

EDITORIAL



Karim Diabate Tosh

HAPPY NEW YEAR 2011

2011 is on its way. We don't know yet what the New Year will bring, but specialists are predicting a very good year for the US economy due to the positive ending of President Obuma's administration at the end of 2010.

It has been a tough year for all of us, especially African business people, but nevertheless, they still opened, maintained and

managed their businesses as best as they could. The creation of Afro Market magazine at the end of 2009 gave a thumb's up to African businesses. We can sense the satisfaction with our custions of the state of the satisfaction with our custising and make profit from selling goods. People have called them from all over the US, even from states where our magazine is not distributed. It has been very satisfying for them, as well as for us. In 2010, Afro Market had the honor to be interviewed by the Daily News, only less than a year affer its creation, We are doing our best to promote the magazine while promoting African businesses. We do hope that people take us seriously being that some people have retuxed to pay their advertisement money. In 2011, our magazine will be online with video production, featuring our communities, lives, and businesses.

My last words for this editorial will be to my African people who are filing their taxes. I urge you to be careful and declare exactly what you are making from your business because the IRS could give you a lot of trouble until the closing of your business.

Individuals who are filing their taxes should also be very careful. A friend of mine from Brooklyn was fined sixteen thousand oblars by the IRS because he filed his taxes using the son of woman from our community. That same woman has given her son many other people, My friend, Alfred, received a letter from the IRS explaining that he committed fraud and now the IRS has blocked his bank account. Sixteen thousand dollars is money that could take someone up to twenty years to make.

I wish you all good luck in 2011. Happy New Year!

OUR PREVIOUS ISSUES



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IN THIS FIFTH ISSUE

| Page 2 | Publisher Message |
|------------------------------|-----------------------------|
| Page 5 | Dahira Tidjania Fundraising |
| Page 7& 8 | Ka Walya (Cameroon) |
| Page 9 | El Hadj Gueye (Interview) |
| Page 11 | Kaba Beauty (Interview) |
| Page 12 & 13 | Moussa Kourouma (Interview) |
| Page 14 | Mamadjan Kaba (Interview) |
| Page 16 | Fa (Interview) |
| Dago 10 | Bill Perkins (Immigration) |
| Page 20 & 21 | Loss Fofanah (Interview) |
| Page 20 & 21 Page 22 & 23 | New Year Eve |
| | |

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Name: Fanta Sano Country: Guinee Occupation: Business

Fanta Sano is a businesswoman who is a natural born entrepreneur. She started her business selling African art,

then ended up opening up a beauty supply store on 118th street and 7th avenue. She tells us her reason and her success story. -When did you open your business?

I started by selling African art, and then I decided to invest in a beauty supply store. In 2003, I opened up my store in Harlem.
Why did you decide to open up the beauty supply store?
Because the business of African art was slow and the beauty sup-

ply business was prospering. -Is the beauty supply business still a good investment?

- Not the same as before. From 2003 to 2007, it was a good business, but right now the economy is bad.

What do you sell in your store and what do people buy the most of on your store?

-Fabrics, Wax from Holland, supplies from India, Basins from Africa, scarves, jewerly, and shoes from India, and Thailand.

People also buy shoes, jewelry and bags they are all cheap and good quality.

I do wholesale and retail

- Are you afraid of the competition from stores in the same business?

-I don't copy anyone.; the design is my brand name on the shoes, and I also sell super wax which is unique. My items are special and rare and the fabrics are high quality. You could see my name "kaba beauty supplies" on the shoes.

-Who are your customers?

Guinea, Mali my customers are mostly Africans from Senegalese, Gambia, and many more. American people like African fabrics as well.

- You are very successful. How do you help those who want to be in this business?

-I created jobs supplying six stores in the Bronx and Ishare my experience to those who want to open up the same business.

-Everyday I hear your name in Radio Mandingue. Is it part of the management?

- No, it's to help my community and in response, people call me from other states to place orders.

-What makes this job difficult for you?

-The economy is bad now. When we don't have customers, I do not feel comfortable.

- What is the next goal?

A: To open up a new store maybe in two months. Thank you.





Name : Moussa Kourouma Country: Guinee Occupation : President of Mandingo

"Saturday 15 January we are having Mandingo West Africa Concert from 1pm to 4am the next day with various artists. For more informations please call me at 917-749-1398"

One of the Mandingo Association's activities was to elect their candidate in Guinea. Afro Market has met with the President Moussa Kourouma to learn more from him.

-In recent days, your activities revolved around the election of the president of Guinea, Could you tell us more?

-Our biggest activity was the election, which all the Guineans were involved with. It was very successful.

- Alpha Conde has won the election. How did you celebrate his victory?

-We want to organize a big event and invite all the Africans and Guineans. We want everyone to be involved.

-You had a big conflict with the supporters of opponent, Cellou Dalein. How are you trying to overcome this struggle? -A lot of people are making a big mistake, saying that we are in conflict with Fula people. We never had a problem with Fula people or any other tribes in Guinea. It's not all Fula people; it's a few Fula people who act on their behalf. We have a problem with Cellou because of the way he directed the country in the past years. That's why people didn't vote for him. If they had another candidate who was a good leader, we would vote for him. - We heard that you cancelled the celebration of the victory of Alpha Conde in New York because you didn't want to chock Cellou Dalein supporters living in New York. Is this true? That's not true. What I know is that the president didn't take an oath yet, and there are some conflicts back home and people are dead. So this is not a favorable situation; we were mourning. Saturday 15 January we are having Mandingo West Africa Concert from 1pm to 4am the next day with various artists. For more informations please call me at 917-749-1398. -What are your hopes for the development of Guinea with the election of the president Alpha Conde?

-Before, we did not know the extent of discrimination in our country. We are praying that God gives power to Alpha Conde to unify all Guineans. He should be the president for all Guineans, because this country will not be developed without them. In fifty-two years, this country has been struggling, suffering, and the people are tired.

-What can the Guinean Diaspora do for their country? -Guineans need to come together. For example, Jewish people in New York develop their country and work together to have a big impact. If we did the same thing we could help our country. Our president cannot work alone; we have to help him.

-What will be the first priority for helping your country? -There is no development without good education. Our education level is very low with maybe only thirty percent who are literate. Also, we need to educate women, often neglected by their commu-

nities. Another priority is health. A lot of people are talking about electricity, water, and roads as being important parts of development, but we can't develop them if we are not literate. And we need to love our country; if you love your country you will do anything for it.

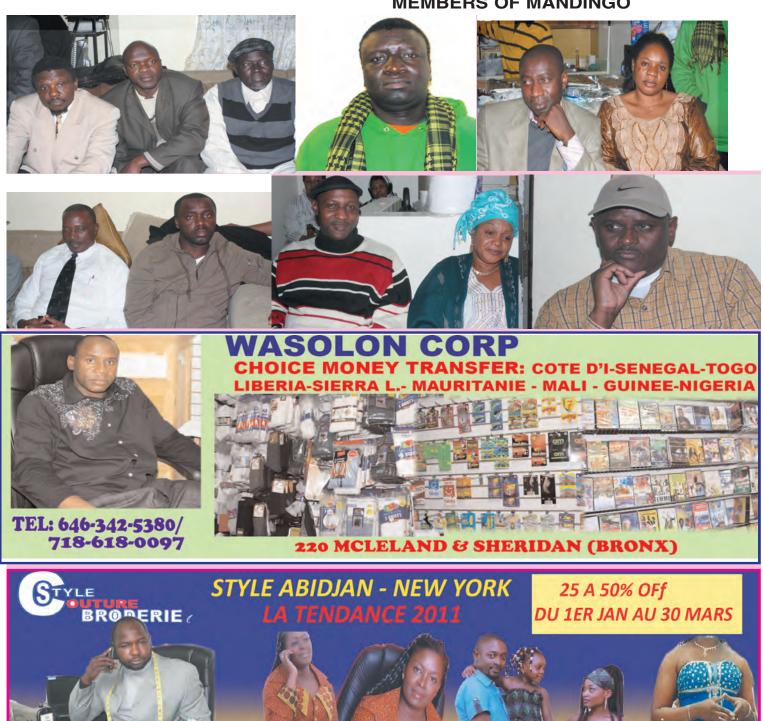
-Any last words?

-I'm calling everybody to come together. If we are divided, we can't do much for our country. Alpha Conde is the president for all Guineans. I ask my brothers to stop fighting. If we fight, we will be like the other countries such as Rwanda, Liberia, and Sierra Leone. We don't want to be like those countries. **Thank you**

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Name: Mamadjan Kaba Country: Guinea Occupation:Restaurant owner

"It's a busy place and people come all over New York to eat in my restaurant."

Mamadjan Kaba owns a restaurant named Bate, located in the Bronx. Thanks to her good cooking skills, the quality of her cuisine and the popularity that she earns, Bate is one of the best African restaurants in New York.

-Your restaurant's name is Bate. What is Bate?

- It's the name of my village, and it means a place where people come to eat and enjoy their time. People like the name, the food, and the service that we provide to them.

-Do people understand that message?

-Yes! It's a busy place and people come all over New York to eat in my restaurant.

- I know your village existed centuries ago, but when did you create your restaurant and what is the menu? - I created it in 2007, We have a variety of African food, rice, grilled fish, meat, dibi, lafidi, kabato, and any West African food and many more.

-What others services do you provide?

- -We do catering and delivery.
- How many days a week are you open and what are the hours?
- We are open seven days a week from 12pm to 1pm.
- What makes "Bate" different from the other African restaurants? - The quality of the food, the customer service, creativity and the fast service make us stand out.

-How has the recession effected your business?

-Like anyone else but we still have customers that come in to eat. We all definitely feel the recession no matter what.

- How many people work for you?
- -I have seven people.

-You have a family and a business; how do you manage both? -Actually my family helps me out with my business. But have to take care of my kids, make sure that they are doing their homework and wake up in the morning so they can be at school on time, and so on.

-Do you have any other activ-ities besides maintaining the restaurant?

-No, all of my activities revolve around the restaurant because that's all I know and love, so I will continue to focus on it.

Thank you for your time.



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Name: Fa Country: Senegal Occupation: Hair Braider

Fa is just one of the many African women in the US who decided to open a hair-braiding salon, which is located on 148th street and

8th avenue in Harlem. She is a hardworking woman, an entrepreneur, and very successful. She tells us more about her business. - How did you get into this business?

- I have been doing hair for years now, since I was back home. So when I came over here, I decided to continue with it.

-Did you go to school to learn how to braid hair?

-Yes, I have been in Europe and in Senegal. But this is a gift; I was born to do it. Since childhood, I have been braiding hair with my parents.

- Because you are an expert, did you open your salon immediately when you first came to the US?

- No. I started working with another business and after a few years I decided to open my own. I waited because I wanted to know how the hair braiding business was at the time.

- To open up a salon is very expensive. How did you get the

money?

- -worked hard and saved money because I had no financial aid. - Is this your first salon?
- I had one before but it closed down. Then I opened up this new one.
- Who are your customers?

-Everybody, including Africans and Americans, but mostly Africans with whom I can create many different styles. When African women have a ceremony, they come to me.

- What is the secret to your success?

-Professionalism, customer service, cleanliness, and the fact that people like the environment. We make sure that the customers are satisfied after the service.

-How many days are you open?

-Seven days a week.

-To what level would you like to bring your hair braiding?

-I want to work in the fashion industry because I design clothes. I also enjoy doing makeup.

-What do you like about this job?

-Everything.

- Even when people don't pay you?

- No (*laughs*), I like the networking, and being in contact with people. When people are happy after you service them, I am happy too.

- How can African hair braiders work together to be more empowered?

-When we are willing to work together and create a union.

- -If you have to create a union, what will be the goal?
- -It would be helping each other and having one unique price.
- Some people don't feel the recession. Do you?

- If you are a business owner, you are going to feel it because you are not making the same money as you did before.

-Any last words

- I wish hair braiders could come together to be stronger. Thank you



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Occupation: Business Fatoumata Fadiga has been a

cosmetics wholesaler and retailer almost her whole life.

She is also a member of many women's associations in the United States. Afro Market has met with her.

Thank you, Madam. How did you get into this business?

- I've been doing this job since I was in Guinea. I got married and joined my husband in the US. I knew this was the country of opportunity, so I decided to continue with my business here.

- How did you start when you came to the US?

- I started selling t-shirts, handbags and socks in the streets. I would travel to Guinea, Liberia, Mali, and Togo to buy some women's clothes and sell them back in the US. I traveled to twenty-nine states to sell my goods.

Did you open up your store from there?

Yes, I've been at this store now for six years. I first rented a small part of store and a few years later I took over it completely. So is your business doing well?

Yes, I thank God, and I'm healthy too.

-There are many stores in your area in the same business as yours; how do you succeed with the competition?

- I'm a Muslim and I don't want to believe in the competition. Everybody has his chance and his customers. We should be working together.

-Do you also encourage your sisters to work in this business as well?

-Yes, of course. We have an association named 'Femmes d'Affaires" to help our sisters succeed in their businesses. It does not only help financially; we provide advice on how they can start their business.

-Could you share this advice with our readers?

- -Be honest and cooperative.
- -What makes this business hard?

- Dishonesty. When a customer asks you about product quality, you have to be honest and tell him/her if the product is good or not.

-Could you tell us more about "Femmes d'Affaires"?

-We help women back home in our country of Guinea, who have health issues due to childbirth.

What is your goal in creating such a big association and why are you so devoted?

-Here in the US, we are far from our country so we need to come together and support one another. Also, when people respect you, you have to honor that respect and not disappoint them. That's why I'm everywhere people want me to be.

- What kind of business can African people succeed in here in the US?

-Since we Africans are courageous and hard working, we can participate in any business and succeed if we are honest. It's all about honesty, perseverance, patience and working together. Thank you



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COMMUNITY

SENATOR BILL PERKINS MET WITH IMMIGRANTS

There is a large population of immigrants who are victims of harassment and subjected to deportation. On November 18^{th} and December 2^{nd} , Senator Bill Perkins held a meeting in his office with community leaders to discuss the issues and problems of immigration. What can be done? How do we get people to understand law, order, and regulations?

-Protecting women who have been victims of violence, defending husbands falsely accused of domestic violence, fighting against the law that fingerprints anyone who is arrested, and protecting immigrants assaulted in the streets were just some of the subjects that came up during the meeting.

Today, one of the immigration debates revolves around the Dream Act. The Dream Act allows undocumented immigrants who were brought to the US before the age of 16 and have a high school, to earn the right to stay by serving in the military and attending college for two years. At the end of the meeting, a planning committee was created and composed of volunteers to make proposals on what could be done to empower communities in need. In the meantime, Senator Bill Perkins says that he will open his door to anyone who comes to his office to report a problem.



SENATOR BILL PERKINS





















Name: Ibrahima Fofanah Country: Guinee Occupation: Business

Ibrahima Loss is the manager of Café 2115, located on 123rd street and 8th avenue. In recent days, he has been organizing a

handful of activities in his restaurant. Afro Market has met with him.

-Today you are having a show in your restaurant with a lot of influential personalities. Are you bringing Café 2115 to another level?

-Thank you very much. When I started this restaurant, I said I wanted to create a place where all Africans could meet, play, laugh, and network. Finally my dream is coming true. All the events taking place at Café 2115 is taking us to another level. For instance, tonight, December 15th, a superstar from Sierra Leone is giving a live performance. Two to three weeks ago we had artists from Guinea, Cote d'Ivoire.

-Also you celebrated the victory of President Alpha Conde from Guinea. Aren't you giving a negative vision to your business when you entertain politics?

-As you know, business people are not politicians, however I do support politics; I support different people from different parties but I'm not a politician. Alpha Conde visited Café 2115 before, so when he won the election in Guinea, I gave a free dinner to all the customers. Everything was free!

-Would you do the same thing if supporters of Alpha Conde's opponent, Cellou Dalein Diallo, wanted to have a celebration here? Would you open your door to them as well?

-Well, like I said I'm not a politician but my doors are open to all people from different parties and different communities.

-We saw you on election day distributing free food and drinks to hundreds of people from all different walks of life. Did you do it for the publicity of your restaurant?

-Well, it's not about advertising. I'm someone who likes to give back. This community has always supported me; so when it's time for me to support the community, I will be there for them. That's why on election day, I went to show my support; I did the same thing for Ivory Coast on their election day.

-You have brought many African celebrities to Café 2115. When are we going to see American celebrities?

-Like I said, it's all about networking. If we created a place named Café 2115, it's African-American networking. We have been bringing a lot of top American celebrities over here. With the confidence of my community, I will do whatever is in my power to bring more American celebrities here.

-So your daughter is a top model and has participated in fashion shows. Could you tell me more about this?

-I'm so lucky and blessed to have a beautiful daughter. Her name is Djeneb Fofanah and she started her modeling career earlier this year. She was approached by a rep from a modeling agency and next thing we knew, she was signing a contract. In July, my daughter competed in the IMTA competition. I didn't even have the level of confidence that my daughter had. There were over five hundred models competing that day. I looked at her and I said, 'Djenab, what we doing here?' She said, 'Daddy, I have been selected to come here. Believe me daddy, I know I can do this.' She ended up being one of the top ten models in the competition. And she also won the best beauty makeup artist. Djenab is 16 years-old and doing excellent, She has auditioned for Pepsi Cola and Sprite. This weekend she is doing a promo for MTV. So I have no doubt that she will be one of the American top models. Last week, she participated in a fashion show in which many dignitaries attended and we ended up having so much fun.

-I have been told that you offered your daughter a car. Do you think as a father, this is the best gift you could have given her? - M. Tosh, I feel like I still owe her something. I gave her a car because she is going to school and I could not drive her back and forth

-What is your biggest hope for your daughter's modeling career?

-The way I see it, it's only a matter of time before she is one of the American top models. She will definitely be on a lot of magazine covers.

-Thank you for your time.



CAFE 2115



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