldn't be there. The biggest part of freediving is knowing how to hold discomfort with grace.

## **Q** How can one get started in freediving?

Look up a PADI centre near you as they offer incredible courses, from beginner to most advanced, whether you want to mermaid, freedive or scuba dive. You can hire gear, but if you want your own, start with a mask and snorkel, and slowly buy fins, a wetsuit and weight belt. For me, a mask is incredibly personal. I travel with mine.

## **Q** As someone who's always in the water, do you have any hair care tips for Black women looking to take up diving, as this is often a big consideration?

Yes I do! Spritz fresh water on your hair before you jump into the sea, as this creates a barrier of protection. Using fresh water and a butter is even better – I use shea butter. After your dive, always rinse the saltwater out of your hair and hydrate with leave-in conditioner, an oil and shea butter. Lastly, if you have long hair and are worried about it knotting, braiding is a great way to ensure this doesn't happen.

## **Q** How do you overcome fear?

You touch it, allow yourself to acknowledge whatever it's communicating, and remember that fear may be the loudest of the voices, but it is not the only voice. There's also curiosity, excitement and wonder, and these feelings are valid too. When we avoid the things we are afraid of, they simply get bigger, but when we acknowledge them, we give ourselves a chance to do incredible things. For me, gold has always been on the other side of fear.

Find out more [@theblackmermaid\\_foundation](https://www.instagram.com/theblackmermaid_foundation) 





JACKI BRUNIQUÉL (@JACKIBRUNIQUEL)









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## Guess where...

Once the capital of the country, this coastal city is famed for its fort, a Unesco World Heritage Site, and white sandy beaches. Founded around AD 900, it became a key trading centre with spices and gold among its exports. Travellers entering the city will pass under these impressive elephant tusks, which were constructed to honour the visit of Queen Elizabeth II in 1952. But which KQ destination is it?

TURN TO PAGE 80 FOR THE ANSWER

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# KENYA AIRWAYS RETURNS TO PROFIT

TURNAROUND STRATEGY BEARS FRUIT AS REVENUES RISE IN FIRST HALF OF YEAR

Kenya's national carrier has reported an operating profit of Ksh998m (US\$6.8m) for the first half of 2023, the first time the airline has been in the black for six years – a 120% improvement from the loss of Ksh5bn reported in the same period in 2022 – reaffirming its recovery progress.

The group's revenue grew by 56% to Ksh75bn compared to the same period last year. Passenger numbers rose by 43% to 2.3 million. As a consequence of increased activity, operating costs grew by 40%. However, gross profit increased by 131%.

During this period, the company mainly focused on improving the customer experience, operational excellence and cash conservation. The airline also exploited opportunities to raise

much-needed revenue through passenger charters and ramped-up scheduled operations. Other initiatives undertaken included partnerships with other airlines, lease rentals renegotiations and other cost-reduction measures.

Speaking at the investor briefing event, Michael Joseph, chair of Kenya Airways, said: "These exceptional figures underscore the airline's outstanding performance during the period and offer encouraging indications of ongoing recovery."

Allan Kilavuka, group managing director and CEO, said: "These results confirm the operational viability of the airline. We have enhanced our customer experience at different touchpoints, the reliability and availability of our aircraft have significantly improved and our

on-time performance has gone up from a low 58% at the start of the year to 77% at the end of June, with a target of being above 80%."

According to IATA's May 2023 passenger polling data, the future for the airline industry seems optimistic. Kenya Airways will continue to focus on recovery by implementing turnaround initiatives.

"Our focus looking ahead is on recapitalising the business to place Kenya Airways on a stronger footing and provide a stable base for long-term growth," said Kilavuka.

"We will continue focusing on our network expansion and fleet optimisation to increase passenger and cargo capacities. Further, we see a promising trend in forward bookings for the year's second half."

56%  
REVENUE  
GROWTH

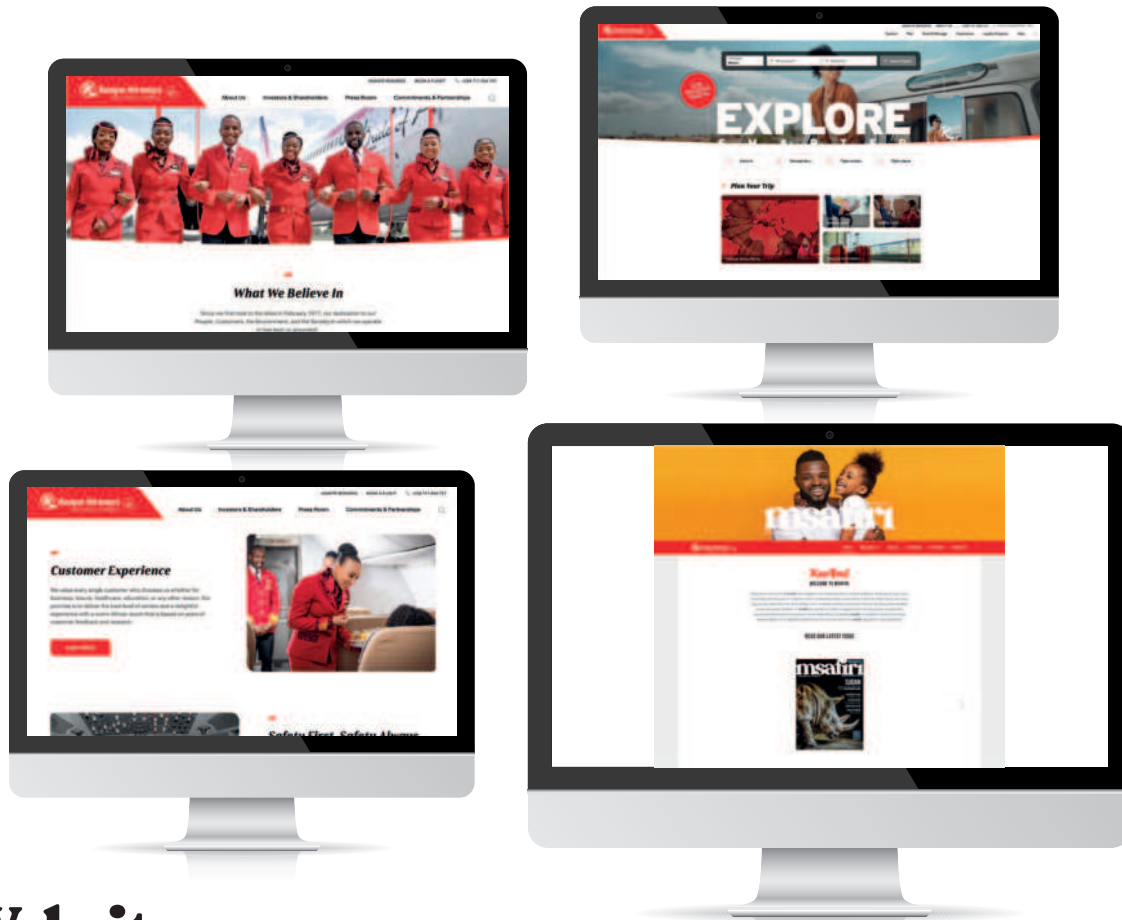
43%  
PASSENGER  
NUMBER  
INCREASE

2.3m  
PASSENGERS

131%  
GROSS PROFIT







## Website revamp

### KQ LAUNCHES NEW-LOOK WEBSITE, PROVIDING CUSTOMERS WITH THE ULTIMATE USER-FRIENDLY EXPERIENCE

Kenya Airways has unveiled a new-look website to provide visitors with the ultimate user-friendly experience, including improved navigation and functionalities.

Developed and designed with the customer in mind, the website has introduced features that will ensure guests can easily navigate and use the website with ample information as they make their bookings and searches.

Some of the new features include:

- **Histogram functionality – this will provide price visibility during the early stage of the booking process, giving customers insights on preferable travel periods and prices.**
- **Deals discovery – the ability to find exclusive deals, offers and premium services to enhance a customer’s travel experience.**
- **Travel requirements pop-up – information on the travel requirements for selected destination/s.**

- **New online check-in features – a faster check-in process, an informative check-in summary that highlights full travel itinerary details, the ability to do group check-in, a visible cart with details for ancillary services with easy payment options, a newly introduced baggage drop-off and boarding time section, and more.**

Speaking at the unveiling, Allan Kilavuka, CEO and group MD of Kenya Airways, said: “The new website is in line with our commitment to continuously improve the Kenya Airways product offering and customer experience at all touchpoints, to ensure that our customers have a smooth and friendly experience every time they interact with us. We value customer feedback; thus, this site has been

developed with the customer in mind.

“The most important thing customers need when making a booking is information to ensure they make an informed decision, and this has been aptly provided for in the new website.”

Kenya Airways has also revamped its corporate website, providing a more informative and easier-to-use site where its customers, media and shareholders can access information about KQ, financial documents, press releases and other publications by the airline.

The carrier was recently presented with the Best Brand – Air Ticketing Website Award at the fifth edition of the Kenya E-Commerce Awards.

Further updates are expected in the coming months.



EXPLORE THE NEW WEBSITES AT [WWW.KENYA-AIRWAYS.COM/KE/EN/](http://WWW.KENYA-AIRWAYS.COM/KE/EN/) AND [HTTPS://CORPORATE.KENYA-AIRWAYS.COM/EN/](https://CORPORATE.KENYA-AIRWAYS.COM/EN/)

# NEW AND IMPROVED DELTA CODESHARE

Kenya Airways and Delta Air Lines (DL) have expanded their strategic codeshare partnership with the inclusion of KQ's nonstop Nairobi to New York service, the only nonstop flight from East Africa to the States.

The agreement also offers customers additional travel options within the US and Canada to 57 cities and Africa to more than 31 destinations.

Tickets will be available to purchase from kenya-airways.com as well as through trade and corporate channels, including travel agencies.

As well as enjoying the benefit of having the most direct route and wider connectivity options between KQ and DL

operated flights, frequent flyer customers of Kenya Airways' Asante Rewards or Delta's Sky Miles programmes will also earn miles on the services.

Commenting on the expanded codeshare, Allan Kilavuka, Kenya Airways CEO and group MD, said the partnership is "significant".

"Kenya Airways prides itself in connecting Africa to the world and the world to Africa," he said. "The expansion of the codeshare is historic as it not only allows KQ to expand its footprint in the US, but [is] also significant because it provides seamless connectivity on a single ticket for those travelling for business,

leisure or studies into the US, while giving seamless connectivity to those visiting Africa through New York and Nairobi."

**Left:** The respective Kenya Airways and Delta Air Lines management teams at the signing ceremony to expand the two airlines' codeshare agreement  
**Below:** Welcome to more destinations across the US



**Right:** Built in 1782, Wat Phra Kaew – the Temple of the Emerald Buddha – is one of Bangkok's most famous sites

## KQ RETURNS TO BANGKOK

From 21 November, Kenya Airways will recommence its service to Bangkok, Thailand. The airline will fly direct to the Thai capital three times a week – on Sundays, Tuesdays and Thursdays at 23:45, arriving at 13:30 local time – before continuing on to Guangzhou in China. Return flights will depart Bangkok for Nairobi on the same days at 01:00 local time, arriving in Nairobi at 06:05. Seamless connections from Cape Town via Nairobi aboard KQ's Dreamliner will also be available.

**For more information and to book flights, go to:**  
[www.kenya-airways.com/en\\_ke/flights-to-bangkok](http://www.kenya-airways.com/en_ke/flights-to-bangkok)



## MORE FLIGHT NEWS

**New York:** From 29 October, Kenya Airways will fly to the Big Apple five times a week (up from 4x), with daily flights starting on 4 December.

**Mauritius:** KQ now flies 10 times a week to the island nation.

**Abidjan:** Fly four times a week to the Ivory Coast capital; a new three-piece baggage allowance applies on this service.





## Enhancing real-time customer communication

KQ has introduced an advanced flight communication service aimed at enhancing real-time customer communication in the event of flight schedule changes. This innovative solution enables personalised and prompt notifications throughout the customer's journey via various channels, including email, SMS and WhatsApp.

Kenya Airways will now actively notify its customers on any updates or changes on their flight itinerary as well as check-in times, boarding gates and timely updates on flight status. By leveraging automation and multiple communication channels, the airline aims to provide an unparalleled travel experience to its customers.

Julius Thairu, KQ's chief commercial and customer officer, emphasised the airline's commitment to an enhanced customer experience, saying: "While the environment we operate in is very dynamic and disruptions can occur anytime, the differentiator is in how we constantly update our customers of any changes to minimise customer frustrations."

**Right:**  
The team behind Kenya Airways' new real-time flight customer communication service



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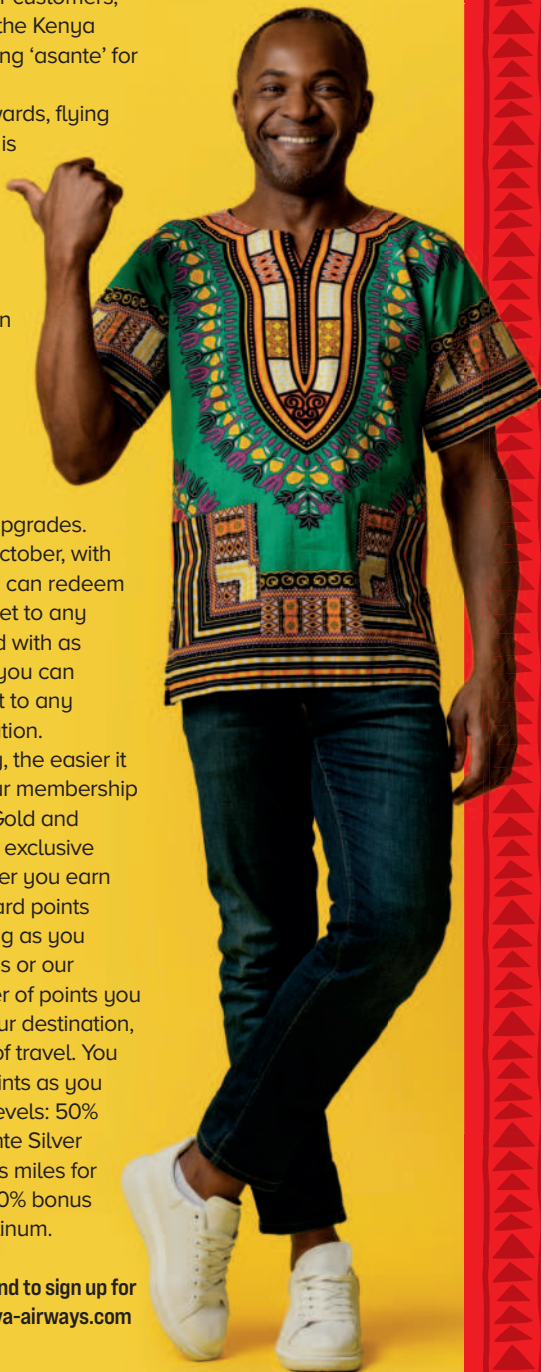
**Asante Rewards** is our way of appreciating you, our customers, for your loyalty. It is the Kenya Airways' way of saying 'asante' for choosing us.

With Asante Rewards, flying is more rewarding. It is a simple 3 step process: **Fly • Earn • Redeem**. Each time you fly with Kenya Airways or our partners you earn points that can be redeemed for the likes of reward tickets, SkyPriority services, lounge access, exclusive discounts and seat upgrades.

Starting from 1 October, with just 7000 points you can redeem your points for a ticket to any local destination and with as low as 9000 points you can claim a reward ticket to any international destination.

The more you fly, the easier it is to move up our four membership tiers – Ruby, Silver, Gold and Platinum – to unlock exclusive benefits. As a member you earn both status and reward points without expiry as long as you continue to fly with us or our partners. The number of points you earn depends on your destination, fare type and class of travel. You earn more bonus points as you move to higher tier levels: 50% bonus miles for Asante Silver members; 75% bonus miles for Asante Gold; and 100% bonus miles for Asante Platinum.

For more information and to sign up for free, go to [asante.kenya-airways.com](http://asante.kenya-airways.com)



# GOING ELECTRIC

KQ's Ramp Services department has welcomed four e-tow trucks, as the airline looks to implement a faster and more efficient baggage delivery process. The acquisition is part of a wider plan to switch from fuel-powered to all-electric trucks. Speaking at the unveiling event,

Tony Gathogo, head of Ramp Services, said sustainability remained core to the airline's purpose and that this was the beginning of more such investments. The e-trucks are expected to save on fuel costs, reduce KQ's carbon footprint and curb noise pollution.







Above: Waving the way – Kenya Airways welcomes the arrival of four electric baggage trucks as part of its ongoing sustainability strategy

# DREAMLINER COMPONENT DEAL SIGNED

Kenya Airways and Lufthansa Technik have signed a long-term contract for the supply of aircraft components for the airline's long-haul Boeing 787-8 fleet. The deal enables KQ to receive proven total component support from the maintenance, repair and overhaul specialist until 2028. It will also give the airline access to Lufthansa Technik's worldwide parts pool, which will enable it to significantly increase the availability of spare parts for the Dreamliner fleet in a cost-effective manner.



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PLANE SIGHT		No. OF PLANES	SEATS	SEAT PITCH	CRUISING SPEED	RANGE	MAX. TAKE-OFF WEIGHT
	Boeing 787 Dreamliner	9	Premier: 30 Economy: 204	Premier: 75" Economy: 32"	Mach 0.85 (1050kmh)	14,500km	227,930kg
	Boeing 737-800	8	Premier: 16 Economy: 129	Premier: 47" Economy: 32"	Mach 0.78 (963kmh)	5665km	79,015kg
	Embraer 190	13	Premier: 12 Economy: 84	Premier: 38" Economy: 31"	Mach 0.82 (1013kmh)	2935km	51,800kg
	Boeing 737-300F	2	N/A	N/A	Mach 0.745 (797kmh)	2200km	62,822kg





Above: Students at Ken Obura Secondary School in Kisumu received essential items and empowerment lessons as part of a KQ initiative

## Social responsibility news

### THREE CSR PROJECTS KENYA AIRWAYS' STAFF ARE HELPING TO SUPPORT

**1 Turkana:** During the summer, KQ staff undertook a community social responsibility initiative aimed at uplifting the lives of communities in Turkana, northern Kenya. During the visit, the group delivered more than 1 tonne of clothes and shoes and over 1 tonne of nutritious dry foods, along with sports equipment and sanitary pads to 1000-plus schoolchildren and 500 people living with disabilities.

**2 Joy Town:** On a visit to Joy Town Secondary School, a special needs learning institution in Thika, Kenya, the airline's CEO presented KQ-branded hampers to the top-performing and most-improved students in each class. KQ staff also handed out essential items such as sanitary pads and nappies to the school.

**3 Kisumu:** Partnering with the NGO Zawadi Community, KQ has provided essential items to 100 needy students at Ken Obura Secondary School in Kisumu. The team also conducted lectures on social development to empower these young minds to be agents of change in their communities.

alkenyaairways/  [linkedin.com/company/kenya-airways](https://www.linkedin.com/company/kenya-airways)

FUEL CAPACITY (LITRES)	THRUST PER ENGINE	WING SPAN	LENGTH	HEIGHT
126,903	69,800lb	60.1m	56.7m	16.9m
26,020	26,300lb	34.3m	39.5m	12.5m
16,153	18,820lb	28.72m	36.24m	10.57m
20,124	22,000lb	28.9m	32.2m	11.1m



### THE B787 HAS SMOOTH RIDE TECHNOLOGY

The tech detects turbulence and automatically adjusts the wing control for a smoother ride. Sensors situated throughout the Dreamliner aircraft constantly record changes in angular velocity and pressure distribution. Controllers then take in the data, apply algorithms and determine what actions to take.

# Kenya Airways routes



## JOURNEY TIME FROM NAIROBI TO:

Abidjan	5hrs 54min	Kilimanjaro	46min
Accra	5hrs 26min	Kinshasa	3hrs 20min
Addis Ababa	1hr 51min	Kisumu	49min
Amsterdam	8hrs 20min	Lagos	5hrs 0min
Antananarivo	3hrs 8min	Lilongwe	2hrs 10min
Bangui	3hrs 1min	Livingstone	3hrs 4min
Bangkok*	8hrs 59min	London	8hrs 31min
Bujumbura	1hr 31min	Lubumbashi	2hrs 18min
Cape Town	5hrs 18min	Lusaka	2hrs 37min
Dakar	7hrs 47min	Mauritius	4hrs 8min
Dar es Salaam	1hr 16min	Mombasa	59min
Douala	4hrs 7min	Monrovia	6hrs 45min
Dubai	4hrs 40min	Moroni	2hrs 4min
Dzaoudzi	2hrs 20min	Mumbai	5hrs 49min
Entebbe	1hr 6min	Nampula	2hrs 19min
Freetown	7hrs 10min	Ndola	2hrs 21min
Guangzhou	10hrs 43min	New York	14hrs 26min
Harare	2hrs 47min	Paris	8hrs 7min
Johannesburg	3hrs 54min	Seychelles	2hrs 58min
Juba	1hr 33min	Victoria Falls	3hrs 6min
Kigali	1hr 23min	Zanzibar	1hr 12min

\* Flights commence 21 November 2023

SOURCE: AIRMILESCALCULATOR.COM; DESTINATIONS AS AT 22 AUGUST 2023



## The KQ top 5

We celebrate the tallest, smallest, fastest, slowest and more across the Kenya Airways network...

### This issue: Tallest statues

#### 1 STATUE OF UNITY, INDIA

Near Kevadia in Gujarat stands the world's tallest statue, at a staggering 182m high. Depicting statesman and independence activist Vallabhbhai Patel – the Iron Man of India – it stands even taller if you include the 58m-high base. Its construction was a colossal undertaking, taking five years and costing more than US\$400m.

#### 2 SPRING TEMPLE BUDDHA, CHINA

China's tallest – and the world's second tallest – statue resides in Zhaocun, Henan. Coming in at 153m high, the Vairocana Buddha is reported to contain 100kg of gold, 3300 tons of copper alloy and 1500 tons of steel. The diamond seat below it comprises 6666 smaller buddhas.

#### 3 VIRGIN OF THE MAS RILLIER, FRANCE

While not the tallest statue in Europe (Russia takes that claim), La Vierge du Mas Rillier is the largest in the countries that KQ flies to on

the continent. Found in Mirabel, the concrete Madonna rises 30m – surprisingly, the same height as Christ the Redeemer in Rio de Janeiro.

#### 4 AFRICAN RENAISSANCE MONUMENT, SENEGAL

At 52m, Africa's tallest statue celebrates the achievements of the African people. The bronze structure – which depicts a man, woman and child emerging triumphantly from the interior of a volcano – sits atop a 100m-high hill outside Dakar, making it visible from anywhere in the city.

#### 5 STATUE OF LIBERTY, USA

A gift of friendship from France in 1886, Liberty – or to give the statue her full name, Liberty Enlightening the World – is synonymous with freedom. From the ground to the tip of her torch, she measures 93m; while the seven spikes on her crown represent Earth's seven oceans and seven continents.

SAGITTARIUS PRO/SHUTTERSTOCK.COM



International routes

Domestic routes

Regional routes

NICK FOX/SHUTTERSTOCK.COM

# NEW HORIZONS

OUR PICK OF OLD FAVOURITES AND SOME NEW RELEASES



\$95

## VERSACE DYLAN PURPLE

Eau de Parfum 100ml

Dylan Purple is a bright and elegant fragrance. A sparkling bergamot is blended with the joyful tones of a freshly harvested orange. Juicy pear adds a touch of modernity to an accord that's as addictive as it's vibrant.

**FRAGRANCE NOTES:** Floral – Fruity



\$105

## VERSACE EROS PARFUM

Eau de Parfum 100ml

Masculine and confident, the Eros Parfum is a fragrance for a bold, passionate man. The sensual scent fuses woody, oriental and fresh notes, creating a powerful perfume that evokes Eros – the god of love. The new fragrance is presented in a blue and gold geometric bottle boasting tactile Medusa and Greca details. Top notes are mint and lemon; middle notes are green apple and geranium; base notes are amber and tonka bean.

**FRAGRANCE NOTES:** Amber fougere



\$35

## L'ORÉAL SHADES OF REDS

This set of three Colour Riche lipsticks lets you express your mood in red-hot shades: Maison Marais – 125, Red Passion – 297 and Cristal Cerise – 345. A nourishing and hydrating formula in a range of must-have shades loaded with long-lasting, intense colour pigments and light-diffusing gel for an addictive, powdery finish.

**TRAVEL EXCLUSIVE:** global best seller.



## TIMBERLAND GENTS' WILLISTON WATCH

Modest in personality, yet refined in a perfectly modern way, Williston from the Timberland collection is everything an outdoor enthusiast would desire. The minimalist design is emphasised by the logo-embossed dial and the iconic waterbuck wheat leather strap made from 'Better Leather'. Combining classic analogue with ingenious functionality, Williston is designed for the man who appreciates style and precision. When adventure beckons, strap on Williston and set off! Two-year international warranty.



\$170





**GIVENCHY  
L'INTERDIT  
ROUGE ULTIME**

Eau de Parfum 50ml

A voluptuous white-flower bouquet laced with warm cacao shell fuse together in this sensual women's perfume. Givenchy opens a new Rouge chapter with L'Interdit Rouge Ultime eau de parfum, the fragrance for women who dare to be more sensual than ever. The forbidden has never been so hard to resist.

**NAVIGATOR GENTS CHRONOGRAPH  
BROWN STRAP WATCH**

Set sail on your next adventure with our Navigator gents watch, a nautical-themed timepiece designed for explorers at heart. The sleek black watch face, complemented by a zinc alloy case with IP plating, exudes a sense of timeless style and durability. The genuine leather strap in rich brown adds a touch of sophistication and comfort to this maritime-inspired watch. Powered by a reliable Japan movement VD57, the Navigator watch ensures precise timekeeping, making it the perfect companion for your navigational journeys. Embrace the spirit of exploration and navigate your way to new horizons.



**SEKONDA ROSE-GOLD  
MESH STRAP SMART WATCH**

This Sekonda smart watch features a rose-gold coloured alloy case with a 1.1-inch, round, interactive dial. Features include step/distance/calorie tracker, sleep monitor, blood pressure/oxygen measurement, notifications and more. The watch is fastened with a 20mm rose-gold coloured stainless-steel mesh strap and has a water resistance rating of IP67. This means the watch is splash and shower proof but not recommended for swimming or watersports. Comes with additional grey silicone strap for two different looks. Two-year guarantee.

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**HUGO BOSS BOTTLED DUO**

2 x 30ml Eau de Toilette

Vibrant and sensual, the captivating scent of this Boss fragrance exudes sophistication. Balanced by a fresh and fruity top note, its warm floral heart blends geranium with a dash of clove. The base note is decidedly masculine, a vibrating harmony of sandalwood, cedar and vetiver. The Boss Man is primed to succeed – focused, determined and ambitious.



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NOTE: SOME PRODUCTS ARE ONLY AVAILABLE ON SELECTED AIRCRAFT TYPES

## KQ Cinema

Choose from a host of new on-board content – there's some 80 movies, 55 TV programmes and 1000 music tracks for you to enjoy

### AVATAR: THE WAY OF WATER

#### SCIENCE FICTION

Directed by James Cameron and written by James Cameron, Rick Jaffa and Amanda Silver, *Avatar: The Way of Water* is an American epic science fiction film. Starring Sam Worthington as Jake Sully alongside Zoe Saldana as Neytiri.

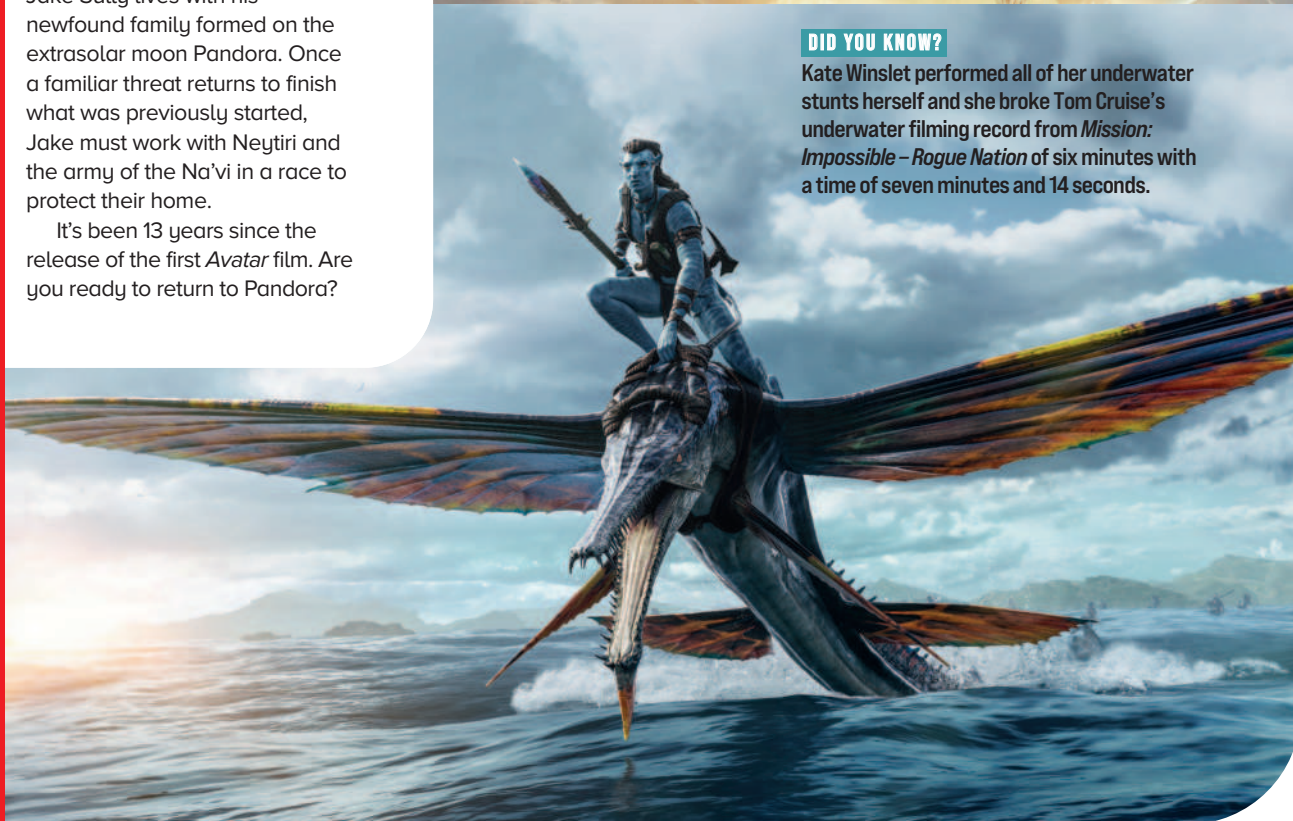
Several years after the Na'vi repelled the RDA invasion, Jake Sully lives with his newfound family formed on the extrasolar moon Pandora. Once a familiar threat returns to finish what was previously started, Jake must work with Neytiri and the army of the Na'vi in a race to protect their home.

It's been 13 years since the release of the first *Avatar* film. Are you ready to return to Pandora?



#### DID YOU KNOW?

Kate Winslet performed all of her underwater stunts herself and she broke Tom Cruise's underwater filming record from *Mission: Impossible – Rogue Nation* of six minutes with a time of seven minutes and 14 seconds.







## CHEVALIER

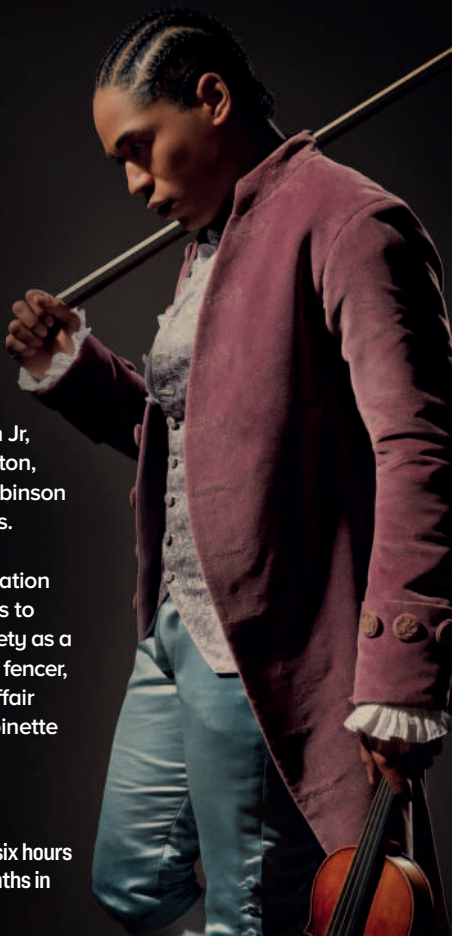
### BIOGRAPHICAL DRAMA

*Chevalier* is a biographical drama inspired by the incredible true story of composer Joseph Bologne, Chevalier de Saint-Georges. Starring Kelvin Harrison Jr, Samara Weaving and Lucy Boynton, *Chevalier* is written by Stefani Robinson and directed by Stephen Williams.

The illegitimate son of an African slave and a French plantation owner, Bologne (Harrison Jr) rises to improbable heights in French society as a celebrated violinist-composer and fencer, complete with an ill-fated love affair and a falling out with Marie Antoinette (Boynton) herself and her court.

### DID YOU KNOW?

Kelvin Harrison Jr practised the violin six hours a day, seven days a week for five months in preparation for this role.



## SIMULANT

### SCIENCE FICTION

Directed by April Mullen and written by Ryan Christopher Churchill, *Simulant* is a sci-fi murder mystery starring Robbie Amell, Jordana Brewster and Simu Liu. Set in the near future, a humanoid enlists a global hacker to remove all restrictions on his thoughts and capabilities, triggering an AI uprising and a government manhunt to eliminate the rise of the machine consciousness. Will the government stop them?

### DID YOU KNOW?

The four precepts mentioned at the start of the movie are a homage to Isaac Asimov's Three Laws of Robotics.

- 1** A robot may not injure a human being or, through inaction, allow a human being to come to harm.
- 2** A robot must obey orders given it by human beings except where such orders would conflict with the first Law.
- 3** A robot must protect its own existence as long as such protection does not conflict with the first or second Law.

**TV** Enjoy our huge selection of TV programmes from comedy shows **Powerless**, **Living Biblically** and **Call Me Kat**, to drama hits **All American: Homecoming** and **Lucifer**. If reality and lifestyle is more your thing, catch up on **The World's Most Extraordinary Homes**, or follow Paris Hilton as she plans her own wedding in **Paris in Love**. **Nadiya's American Adventure** is great if you are interested in vibrant American cuisines. Or perhaps you are curious about designs that shaped our lives? If so, tune into **The Genius of Design**.



# SKY-HIGH SOUNDS AND TRAVEL TUNES

FOLLOW SKYTEAM ON SPOTIFY

SkyTeam has launched a series of carefully curated Spotify playlists to put you on cloud nine as you cross our global network. Whether you're looking to unwind in one of SkyTeam's 750 airport lounges or chill at altitude, SkyTeam has selected a soundtrack for every step of your journey featuring some of the best tunes for travel. Each playlist features 20 tracks thoughtfully compiled by SkyTeam's globetrotting travel experts.

## PLAYLIST HIGHLIGHTS

- **Born to Fly** – Take a trip down memory lane with this list of classic rock, jazz and pop featuring iconic songs to inspire your inner wanderlust. Upbeat tunes include ELO's 'Mr Blue



Sky', John Denver's 'Leaving on a Jet Plane' and 'The Passenger' by Iggy Pop.

- **Cloud Surfing** – This laid-back, eclectic mix of indie rock, neo jazz, house and electronic/downtempo features high-flying hits to enjoy from the sky. Songs include 'Social Jetlag' by Beach Fossils, 'Window Seat' by Erykah Badu and 'Golden' by global phenomenon and icon Harry Styles.

- **Layover Lounge** – Perfect tunes to help you relax, unwind and let time fly by. This global mix of classic and modern jazz includes chilled-out tunes such as 'Jusqu'ici tout va

bien' by Okvsho, Tarika Blue's 'Dreamflower' and 'Modinha' by Teus Nobel.

## PREFER A PODCAST?

'Sustainability in the Air' is a weekly podcast from SimpliFlying that examines the challenges faced on aviation's path to Net Zero. Featuring industry leaders from airlines, airports, travel and technology, episodes include interviews with SkyTeam's CEO, and sustainability leaders from SkyTeam members Air France, KLM and Delta.

Discover how Air France plans to exceed EU decarbonisation targets and why KLM believes sustainability can benefit business, how customer insights are powering Delta's sustainability push and why SkyTeam believes in 'conscious travel'.



SkyTeam is the 19-member airline alliance. Find out more about news, services and upcoming events on [skyteam.com](http://skyteam.com)



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## Guess where answer (from page 67): **Mombasa, Kenya**

These iconic elephant tusks straddle Moi Avenue, the main artery into Kenya's port city – in fact there are two such 'arches' on either side of the highway. Originally made of wood, the intention was to remove them following Queen Elizabeth II's visit, but they proved such an attraction that they were recreated as a more permanent structure from aluminium. Mombasa's other iconic highlight is Fort Jesus, built by the Portuguese in the 16th century. For more information about Mombasa, go to [www.kenya-airways.com/en-ke/flights-to-mombasa](http://www.kenya-airways.com/en-ke/flights-to-mombasa)



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## TOP OF THE TOWER

An architectural wonder rising above Dubai's skyline, the Burj Khalifa stands as an icon of modern engineering and ambition. A staggering 828m tall, it's the world's tallest building – over twice the height of New York's Empire State Building, which held the record in 1930. Observation decks can be accessed between levels 125 and 148; high-speed elevators whisk you to these dizzy heights in seconds. The breathtaking views encompass Dubai's futuristic cityscape, the azure sweep of the Arabian Gulf and the searing desert beyond.

 Kenya Airways has regular flights to Dubai from Nairobi and Mombasa. Visit our new-look website for details of the latest offers.

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# Rediscover Bangkok

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Experience the vibrant culture of Bangkok like never before! Kenya Airways is thrilled to announce the resumption of our flights to Bangkok, offering you the opportunity to explore this incredible destination. Starting from **November 21st**, we will be flying to **Bangkok 3X weekly**, providing you with convenient options to embark on your next adventure.

Book now on [www.kenya-airways.com](http://www.kenya-airways.com), your nearest Kenya Airways office or your preferred Travel agent.

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