

## BBC News Africa to launch new programme 'Smart Money'

BBC News Africa is launching *Smart Money*, an exclusive half-hour weekly programme available across the continent from next week.



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The show will give viewers an extensive look at current money and business concerns across Africa, and also feature realistic and inspirational financial information from African entrepreneurs.

The programme will give the opportunity to a team of expert presenters to bring to life a variety of stories, focused on personal finance, the economy and entrepreneurship. There will be stories of success and the latest updates on big money decisions influencing African's lives.

The business editor of BBC News Africa, Larry Madowo, declared, "A programme like this has never been seen or made before in Africa and I'm sure our audiences will fall in love with it. We have more African journalists covering African business than ever before and we're excited to share their incredible storytelling with viewers across the continent in English, and soon in Swahili, French and Hausa.

"To understand the correlation between Afrobeats music and saving culture, the business opportunities arising from more African millennials keeping beards, or where to buy roast meat using cryptocurrencies, *Smart Money* is the show for it. We're here to make sure your money works as hard as you do."

More content will be offered on the soon to be launched new website, as well as on the BBC News Africa YouTube channel and social media pages.

*Smart Money* will also be introducing the show as *Biashara Bomba* (Swahili) soon and *Questions D'Arge* (French) and in Hausa next year.

Source: <http://nextvafrica.com/>.

For more, visit: <https://www.bizcommunity.com>