



**LAGOS
BUSINESS
SCHOOL**
PAN-ATLANTIC UNIVERSITY



**LBS HOSPITALITY
INITIATIVE**

2025

ANNUAL REPORT

Highlights and Plans

Prepared By
LBS Hospitality Initiative



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LBS HOSPITALITY
INITIATIVE

ABOUT LBS HOSPITALITY INITIATIVE

The LBS Hospitality Initiative, an initiative of Lagos Business School, is a platform for developing and growing the hospitality industry in Nigeria and across Africa.

We provide both private and public sector stakeholders with access to Advisory Services, Industry Engagement Initiatives, Capacity Building Programmes, and Cutting-Edge Research that strengthen the industry and drive sustainable growth.

Rooted in Africa's unique context, we draw on local stories, insights, and experiences to create resources and solutions that reflect the realities of the continent's hospitality ecosystem.

Since our inception, we have positioned ourselves as a hub for collaboration and progress, offering tailored solutions to address industry challenges while unlocking opportunities for development.

Guided by our vision to develop responsible leaders who drive the growth of Africa's hospitality industry, we walk alongside businesses and individuals, offering practical support, empowering leaders, and fostering meaningful progress in individuals, individual businesses and across the sector.

OUR CORE PILLARS



ADVISE

Providing expert guidance to businesses on best practices and strategic development.



ENGAGE

Facilitating dialogue and collaboration among industry stakeholders to address common challenges.



RESEARCH

Conducting in-depth studies to generate insights and data that support industry advancement.



BUILD

Offering executive-level programmes to create a leadership pipeline for the hospitality industry in Africa.



VISION

Developing responsible leaders to drive the growth of Africa's hospitality Industry



MISSION

To walk alongside businesses and individuals in Africa's hospitality industry, offering practical solutions to the challenges they face and helping them unlock their full potential.

LETTER FROM THE ACADEMIC

DIRECTOR

DR. BELINDA NWOSU



This year has been an interesting journey for the LBS Hospitality Initiative.

What started as a vision to support businesses, nurture talent, and strengthen the hospitality and tourism sector across Africa has grown into a vibrant movement.

We have supported organisations in addressing key business challenges; our curated events have brought professionals together to share insights and experiences; our capacity-building initiatives have empowered individuals to develop leadership skills and strengthen their expertise; and our research efforts have generated knowledge to guide better decision-making across the sector.

Together, these efforts have helped us foster a community where learning, collaboration, and innovation thrive and are practically utilised.

We are truly grateful to everyone who has been part of this journey. Your trust, engagement, and enthusiasm have been at the heart of all we have achieved.

As we look back on the year, we celebrate not only the milestones reached but also the energy, curiosity, and momentum that continue to drive this initiative forward. The spark we set in motion is now ours - a shared force guiding us into the next chapter of growth and impact.

Thank you for being a part of our 2025. We look forward to engaging with you again in 2026 and building on the progress and insights we have created together.



2025 HIGHLIGHTS

8+

No of Projects Deployed



25+

No of Countries Represented



200+

No of Organisations Reached



1200+

No of Professionals Engaged



FRANCHISING FORUM

**FEBRUARY
20, 2025**



Franchise and Outlet Management Forum

T H E M E

**Scaling Through Franchising;
Creating Sustainable Wealth
Through Franchise Models**

📅 February 20, 2025
🕒 10:00 AM WAT
📍 2 Ahmed Onibudo Street,
Opp. Law School, Victoria
Island, Lagos

S P E A K E R S



Carla Falcon
Director, PKF Hospitality –
Dubai, United Arab Emirates



Uchenna Uzo
Faculty and Academic Director,
Africa Retail Academy,
Lagos Business School



Rotimi Olawale
CEO, JR Farms and
JR Coffee Shop



Joycee Awosika
CEO, Oriki Group



Renato Raho
Independent Consultant &
Former Multi-unit McDonald's
Franchise, UK



Nnamdi Ezeigbo
CEO, SLOT,
Executive in Residence,
Lagos Business School



Dr Belinda Nwosu
Academic Director,
LBS Hospitality Initiative,
Faculty, Lagos Business School



REGISTER HERE
> <https://events.lbs.edu.ng/FF25>

On February 20, 2025, LBS Hospitality Initiative and Africa Retail Academy of Lagos Business School hosted the first ever Franchising Forum.

It was an insightful gathering of industry experts who shared key perspectives on the franchising ecosystem - in Nigeria, Africa, and globally as well. The discussions highlighted crucial frameworks, success factors, and opportunities for businesses looking to scale through franchising.

Together, we are creating a hub where individuals interested in exploring franchising as a way to scale their businesses can access knowledge, resources and support to help them move forward.



HOTEL DEVELOPMENT AND INVESTMENT WEBINAR

**APRIL 9,
2025**



**LBS HOSPITALITY
INITIATIVE**



LIVE WEBINAR

T H E M E

**Understanding the African Hotel
Development and Investment
Landscape**



April 9th , 2025



11:00 AM WAT

REGISTER HERE

➤ <https://shorturl.at/HI9fY>



SPEAKER



Apiyo Aloo

Senior Partner, Ankara and Lustar
Hospitality Advisory

MODERATOR



Belinda Nwosu

Academic Director, LBS Hospitality Initiative
Faculty, Lagos Business School



The guest speaker was Apiyo Aloo of Ankara and Lustar Hospitality Advisory, which is a Hotel Development and Investment company based in Kenya, with hotel development projects across Africa. The webinar featured rich conversations around critical success factors for hotel projects on the continent. It explored the intersection of global investment trends and local realities - including funding challenges, development planning, and strategies for maximising asset value in African markets.

We were joined by over 100 participants from across Nigeria and other parts of Africa- including South Africa, Côte d'Ivoire, Kenya, Senegal as well as from countries beyond the continent such as France, Turkey, Canada, the Philippines, among others - all contributing to a dynamic, cross-border exchange of ideas.

We are currently in the process of developing an asynchronous, self-paced Hotel Development and Investment Programme - a targeted resource for hotel developers, investors, real estate professionals, and advisors looking to build and grow sustainable projects across Africa.

The programme will provide tools and resources to guide participants through feasibility analysis, financial forecasting, development planning, asset management, and investment valuation, all contextualised to the African hospitality landscape.



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FORUM FOR EXECUTIVES IN HOSPITALITY

**AUGUST 26,
2025**



Hospitality Forum For Executives

THEME
**Ecosystem Thinking: A Strategic
Lens for the Hospitality Sector**
Engage, Learn, Connect

📍 Lagos Business School
📅 August 26, 2025
🕒 9:30AM WAT



REGISTER NOW
▶ events.lbs.edu.ng/FEH25#/

SCAN TO REGISTER

SPEAKERS



Belinda Nwosu
Director, LBS Hospitality Initiative
Faculty, Lagos Business School



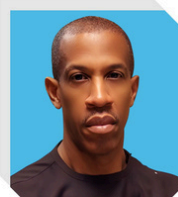
Stella Fubara
Managing Director
Deliyork Development Company



Bolarinwa Sanni
Executive Director,
PAC Capital Limited



Claudette Russel
Human Resources Director,
Food Concepts Plc



Michael Williams
General Manager, Ebony Life Place

On August 26, 2025, The LBS Hospitality Initiative convened the Executive Forum for Leaders in the Hospitality Sector under the theme “Ecosystem Thinking: A Strategic Lens for the Hospitality Sector.” The gathering brought together more than 30 senior executives and decision-makers from over 30 companies across the industry.

The conversations examined hospitality as an interconnected ecosystem, highlighting opportunities to deepen collaboration, drive innovation, and support long-term growth across Africa. Key discussion areas included financing hospitality businesses, scaling into international markets, positioning hospitality as a universal business driver, and strengthening workforce strategies.

A heartfelt thank you to our speakers, Stella Fubara, Claudette Russel, Michael Williams and Bolarinwa Sanni - for generously sharing their expertise with fellow executives at the forum.



CUSTOM PROGRAMMES



This year, we have delivered custom executive programmes, each one tailored to the unique needs of the companies we worked with. The feedback from participants has been consistently positive, and we are glad to see the impact these sessions are making.

If you would like us to curate a custom programme for your organisation, please contact us. We will be happy to connect with you and explore how we can support your team.

AFRICA HOSPITALITY SUMMIT

**NOVEMBER
15, 2025**



LAGOS BUSINESS SCHOOL
PAN-ATLANTIC UNIVERSITY

LBS HOSPITALITY INITIATIVE

AFRICA HOSPITALITY SUMMIT 2025

THEME
Reimagining the Future of Hospitality in Africa
Experience, Technology, Business

Keynote Speaker
Mossadeck Bally
President / Chairman
Azalai Hotel Group

Speakers

- Obi Asika**
Executive Director, LBS Hospitality Initiative
Co-Founder, LBS Hospitality Initiative
- Uzoamaka Onhogwe**
CEO, LBS Hospitality Initiative
- Kofi Abuny**
CEO, LBS Hospitality Initiative
- Moyo Ogunlende**
CEO, LBS Hospitality Initiative
- Belinda Nwosu**
CEO, LBS Hospitality Initiative
- Ayoola Ajewon**
Executive Director, LBS Hospitality Initiative
- Adedoyin Odunfa**
CEO, LBS Hospitality Initiative
- Ifemanyi Asiodu**
Executive Director, LBS Hospitality Initiative
- Daniel Omerigwe**
Executive Director, LBS Hospitality Initiative
- Nkem Nwoko**
Executive Director, LBS Hospitality Initiative

Sponsors

- 21ST CENTURY EVOLUTION SYSTEMS
- AMBER
- Freddy Hirsch
- Ile-iyaw
- JUSTFOOD

The Africa Hospitality Summit 2025 brought together industry leaders, policymakers, entrepreneurs, creatives, and professionals across the continent to reimagine the future of African hospitality in an era marked by cultural resurgence, rapid technological advancements, and shifting consumer expectations.

With over 600 attendees both in-person and online, the summit, hosted at Lagos Business School, served as a platform for deep reflection on how Africa can harness its cultural assets, youthful creativity, and emerging digital capabilities to build a competitive and resilient hospitality ecosystem. Discussions throughout the day underscored the growing recognition that hospitality is far more than an economic sector; it is a national projection tool, a vehicle for job creation, a catalyst for tourism, and a means through which Africa defines its identity for itself and the world.

The event explored how technology and artificial intelligence are transforming hospitality operations, how culture and creativity shape customer experiences, and how African enterprises can scale in an environment marked by infrastructural challenges and evolving consumer tastes. The summit challenged participants to envision an industry driven by intentional design, world-class service, and locally grounded innovation. It did so through keynote addresses, panel discussions, interactive sessions, creative performances, and extensive networking engagements that blended insight with inspiration.

PROFESSIONAL NETWORK



We engage a thriving network of over 1,200 professionals across more than 200 companies in over 25 countries.

This reflects the breadth of industry players who trust us, connect with our work and engage with us throughout the year.

With such a diverse network, we remain well positioned to strengthen industry conversations and drive meaningful collaboration across the sector.

THANK YOU TO ALL OUR PARTNERS



Thank you for working with us. Your commitment has been an important part of our journey. We look forward to building even stronger partnerships in the year ahead.



LBS HOSPITALITY
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2026 PROJECTS

Download 2026 Brochure Here

PROGRAMMES

Workshop For Food and Beverage Managers
Business Franchising Programme
Hotel Investors Masterclass
Executive Programme In Hospitality
Leading Transformation in Hospitality & Tourism

EVENTS

Forum For Executives in Hospitality
Hospitality and Tourism Summit
Lunch and Learn Events

CUSTOM PROGRAMMES

We curate high-level executive capacity building programmes tailored specifically to your company needs. Our approach focuses on developing a curriculum that addresses your unique organisational needs and industry characteristics.

RESEARCH

We welcome collaboration with organisations, professionals, and investors who share our commitment to knowledge development. Whether through data sharing, research sponsorship, or commissioning tailored studies, your partnership helps strengthen the body of evidence that supports sustainable growth in the sector.

ADVISORY SERVICES

We provide tailored advisory services designed to address the specific needs and challenges of each company we work with.

Our approach combines industry insight, practical expertise, and a deep understanding of the hospitality and tourism ecosystem. We diagnose issues, offer clear recommendations, and equip organisations with the guidance they need to strengthen performance and drive meaningful improvement

STUDY TRIPS

We curate immersive study trips for individuals and organisations seeking deeper insight into key local or international markets. Each trip is designed around your specific objectives, giving your team firsthand exposure to industry best practices, operational models, and innovative approaches.

Through targeted visits, meaningful conversations, and guided learning experiences, participants gain practical perspectives they can bring back to strengthen strategic decision-making within their companies.

COLLABORATION OPPORTUNITIES

At LBS Hospitality Initiative, we understand the diverse needs and priorities of stakeholders across the hospitality and tourism industry.

In addition to our planned programmes, events, and research offerings, we also provide opportunities for tailored collaborations to align with your unique goals.

Whether you're interested in

- Supporting a specific type of research report that addresses key challenges or opportunities in the industry,
- Advisory services to solve business problems,
- Partnering on a customised event designed to engage a target audience,
- Co-curating a capacity-building programme for a specific target audience or,
- Enlisting us to deliver a customised capacity building programme for your company or team members,

**We are open to exploring
these possibilities with
you!**

Get In Touch

THANK YOU FOR
BEING A PART
OF OUR **2025**

We look forward to
engaging with you in

2026

Contact Us



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