



Tribert Rujugiro Ayabatwa Shares Business and Philanthropy Values with American Documentary-Maker, Ryder Haske

With over 50 years in Business, Tribert Rujugiro Ayabatwa shares his values and story in a riveting documentary.

TORONTO, ONTARIO, CANADA, March 30, 2020 /EINPresswire.com/ -- With his film crew, Ryder Haske travelled to South Africa, Uganda, and Burundi to make a documentary on what [Tribert Rujugiro Ayabatwa accomplished as a businessman](#) and philanthropist over the past 50 years. Besides visiting Ayabatwa's cement and tobacco manufacturing factories as well as other businesses, Haske interviewed Ayabatwa's senior managers, family members and business associates. Haske then sat down with Ayabatwa who shared his highlights and reflections on his 50-year business and philanthropy journey. The Ayabatwa documentary that Haske subsequently produced may be viewed here. <https://vimeo.com/6685905>

What emerges from the Ayabatwa documentary is a remarkable African story by any measure. After a half century of hard work in the face of overwhelming odds, Ayabatwa built businesses that delivered jobs, prosperity and economic impact across Sub-Saharan Africa. From his roots as a Tutsi youth in Rwanda in the 1950s and a refugee young man in Burundi in the 1960s, Ayabatwa became a successful businessman and philanthropist operating and trading across Sub-Saharan Africa.

In the process, Ayabatwa demonstrated that he learned the value of determination and discipline, risk-taking and resiliency. These are the very qualities that define the successful entrepreneurs Africa needs in order to generate economic opportunities, stable societies and strong democracies. As Africa builds the Africa Continental Free Area, it will need men and women like Ayabatwa - individuals characterized by determination, discipline, risk-taking and resiliency.

What is the main takeaway from the Ayabatwa's documentary? A business venture based solely on profit-making will neither flourish, nor contribute to nation-building in Africa. Collaboration with other stakeholders is central to success. National governments, local authorities and most importantly, communities in their quest to uplift themselves, is the answer, according to Ayabatwa.

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