



GOOD MIGRATIONS

Arik Air passengers on journeys of a lifetime

This issue Alex Okosi

Senior Vice President & Managing Director of Viacom International Media Networks Africa, Alex Okosi, 38, is credited for bringing MTV to Africa in 2005.

Okosi is responsible for managing the growth and development of the network's multichannel entertainment portfolio, spanning 48 countries in sub-Saharan Africa with iconic brands that include MTV Base, VH1 and BET. Under his guidance, MTV Networks Africa has reached over 90 million viewers.

Born and raised in Nigeria, he left at the age of 12, only to return twenty years later. Since moving 'back home,' he has developed a keen optimism in Africa's creative economy.

My most significant journey in life was returning to Nigeria at the age of 23, after being in the US since childhood. I saw a great deal of opportunity to be a creative entrepreneur; there's beauty among all the challenges. I think that was a critical moment for me.

I saw the value of our cultural heritage in relation to business. It's easy for someone to come and do business in Africa when it's oil and gas, and banking; these are lucrative industries and you can see the financial returns from the very beginning. In industries like entertainment, which is creative and not as tangible, it's a challenge for someone who is in London or

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the US, and in a comfortable situation to have a vision to go back to Africa and deal with some of the infrastructural challenges. It's difficult to quantify how lucrative it can become over time. It's a lot of work. However, there are people like Youssou N'Dour from Senegal, who have been doing it for years, and there are others who have been blazing the trail along with him. I'm happy to be in my position now.

Every time I go to a new country in Africa I get excited. I find the fabric that holds us together as Africans is exuberant, this shared

will to survive and thrive. I would say thrive more than survive most of the time. It's always exciting even when I cannot speak the language.

Often times, as young Africans, we get so excited to get out of the continent and go to Europe for holiday. In reality we have some incredible places closer to home where you can go and still feel at home while enjoying great scenery, food and culture. Africans should look at the good things that are here to be explored. ✨

Belinda Otas