

Equity is a trusted partner in Africa

Lubumbashi, 15th September 2025... More than 50 delegates from 16 nationalities jetted into Lubumbashi for the latest trade mission in the Democratic Republic of Congo.



They will be joined by 120 Congolese delegates in the summit organized by Equity Group in DRC's second-largest city. For the first time, the mission will also extend to Kolwezi, northwest of Lubumbashi, where most of the country's mining operations are based.

The mission has attracted the most diverse participation by entrepreneurs, with a large contingent drawn from Kenya and the DRC, alongside significant representation from Tanzania, Zimbabwe, Ethiopia, South Sudan, Poland, Germany and the United States, all seeking to establish business footholds in the mining region of Katanga.

Welcoming the entrepreneurs, some of whom were attending the DRC missions for the second time, Equity Group Director of Trade Relations, AQ Hamza, said Equity has conducted more than 40 inbound and outbound missions in the last four years, 15 of which were to the DRC.

"It's good to see familiar faces of people who have been on our trade missions before, struck deals and are back to strike even more deals. The way these missions work is that at the end of the day it is not about bringing you here for tourism. It is about connecting you with the right sort of partners on the ground," said Hamza.

EquityBCDC Associate Director for Commercial Projects, Paty-Paterne Mushagalusa, urged the delegates to use the pre-summit meeting to get acquainted with each other. "Equity has been at the forefront of bringing people together, connecting businesses and countries to seize opportunities in the East and central Africa region. We are keen to see the effort we are making in partnership having an impact on your businesses," he said.

Among the delegates is John Wainaina who registered Beracah Enterprises SURL in Lubumbashi after joining the first mission to DRC. Wainaina later followed made a trio on his own upon connecting with a Kenyan entrepreneur in the city located within the mineral-rich province in the southeastern of the country known for its significant copper and tin deposits.

“My break was when we had the closing dinner where I met a Kenyan who had invested here. We connected well and he encouraged me to form a company. Eventually, I came back to finalise on the registration, and I opened an account with EquityBCDC,” he said, adding that he is back again this time because the mission has included Kolwezi in the itinerary.

“I know mining in Kolwezi is big, so I have a better chance to equip the mining companies there. Equity has the potential to bring in the mines and key people in the sector. My interest is in machinery, and I didn’t want just to bring in machines without knowing what companies to supply,” he said.

Unlike Wainaina, Daniel Lwanji of Tanzania is on his first trip to the DRC. The Managing Director of Oakley Company said his mining tools-making company has come to DRC with open eyes to explore opportunities, knowing it will not go back home the way it came.

“Tukiwa kama wataalamu wa vifaa maalum vya wachimbaji wa madini tumeuja Congo tukielewa kwamba kuna fursa kubwa za kuchimba. Congo wanachimba kila aina ya madini kwa hiyo sisi tunakuja na suluhisho kwa taifa la Congo ili waweze kuchimba vizuri zaidi, kwa haraka zaidi na na kupata mali nyingi zaidi na sisi kupata soko la kutosha na kudumu,” (As experts in minerals mining equipment, we have come to Congo knowing there are opportunities in mining. Congo mines every kind of minerals, and we come with solutions for the nation to mine better; mine faster and get wealthier. For us, it is to secure a sufficient and sustainable market), he said.

The delegates lauded Equity for tailoring trade missions that are aligned to their quests through rigorous pre-mission inquiry and interaction. *“Nashukuru Equity kwa sababu ingetuchukuwa miaka kumi lakini kupitia Equity imetuchukua siku tatu pekee kutufikisha hapa na kutuunganisha na soko la Congo.* (I thank Equity because it would have taken us 10 years to get here but with Equity it has taken us only three days to connecting us to the Congo market).

The advantage of joining the Equity-led trade missions was reiterated by Thomas Muto Lo’Buda of Bros Group of companies based in Juba, South Sudan. Lo’Buda, the Group Senior Business Strategy, Investment and Industrial Analyst, said his company made inroads in the DRC more than two decades ago. The company, which is in real estate & construction, petroleum hospitality and healthcare as well as gold and mining, however beat a quick retreat for lack of seamless access to the market that it had hoped for. Lo’Buda said the company knew there are opportunities in the DRC but needed a partner like Equity to handhold it to ease into the market through connections for partnerships.

“We previously had business in Ariwara, Aru and Ondila but then we closed the business. That was from 1999 to 2002 but now we are looking for a comeback chance. In those years things were different but also back then we didn’t have a trusted partner that knows the terrain like Equity,” said Lo’Bud, adding that when the opportunity arose to come Lubumbashi with Equity the company took it seriously.

“My interest here in DRC is in energy sector, specifically renewable energy, and we are looking forward to establishing business here in Congo. We have been in a good relationship with Equity in South Sudan and this is our opportunity to be able to expand our business. It is good that this is being spearheaded by a financial institution like Equity. It is a good move for Africa businesses through an African-led institution like Equity, so I have a lot of expectation that this will strengthen us as Bros Group of companies to work together with Equity in the Congo market,” he said.



A round about in the central Business District of Lubumbashi the venue of the first leg of the trade mission to DRC.





The trade mission delegates arrive at Luano International Airport in Lubumbashi.











Trade Associate Director for Trade Relations Mahvish Majid (front) leads delegates to their transfer transport means on arrival at Luano International Airport in Lubumbashi.



The delegates depart the airport for the city by bus.



EquityBCDC Associate Director for Commercial Projects Paty-Paterne Mushagalusa (2nd right) receives the delegates at the meeting venue of Pullman Grand Karavia Hotel in Lubumbashi.





Thomas Muto Lo'Buda, the Bros Group of companies Group Senior Business Strategy, Investment and Industrial Analyst of South Sudan is on his maiden visit to Lubumbashi.



John Wainaina has registered his company Beracah Enterprises SURL in Lubumbashi



Equity Group Director of Trade Relations AQ Hamza speaks at the delegates reception in Lubumbashi.



EquityBCDC Associate Director for Commercial Projects Paty-Paterne Mushagalusa encouraged interaction on the eve of the summit.



Daniel Lwanji, the Managing Director of Oakley Company from Tanzania is among delegates attending the conference.



Equity Group Director of Trade Relations AQ Hamza interacts with the delegates.





Delegates follow proceeds at the cocktail meeting.





The delegates had an opportunity to interact ahead of the meeting the following day.





A band was at hand to entertain the delegates.

