

Empowering Small Businesses: A Commitment to Growth



Images: Art and fashion location at The Wings, Nigeria

Images: Fashion products at Manda Hill Shopping Centre, Zambia

Uplifting Small Business in Lagos

In the bustling metropolis of Lagos, Nigeria, a groundbreaking initiative has been unveiled to nurture and bolster small businesses within the confines of The Wings building. This flagship program is a testament to a steadfast commitment to fostering economic growth, providing a prime platform for emerging enterprises across diverse industries to thrive in the vibrant heart of Lagos.

At The Wings, a dedicated space has been carved out for up-and-coming businesses, affording them a unique opportunity to establish their presence in a prestigious Lagos location. These small enterprises not only benefit from the strategic advantages of a premium office locale but also gain firsthand experience in the intricacies of operating within such a dynamic environment.

In a remarkable partnership with SMEs, support has been extended to two retailers—one specializing in the fashion sector and the other in the art industry. These enterprising businesses have flourished under The Wings' roof for over a year, harnessing the full potential of the robust infrastructure and resources at their disposal. A standout example is Vivid Art Gallery, a thriving SME that has expanded its operations within the premises. Their remarkable growth journey has led them to seek a larger space, a testament to the economic benefits they've reaped through this collaboration.

To further bolster Vivid Art Gallery's growth, a complimentary event venue was generously provided, offering them a sprawling 1,000m² space for a two-week Art Exhibition held at The Wings. This event not only propelled the Art Gallery to new heights but also provided a platform for numerous budding artists to showcase their talents at this prestigious gathering. Immense pride is taken in being a catalyst for Vivid Art Gallery's progress over the past year.

As Vivid Art Gallery gracefully vacates the premises, the commitment to nurturing small businesses remains unwavering. The lookout is active for the next wave of emerging firms, and support is eagerly extended during their developmental phase.

Fostering Fashion Entrepreneurship in Lusaka

Lango Real Estate extends support to aspiring, passionate and drive entrepreneurs in every city it operates in. In the vibrant city of Lusaka, Zambia, Manda Hill introduces the Fashion Emporium—a visionary initiative aimed at providing a robust platform for young, burgeoning enterprises in the fashion realm. With millions of mall visitors, this initiative serves as a springboard for these entrepreneurs to showcase their distinctive fashion products and services.

Within this 137m² haven, eight promising businesses have been incubated, offering them a space to trade at a nominal operational fee, significantly discounted from standard rent rates. The goal is clear: to cultivate unique businesses and product offerings that stand apart from the current tenant mix. Through unwavering support, aspirations are to catapult these ventures into a phase where they transition into traditional leasing arrangements.

The operational fees collected are strategically reinvested into the meticulous management of this space and the provision of valuable business workshops. These workshops serve as a vital resource, equipping these entrepreneurs with the knowledge and tools they need to expand and thrive. The businesses represented span a wide spectrum, from bespoke outfits to thrift stores and handcrafted jewelry.

Moreover, participants in the Fashion Emporium enjoy the added benefit of tapping into the mall's extensive marketing platforms, leveraging the power of social media, and gaining access to invaluable business insights through workshops.

In closing, Lango Real Estate's commitment to empowering small businesses remains steadfast, whether in Lagos, Lusaka, or Accra. Firm belief is held that by fostering the growth of these enterprises, not only is contribution made to their success, but also the economic tapestry of the communities served is enriched. Together, a brighter future is being built for the entrepreneurs of tomorrow.

ABOUT LANGO REAL ESTATE:

Lango is a private real estate company focused on generating compelling and sustainable investor returns through the acquisition of prime income generating commercial real estate assets in key gateway cities across the African continent. Originally jointly established between Ninety One and Growthpoint Properties, in partnership with the IFC, Lango commenced operations in March 2018. The business has since demonstrated significant growth, emerging as a leader in the asset class in Africa, with assets on its balance sheet in excess of \$600million* and diversified across four countries. Lango ultimately aims to catalyse the capital market for real estate as an asset class in Africa and has embarked on a roadmap to list on the London Stock Exchange in 2025. *As at June 2023.

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