

PRESS KIT

ELIZABETH AGBOOLA

CEO, NGD
Tourism Diplomacy
Trade Strategist



Bridging Africa and the World through Tourism, Trade & Culture



Key Achievements & Milestones

- Spearheaded **First Direct Nigeria–Jamaica Flight**
- Hosted **Africa–Caribbean Side Event** at CARICOM Heads of Government Meeting (2025) with JN Bank & Afreximbank
- Founded the **Nigerian Tourism and Trade Network (NTTN)**
- Created **Around the World Through Culture** Diplomacy Series
- Launched **Halal Hub** – Nigeria's First Halal Economy Tourism, SME & Creative Platform
- Founded **Motherland Reconnect** – Linking Diaspora Flows to African Trade & Tourism
- Published *Wings, Roots & Branches; Forthcoming* – Seven Steps to the World.

Areas of Expertise

- **Tourism & Destination Development**
Linking infrastructure, investment, and trade opportunities through tourism.
- **Trade & Investment Facilitation**
Converting cultural and tourism linkages into bankable trade and infrastructure projects.
- **Creative & Cultural Industries**
Leveraging Africa's creative economy as a driver of global influence and economic growth.
- **Diaspora Capital & Engagement**
Structuring diaspora flows beyond remittances into investment, entrepreneurship, and development finance.
- **Halal Economy Development**
Building SME, creative, tourism, and trade opportunities in the \$3 trillion global halal market.
- **Cultural Diplomacy as Economic Strategy** – Using soft power to open gateways for trade, finance, and cross-border partnerships.
- **Northern Nigeria Marketing & Investment Promotion** – Reframing regional narratives toward opportunity, trade, and growth.
- **Tourism Training, Mentorship & Policy Advocacy** – Shaping the next generation of tourism and creative industry leaders.



B I O G R A P H Y

Elizabeth Agboola is a Nigerian tourism entrepreneur, cultural diplomat, and diaspora connector redefining how Africa engages with the world. As the **Founder & CEO of NTT Global Destinations** and the visionary behind Motherland Reconnect and the Halal Hub, she positions tourism as infrastructure, diaspora as capital, and culture as diplomacy. From pioneering the first Nigeria–Jamaica direct flight to curating Africa–Caribbean trade and cultural platforms with Afreximbank and CARICOM, Elizabeth is building the bridges that transform tourism and diaspora flows into engines of trade, SME growth, and economic influence.

In 2020, she spearheaded the first-ever direct commercial flight between Nigeria and Jamaica, bridging Africa and the Caribbean in aviation history. This landmark moment demonstrated her ability to translate cultural connection into real trade and infrastructure opportunities. It also established her as a trusted partner to governments, international organizations, and institutions like Afreximbank, which recognizes NTT Global Destinations under its Global Africa initiative. She has since expanded her reach to Brazil, Guyana, Jordan, and the Maldives, positioning herself as a global connector.

Through NTT Global Destinations, Elizabeth champions three business pillars: Tourism, Halal Economy, and Africa & Diaspora Engagement. Under tourism, she links destination development with infrastructure and trade, while her NTT Events platform curates high-level conferences, MICE events, and cultural diplomacy showcases. She founded the Nigerian Tourism and Trade Network (NTTN), giving Nigeria a coordinated

global voice for tourism, SMEs, and creative industries. Elizabeth is also the architect of the Halal Hub, Nigeria's first platform designed to link SMEs, creatives, tourism and cultural producers to the \$3 trillion global halal economy. Through Motherland Reconnect, she mobilizes diaspora flows into Africa's trade and development ecosystem, ensuring that diaspora capital is positioned not just as remittances but as structured investment in trade, infrastructure, and entrepreneurship.

Having travelled to over 70 countries across six continents, Elizabeth combines global exposure with deep African roots. This extensive experience gives her comparative insights into tourism models, creative industry ecosystems, and financing structures worldwide, which she now channels into positioning Africa as a competitive global player.

A strong advocate for tourism and culture as Africa's next non-oil export, Elizabeth argues that these sectors must be seen as drivers of foreign exchange, infrastructure bankability, and job creation. She also has a special focus on Northern Nigeria, reframing its narratives from insecurity to opportunity through culture, trade, and investment promotion.

Elizabeth is the author of *Wings, Roots & Branches*, which recounts her resilience and groundbreaking aviation diplomacy, and is completing her second book, *Seven Steps to the World: How I Built a Global Brand from Africa, One Continent at a Time*. She is a frequent speaker at global forums, positioning Africa's cultural and tourism economy within the language of infrastructure, investment, and diplomacy.



Speaking Engagements & Media Features

- Convener/Speaker at **49th CARICOM Heads of Government Side Events, From Shared Roots to a Shared Future**- Africa and the Caribbean unite, Jamaica.
- Speaker at Afreximbank's AGM & Africa Caribbean Trade and Investment Summit, Bahamas.
- Nigeria- Korea Business Summit, Seoul.
- Nigeria- Jordan Travel Fair , Amman.
- Beyond Bali Travel Fair, Indonesia.
- International Maldives Travel Market, Maldives.
- Brazillian Bi-centinal week, Lagos.
- Indonesia Halal Trade Expo, Kano.
- Nigeria/ Jamaica Culinary Fusion Expo, Lagos.
- Featured in **BellaNaija, CNN Connecting Africa, national newspapers, Arise TV and international outlets.**

Publications

- **Wings, Roots & Branches** – Memoir on resilience and bridging the gap between Africa and The Caribbean
- **Seven Steps to the World** (*forthcoming*)
A blend of business, leadership & travel memoir

Initiatives and Platforms

- **NTT Global Destinations** – Destination management & consultancy
- **Nigerian Tourism and Trade Network (NTTN)** – Membership platform for Nigerian tourism businesses
- **Halal Hub** – Nigeria's halal economy platform (For tourism, creative economy & SMEs)
- **Motherland Reconnect** – Africa–Diaspora collaboration hub
- **NTT Events** – Tourism, MICE, and cultural diplomacy events
- **Around the World Through Culture** – Quarterly Cultural diplomacy showcase series.





GET IN TOUCH

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