PRESS RELEASE

ONE Campaign and Kasi Insight Partner to Strengthen Canada–Africa Economic Engagement Through Data-Driven Policymaking

New collaboration will equip Canadian parliamentarians and policymakers with insights into Africa's evolving economic landscape, consumer markets and opportunities for trade and investment.

OTTAWA, CANADA — 2026/11/09 — ONE Campaign and Kasi Insight, an Africa-focused decision intelligence company, have entered into a strategic collaboration aimed at strengthening Canada's engagement with Africa through evidence-based policymaking, economic intelligence and informed dialogue.

The collaboration, formalized through a Memorandum of Understanding (MOU), brought together ONE Campaign's experience in policy advocacy and convening with Kasi Insight's proprietary African consumer and market intelligence to support a deeper understanding of Africa's economic transformation and its implications for Canadian policy.

As Canada advances its Africa Strategy and seeks to diversify its international trade relationships, the initiative aims to help bridge the gap between high-level policy ambitions and the market-level intelligence required to translate those ambitions into practical economic opportunities.

From Development Assistance to Economic Partnership

Africa's demographic transformation, expanding consumer markets and growing economic integration are reshaping the continent's position in the global economy.

For Canada, these developments present opportunities to deepen commercial relationships, strengthen investment partnerships and expand cooperation in sectors including infrastructure, energy, financial services, agriculture and food systems.

The ONE Campaign–Kasi Insight collaboration seeks to advance a more comprehensive understanding of Africa—one that recognizes the continent not only through the traditional lenses of development and humanitarian assistance, but also as a dynamic economic partner and source of long-term growth.

> *"Canada's evolving relationship with Africa represents an important opportunity to move from ambition to action.*

> *Effective trade and investment strategies require more than an understanding of macroeconomic trends. They require a deeper appreciation of African consumers, businesses and the market dynamics shaping economic opportunity. Through this collaboration with ONE Campaign, we hope to bring these perspectives closer to Canadian policymakers and contribute to more informed, impactful engagement with the continent."*
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> **Yannick Lefang, Founder and CEO, Kasi Insight**
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> *"Canada's trade diversification ambitions are an opportunity to build stronger economic relationships with African countries, informed by the people who know those markets best. By bringing African market intelligence and the expertise of African diaspora communities in Canada directly into policy discussions, this collaboration will help policymakers connect market evidence with practical decisions on trade and investment. The goal is economic engagement that creates jobs, supports African businesses and expands opportunity on both sides."*
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> **Anthony Salloum, Associate Director of Government Relations, ONE Campaign**

Equipping Policymakers with African Market Intelligence

A central component of the collaboration is a policy masterclass designed for Canadian Members of Parliament, senior civil servants and policy stakeholders. Titled "Africa–Canada Opportunity: From Insight to Policy Action," the masterclass explores three interconnected themes:

1. **Africa as a Strategic Opportunity:** Understanding Africa's economic and demographic transformation, its growing importance to global trade, and areas where Canada can build competitive partnerships.
2. **Market Signals for Better Decision-Making:** Exploring how consumer confidence, household purchasing power, retail demand and informal market dynamics can complement traditional economic indicators.
3. **From Insight to Policy and Execution:** Identifying practical approaches to trade diversification, investment prioritization, risk assessment and sustained public–private collaboration.

The program will draw on publicly available economic research alongside Kasi Insight's proprietary market intelligence, including its Consumer Confidence Index and other indicators tracking consumer behaviour and economic sentiment across more than 20 African markets.

Translating Insights into Policy Action

Beyond the masterclass, the collaboration will support the development of a joint policy brief highlighting key insights, emerging opportunities and practical considerations for strengthening Canada–Africa economic engagement.

The brief will provide participating policymakers and institutions with a concise, evidence-based resource to inform continued discussions around trade, investment and economic cooperation.

The initiative also creates a platform to explore future knowledge-sharing activities, policy dialogues and research collaborations, subject to mutual agreement.

A Shared Commitment to Stronger Africa–Canada Partnerships

The collaboration reflects a shared interest in ensuring that Canada's engagement with Africa is informed by the continent's economic realities, market opportunities and the perspectives of its people.

By connecting policy advocacy with African-generated market intelligence, ONE Campaign and Kasi Insight aim to contribute to a more informed and mutually beneficial economic relationship between Canada and African countries.

About Kasi Insight

Kasi Insight is an Africa-focused decision intelligence company combining high-frequency primary research, proprietary consumer data and applied artificial intelligence to help organizations make better decisions across African markets.

Operating across more than 20 African economies, Kasi Insight conducts approximately 12,000 consumer interviews monthly and maintains extensive longitudinal datasets covering consumer confidence, purchasing behaviour, financial wellbeing, retail demand and economic sentiment.

Through its research, intelligence products and advisory services, Kasi Insight supports businesses, investors and institutions seeking to understand Africa's evolving markets and growth opportunities.

Website: www.kasiinsight.com

About ONE Campaign

ONE Campaign is a global, nonpartisan organization advocating for the investments needed to create economic opportunities and healthier lives in Africa.

Through research, advocacy and engagement with policymakers and partners, ONE works to influence decisions that affect economic development and opportunity.

Website: www.one.org

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