



STATES, NATIONS, TERRITORIES AND REALMS OF THE AFRICAN DIASPORA



IPADA INITIATIVES

&

THE NEW AFRICAN TOURISM SUPER-ECONOMY

A New Age Of Economic Tourism Between Africa And The Global Community

GLOBAL MARKET ADVISORY

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IPADA INITIATIVES



H.R.M. Rex Semako I & VI, Queen Aruk II, Hon. Minister Lola Ade-John, Dr. Wanle Akinboboye



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IPADA Initiatives & The New African *Tourism* Super-Economy

Transforming the African tourism and investment landscape permanently, on September 19, 2024, the President of Nigeria and Chairman for the Economic Community of West African States (ECOWAS), His Excellency Bola Ahmed Tinubu, held a presidential briefing for continental Ambassadors and High Commissioners regarding the IPADA Initiative, stating:

“The Unity of Africa is the grand focus of the Ipada Initiative and carnival. This landmark event introducing the Ipada Initiative, also known as “The Return”, has the visionary project aim to unite Africa through tourism, focusing on our brothers and sisters in the Diaspora and lovers of Africa worldwide... We believe that with unity of purpose, we can realise the significant economic benefits IPADA offers to our continent and individual countries.”



His Excellency Bola Tinubu
President of Nigeria

President Tinubu, who is IPADA’s Grand Patron, the Chief Host of IPADA Initiative and Carnival, and the Global Ambassador, went further in the Presidential address to state that, *“IPADA is designed to boost tourism in Nigeria and across Africa by encouraging people of African descent to visit the continent, using Lagos and Abuja as the gateway.* This all-year-round initiative seeks to foster deep-rooted connections that will lead to future

Investments and business opportunities, amongst other things.”

The word “IPADA” comes from the Yoruba language of Nigeria and translates to the English language as meaning “Return.” The IPADA Initiative builds on the “Year of Return” hosted by Ghana in 2019. The year brought more than 1.2 million people from the Sixth Region to visit Ghana. The impact on Ghana’s tourism sector was a direct increase in revenues by (AKL) LUMI 187 million (US\$3 billion).

As Africa’s largest economy, Nigeria now takes the lead by becoming permanent host of the IPADA Initiative and it will act as a tourism-driven “Door of Return” for the Sixth Region, creating a new multi-trillion dollar continental African super-economy built upon sustainable tourism.

The IPADA Carnival is set for November 29 – December 8, 2024, to formally launch the new tourism super-economy, during which heads of state and government from across the continent will arrive in Lagos for the inaugural event to welcome back the global Diaspora Sixth Region as returnees and “*Ipadeans*”.

This transformative cultural and economic celebration is being hosted at La Campagne Tropicana Beach Resort.

IPADA Initiatives and The Tourism Super-Economy



Honourable Lola Ade-John
Nigerian Minister of Tourism

The spirit of the new African tourism super-economy is captured in the expression “*From Slave Ships to Cruise Ships.*” To jump-start the IPADA Initiative, funding has been contracted with African Diaspora Central Bank (ADCB) for the construction and manufacture of 6 ultra-luxurious cruise ships at a budget of (AKL) LUMI 560 million (US\$9 billion). Four of the cruise ships will be manufactured in Nigeria and two will be built in the Caribbean. Similarly, partners are now being negotiated with for the manufacture of a luxurious airline that will go directly between Africa and the Caribbean.

Under the IPADA Initiative, ADCB has also issued funding of (AKL) LUMI 250 million (US\$3.9 billion) for the development of a chain of African-themed luxurious resorts that will be built across numerous Caribbean islands in cooperation with La Campagne Tropicana Beach Resorts.

Tourism Minister Lola Ade-John said, “On behalf of His Excellency, Asiwaju Bola Ahmed Tinubu GCFR, I thank the creator and driving force behind IPADA, Otunba Wanle Akinboboye, Founder of La Campagne Tropicana Beach Resort and Motherland Beckons.”

Dr. Otunba Wanle Akinboboye described the initiative as follows, “We are creating an African shopping mall, we are putting the entire 54 countries in one basket and showcasing it to the world, making it easy for people to connect with the continent. By the time we combine all the tourism products in the continent of Africa, and put these products in one basket, no other country or continent can compete with us. Africa is on 30.2 million square kilometers of area, we have 1.5 billion people living on the continent and an additional half billion in the Diaspora, 30 million people in the Caribbean are from the continent of Africa, we have over 120 million people in Brazil, and a total that exceeds 300 million throughout the Americas, we have 11 million in Europe –when this is all combined Africa can beat the tourism receipts of all other regions. IPADA is for the Diaspora, and it is also for lovers of Africa.”

“...Nigeria is Africa’s largest economy with the largest concentration of Africans in the world. The country is now poised to make it possible for people to connect with the rest of the continent with a new focus built around tourism.”



Dr. Otunba Wanle Akinboboye
Founder of IPADA

As the Diaspora returns to Africa to rediscover the motherland, the tourism sector is the key sphere in the new era of economic trade and cooperation between Africa and the Diaspora.

IPADA Initiatives and Diaspora Direct Investments (DDIs)

At the forefront of the IPADA Initiatives are the “Ipadeans,” people of African descent from all around the world.

The Economic Community of States, Nations, Territories & Realms of the African Diaspora Sixth Region (ECO-6) will help to set dynamic policies and frameworks for the Diaspora’s participation within IPADA. At the forefront of this framework are Diaspora Direct Investments (DDIs) that will be used to fund micro and macro-scale tourism-related projects and sustainable infrastructure across the continent.

During his comments at the Presidential debriefing, the Chairman of ECO-6 and President of the African Diaspora Central Bank (ADCB), H.R.M. Rex Semako I & VI, had the following to say to the diplomatic community:

“The African Diaspora Central Bank is the regional financial authority of ECO-6 that not only makes monetary policies, but equally has its own regional currency which will be used by the Diaspora to invest in member states of the African regional economic communities and to contribute to continental development. IPADA allows us to begin in Nigeria, utilizing Lagos and Abuja as a gateway for capital transfer and synergies between continental Africa and the Diaspora.

ADCB will begin to use its currency, (AKL) LUMI, to create an overflowing cup of wealth, abundance and prosperity, investing in every sector of the economy and supporting local businesses. Diaspora Direct Investments will be made available not only to government bodies, but also directly to small and mid-cap enterprises in Africa and in the Sixth Region.

...Many may be uncomfortable with the new paradigm shift because what we are doing has never been done before. However, going forward we call this “*Business Unusual*” and we begin today.”



H.R.M. REX SEMAKO I & VI
Chairman of ECO-6
President of ADCB

With diaspora direct investments being used to support multi-directional tourism between the continent and Diaspora communities, ECO-6 will be establishing transformative relationships with the peoples of the Sixth Region and the communities in which they live. The new African super-economy will support diverse investment opportunities for African communities both on the continent and throughout the Sixth Region.

Using its new “solar-energy/gold” hybrid standard regional currency, the (AKL)

LUMI, African Diaspora Central Bank (ADCB) has agreed to invest aggressively into the African tourism sector with an economic guidance that will see the continental GDP reach a minimum of (AKL) LUMI 626 billion (US\$10 trillion) by 2030 and reaching at least LUMI 2.5 trillion (US\$40 trillion) by 2050.

In furtherance of the Diaspora’s contribution to Africa’s energy security, H.R.M. Rex Semako I & VI has also committed ADCB to participate in the financing of 1000 GW of renewable energy infrastructure across the continent at an estimated cost of (AKL) LUMI 62.5 million per gigawatt (US\$997 million per GW).

From restoring ancient ruins to building new mega cities, the IPADA Initiative has now birthed a new African tourism super-economy.