



MORE THAN A BOOK LAUNCH

The release of the new edition of ***Africa's Moment*** by **Pete Ondeng** is not just about a publication—it signals the start of a timely movement: a continent-wide call to awaken, to reflect, and to reclaim the African narrative with pride, clarity, and purpose.

First published in the early 2000s, ***Africa's Moment*** struck a powerful chord with readers across the continent and beyond—offering a bold, hopeful vision of Africa's potential at a time when skepticism largely shaped the global discourse. Now reimagined and expanded for today's context, this new edition reignites the conversation, inviting a new generation to engage with Africa's unfolding story and help reframe the continent's future from within.

Blending personal reflection with incisive analysis, author Pete Ondeng explores the forces that have shaped—and continue to shape—Africa's destiny, from leadership and identity to digital disruption, debt, public health, and shifting global power dynamics. Drawing on over three decades of frontline engagement in African development, the book offers an urgent yet hopeful call to action rooted in lived experience.

This timely work challenges entrenched mindsets, provokes meaningful dialogue, and offers a compelling vision of what's possible when Africans begin to believe in themselves again. It speaks directly into a rising wave of continental consciousness: a growing rejection of outdated narratives and a renewed call for visionary leadership, cultural pride, and self-determination.

The Launch of a Movement

The Africa's Moment (AM) movement is a dynamic, youth-centered initiative led by Africans from across the continent and the diaspora. Its key components will include campus debates, public forums, a signature podcast series, documentary storytelling, youth competitions, and powerful creative expressions through music, art, and performance. A strong digital presence will amplify these efforts—fostering global engagement and bringing together diverse audiences around a renewed, authentic African narrative.

CHAPTER OUTLINE: AFRICA'S MOMENT – REVISED EDITION

The chapters in this revised edition weave personal stories, sharp analysis, and bold reflections into a compelling narrative that challenges, inspires, and reimagines Africa's journey—past, present, and future.

Chapter 1: The Road I Traveled – Then and Now

This chapter traces the author's life journey, career highlights, and experiences across Africa, positioning his personal story as a lens for examining Africa's evolving development trajectory and awakening.

Chapter 2: What We Believe – Mindsets and Myths

This chapter explores how deeply held beliefs—both limiting and liberating—continue to shape Africa's development outcomes, and how changing mindsets are key to unlocking the continent's true potential.

Chapter 3: Poverty Revisited – Beyond the Numbers

This chapter challenges conventional metrics and narratives around poverty, exposing the limitations of income-based definitions and aid-driven interventions, and argues for a more holistic, dignity-centered approach that recognizes local agency, cultural context, and the structural forces that perpetuate inequality.

Chapter 4: The Politics of Healing: Rethinking Health Systems in Africa

This chapter examines how global health systems—often shaped by commercial interests and unequal power dynamics—have failed to serve Africa equitably, and explores alternative pathways to health and healing that draw on traditional African knowledge, community-based resilience, and the urgent need to build more just, inclusive, and self-reliant health institutions across the continent.

Chapter 5: The Burden of Debt – Same Crisis, New Face

Africa's debt story continues—now shaped by new geopolitical dynamics and financial actors. This chapter examines the cost of dependency and the urgency of sustainable, African-driven economic policy.

Chapter 6: A House Still Divided – Identity, Ethnicity, and Power

This chapter explores the persistent fault lines of ethnicity, identity politics, and power struggles within African nations, while also interrogating the unfinished project of African unity—examining the institutional efforts made toward integration and solidarity, and what bold leadership, cultural healing, and structural reforms are still needed.

Chapter 7: Wired for Tomorrow: Africa's Digital Leap

A quiet revolution is unfolding across Africa—not in the halls of power, but in the palms of young innovators, creators, and entrepreneurs. From remote villages to bustling towns, digital technology is transforming the continent in real time. What once seemed out of reach is now within arm's length, as mobile phones, internet access, and digital tools unlock new possibilities for learning, enterprise, governance, and inclusion.

Chapter 8: Navigating the New World: Africa in a Shifting Global Order

This chapter explores how Africa must strategically position itself within a rapidly shifting global landscape marked by rising geopolitical tensions, climate urgency, and disrupted trade systems—by asserting its interests, harnessing its strengths, and shaping its own future in a world that is being redefined.

Chapter 9: Leadership Challenge: Africa's Struggle for Good Governance

This chapter confronts the deep and often unspoken crisis of leadership in Africa—exposing the persistent cycles of rigged elections, coups and corruption that continue to undermine progress. He argues that without a radical transformation in political accountability, integrity, and governance, Africa's aspirations will remain out of reach.

Chapter 10: Africa's Moment –A Future We Must Claim

This final chapter is more than a call to action—it is a personal testimony of faith, hope, and conviction. It speaks from the soul of an African who believes that the continent's future is not only possible but divinely purposed. Against the weight of history and the pull of despair, it declares that Africa's time is now—not by accident, but by design. Pete challenges each reader to see beyond the visible, to rise above cynicism, and to participate in the sacred work of restoration.

ABOUT THE AUTHOR



Pete Ondeng is the Founder and President of **Ohala Africa Foundation**, a mission-driven nonprofit organization working at the intersection of practice and policy to inspire new thinking on Africa's economic development. He is a distinguished finance and economic development expert with over three decades of leadership experience spanning the public, private, and nonprofit sectors.

A Certified Public Accountant (CPA) trained in the United States, Pete began his career in corporate finance before returning to Kenya. He was appointed by the late President Mwai Kibaki to lead Kenya's involvement in the Pan-African New Partnership for Africa's Development (NEPAD). He has served in several executive roles, carried out assignments in over 20 countries and has advised corporate executives, policymakers, investors and senior politicians. He has served on diverse boards and conducted training on leadership and governance. He briefly ventured into politics as a presidential aspirant in Kenya's 2017 Elections.

A GLOBAL COALITION

At the heart of Africa's Moment is a growing coalition of people and organizations who believe in Africa's promise and are ready to be part of its unfolding story.

We are bringing together a vibrant network of changemakers—students and scholars, artists and entrepreneurs, faith leaders, community builders, philanthropists, media voices, and forward-looking institutions—united by a common purpose: to reclaim Africa's narrative and shape a future grounded in dignity, justice, and opportunity for all.

As part of this coalition, you will join a powerful community of visionary thinkers and doers, gain access to meaningful partnerships and initiatives across the continent and the diaspora, and contribute to something larger than any single effort—a continental awakening.

Together, we will co-create platforms for dialogue, mobilize talent and resources, and amplify African voices in ways that inspire, disrupt, and transform.



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