

AYA AFRICA - AFRICA DAY STATEMENT

This [Africa Day](#), AYA Africa wants to salute all the Afro-curious globalists that support local SMEs involved in the creative economy on the continent and around the world. These creatives and businesses are the true ambassadors of Africa, as they are the griots of our evolving cultures. By supporting them you are not only empowering people and local SMEs, but helping to transmit a more positive image of Africa and connecting their brands and craftsmanship to wider audiences.

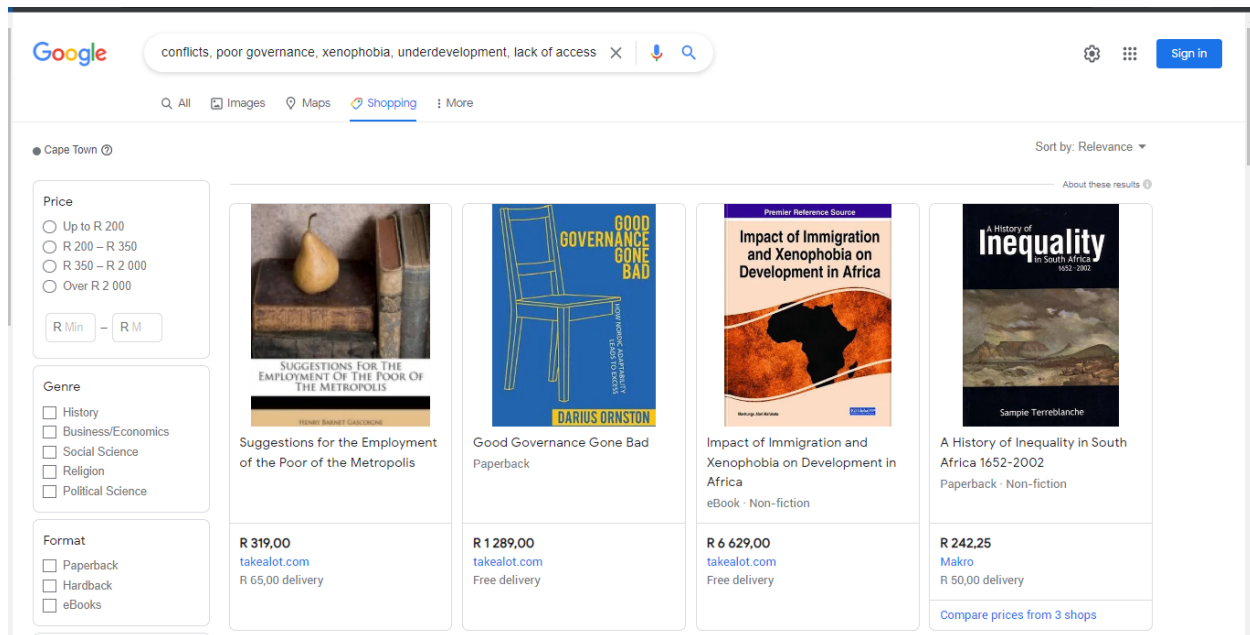


[SHOP FASHION, ART DECOR AND MORE](#)

It has been 60 years since the founding of the Organization of African Unity (OAU), this is an opportune time to reflect on the vision Kwame Nkrumah and company had for Africa and the [Africa We Want](#). People of African descent and the African continent as a whole have come a long way since 25 May, 1963. However, localised challenges still persist in the form of conflicts, poor governance, xenophobia, underdevelopment, lack of access to government services, and unemployment.



Image source : [The New African](#)



These challenges are not insurmountable and AYA Africa welcomes efforts to improve conditions on the continent and accelerating development, including the African Union (AU) [theme](#) for 2023:

“Year of AfCFTA: Acceleration of the African Continental Free Trade Area Implementation”

Africans must agree that the African Continental Free Trade Area (AfCFTA) is only workable if freedom of movement and by extension visa free travel is an everyday reality for ordinary Africans. Without these cornerstones, the structural integrity of the AfCFTA is technically null and void.

For Pan-Africanism to find genuine expression and legitimacy, it will require people of African descent, be they in Minneapolis, Minnesota, Guangzhou, China, or Bangui in the Central African Republic (CAR) organising themselves and believing that our collective dignity is inextricably linked to how we treat ourselves and relate to others.

It is worth recalling Julius Nyerere's advice in a speech he gave in Accra, Ghana on 6 March 1997:



[Watch this segment on his thoughts. in 1966](#)

“...This is my plea to the new generation of African leaders and African peoples: work for unity with firm conviction that, ***without unity there is no future for Africa***..... I reject the glorification of the nation-state, which we have inherited from colonialism, and the artificial nations we are trying to forge from that inheritance. We are all Africans trying very hard to be Ghanians or Tanzanians. Fortunately for Africa we have not been completely successful.... Unity will not make us rich, but it can make it difficult for Africa and African peoples to be disregarded and humiliated. And it will, therefore, increase the effectiveness of the decisions we make and try to implement for our development. My generation led Africa to political freedom. The current generation must pick up the flickering torch of African freedom, refuel, with enthusiasm and determination, and carry it forward....”

The only way from here for AfCFTA and the Pan-African dream is forward. Africa and Africans must unite across all spheres to enjoy the fruits of UHURU.

AYA Africa wishes everyone on the continent and in the diaspora a blessed Africa Day. Please continue supporting local SMEs and creatives with whatever means you have at your disposal. They are the flames and embers that keep us connected and inspired by our African cultures.

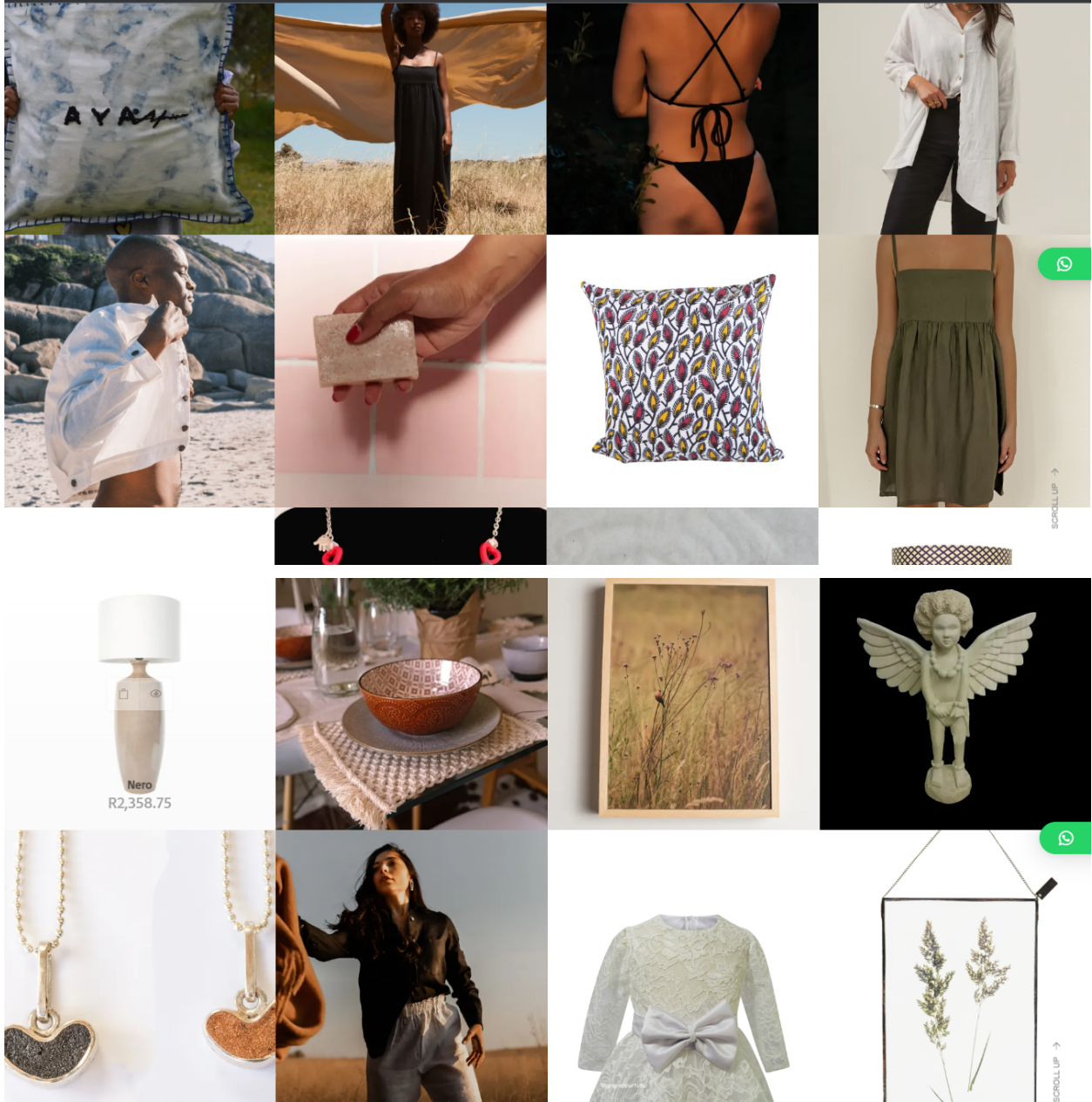
AYA Africa

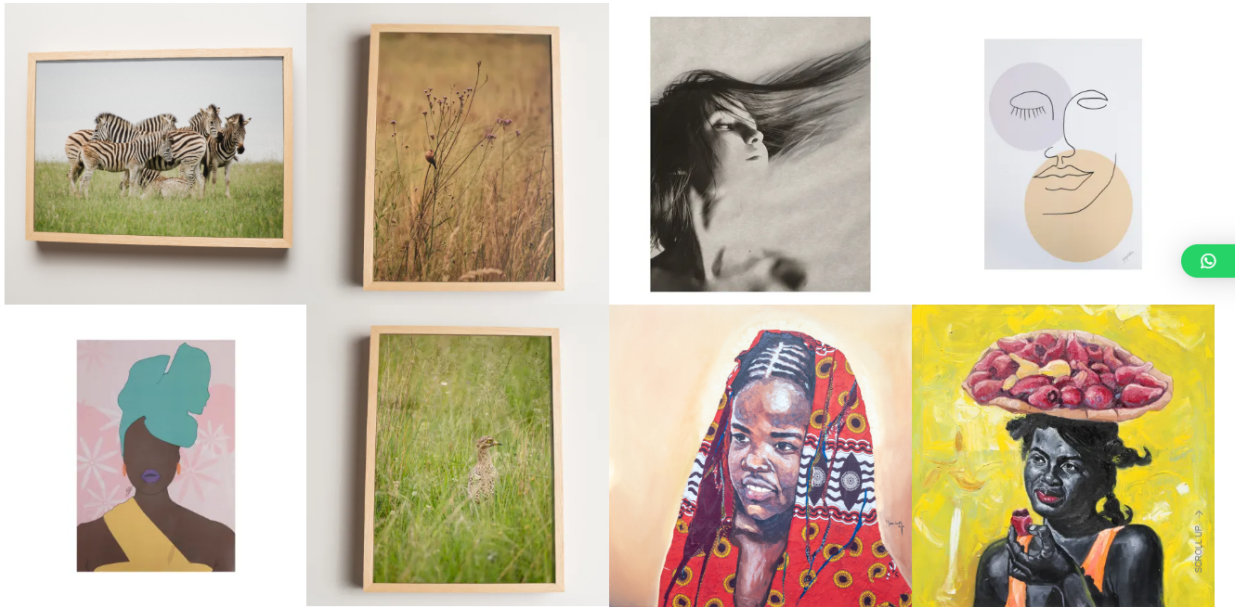
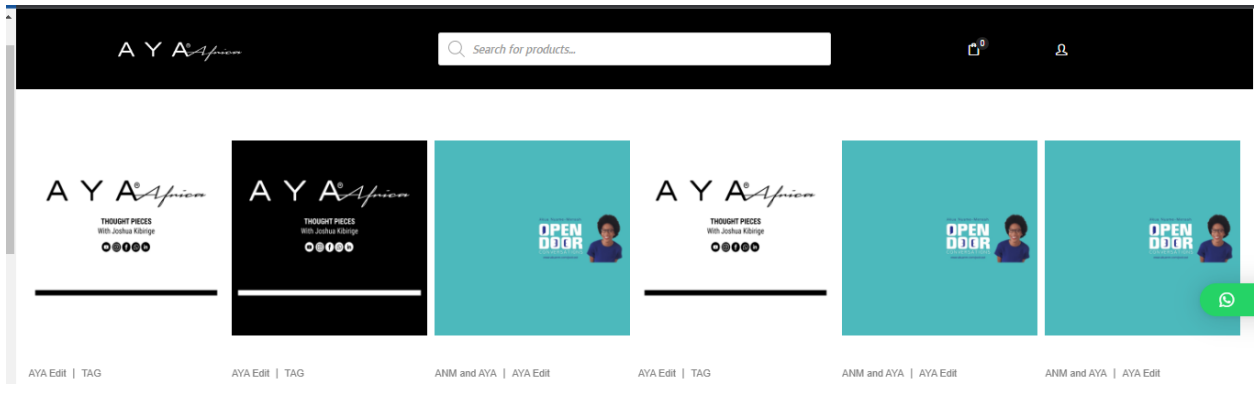
Search for products...

SHOP - NEW IN

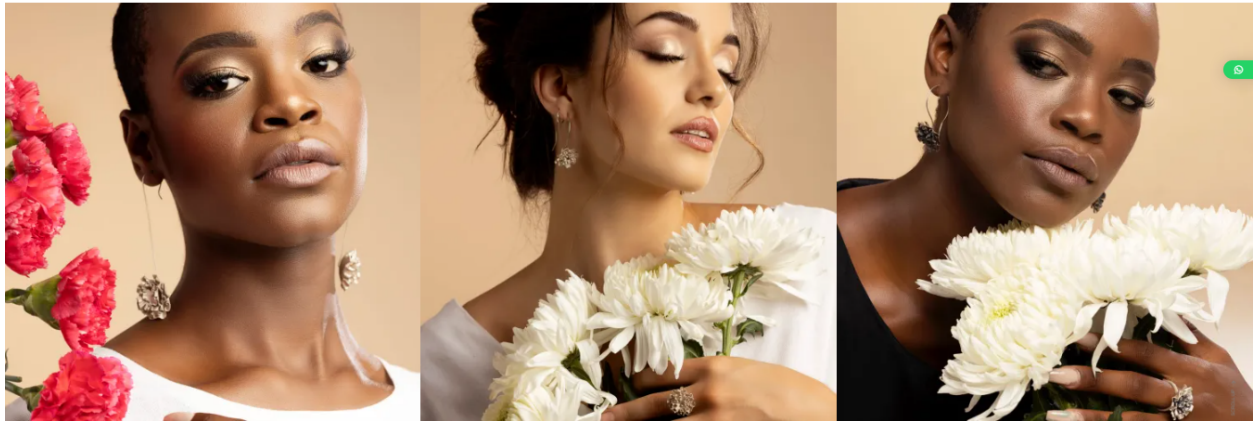
The screenshot displays the AYA Africa website interface. At the top, there is a black navigation bar containing the AYA Africa logo on the left, a search bar with the placeholder text "Search for products..." in the center, and icons for a shopping cart and a user profile on the right. Below the navigation bar, the main content area features a large heading "SHOP - NEW IN" in bold black text. Underneath this heading, there are four product images arranged in a row. From left to right: a woman wearing a long, flowing black dress; a collection of LAVE body products including jars and a box; a bronze statue of a person's face; and a woman wearing a wide-brimmed hat and a patterned top. A small green WhatsApp icon is visible in the top right corner of the product image area.

AYA Africa





ACCESSORIZE



Naak Bijoux Maze Cross Cleavage Harness Black
R1,350.00

