

# Facebook launches Africa's first hub space in Nigeria

Facebook has launched its first hub space in Africa to bring together communities to collaborate, learn and exchange ideas in Lagos, Nigeria.



Facebook hub, Lagos, Nigeria.

As part of its commitment and ongoing investment in Africa, Facebook has unveiled NG\_Hub in Lagos, Nigeria - its first flagship community hub space in Africa, in partnership with CcHub.

In a week-long celebration which will bring together developers, startups, and the wider tech community across Lagos and Nigeria, the launch will showcase the new multi-faceted space which aims to bring together communities to collaborate, learn, and exchange ideas.

With creativity and excellence existing across all of Nigeria, Facebook also announced partnerships with seven other hubs across the country including in Abuja (Ventures Platform), Jos (nHub), Kaduna (Colab Hub), Kano (DI Hub), Uyo (Start Innovation Hub), Enugu (Roar Hub) and Port Harcourt (Ken Saro Wiwa Hub).

These will serve as centres of excellence and will feature dedicated Facebook spaces, where many of Facebook's training sessions will take place, and a space where creatives and developers can book to help them advance their skills.

## Training

Featuring bespoke works of art from local artists in Nigeria, the NG\_Hub space, which includes workspaces, meeting rooms, games and chill out room, an event space and a well-catered café, will also be the focal point for a number of training programmes.

Aimed at attracting the best talent and driving innovation in Nigeria's tech ecosystem, these are all designed to equip Nigerian SMEs, tech entrepreneurs and the next generation of leaders to better understand and utilise the power of digital tools for economic growth. Training programmes include:

- The FB Start Accelerator programme - a research and mentorship-driven [programme](#) aimed at empowering start-ups and students with technical and business support and funding to optimise their product for growth – focused on those building solutions using advanced technology, with a focus on Artificial Intelligence (AI), Machine Learning, Augmented Reality (AR) and Virtual Reality (VR).
- Digify Pro Nigeria - a two-month intensive [boot camp](#), where 20 aspiring digital professionals will learn what it takes to have a career in digital marketing. The programme is designed to fit the specific needs of industry, covering a range of topics including community management, content and e-mail marketing, brand online reputation management, UX design and more.
- Boost Your Business - Made especially for micro, small and medium sized businesses owners, Boost Your Business is a one-day training that teaches digital marketing for business growth.
- #SheMeansBusiness – the first to launch on the continent, [#SheMeansBusiness](#) is a one-day training workshop and networking experience for female entrepreneurs, offering a mix of business and digital marketing training for women led businesses, along with additional opportunities to network with fellow female entrepreneurs.

Ime Archibong, Facebook's vice president of partnerships said: "Technology provides expansive opportunities to engage young, creative and resourceful Nigerians, especially in delivering solutions to challenges across communities here in Nigeria. Our mission is to build community and bring the world closer together, NG\_Hub provides that physical space that will serve as a centre of learning and skills development in Lagos, and I'm excited about the possibilities that this will create."

## Impact

Commenting on the partnership Bosun Tijani, founder/CEO of CcHub, added: "Our aim has always been to provide a viable platform for creatives and innovators to express their talent and create solutions to the myriad of social and economic challenges faced by countries across the continent. Partnering with Facebook on NG\_Hub enables us to achieve our objectives at scale and make the desired impact in the tech ecosystem here in Lagos."

As part of a week-long of celebrations, Facebook will host a number of events this week, aimed at engaging the different communities in Lagos, and across Nigeria.

"The NG\_Hub highlights our ongoing commitment to supporting local talent in Nigeria. We're delighted to be partnering with CcHub here in Lagos, as well as with many other hubs across Nigeria to deepen our engagement, increase skills development and support the next set of innovators, tech entrepreneurs, start-ups, and others in our collective bid to change the face of technology and grow the economy," said Ebele Okobi, director of public policy, Africa.