



**MENTEE**

**Judith Karia Endelesi**

Managing Director, Ava Group Investment Ltd



Tanzania

Judith Karia, with a BSc. in Land Management and Valuation from Ardhi University, discovered a transformative opportunity in Tanzania's wine industry during her consulting career for property developers. Recognizing the untapped potential in grape and pineapple cultivation, she founded Ava Group Investments Ltd. Today, the company collaborates with smallholder farmers, producing exquisite pineapple and grape wines under the label Ava Santiago. Judith's visionary approach not only provides a stable market for growers but also creates employment opportunities for young adults, reducing post-harvest losses. Ava Group Investments aims to economically empower smallholder farmers through agribusiness. Judith's commitment to excellence extends beyond the field, with participation in various international business and entrepreneurship training programs. As an accomplished speaker, she has shared her insights on prestigious platforms, including the Africa Food Systems Forum's 2023 Summit.

**Ava Group Investments Ltd**

Ava Group Investments Ltd has garnered recognition for its outstanding contributions. The company received prestigious awards from the Tony Elumelu Foundation in 2018, was honored with the International Alliance for Women Word of Difference Award in 2019 and clinched the esteemed Tanzania Industrial Award as the Best Wine Manufacturer Company of the Year in 2023. Judith Karia's relentless dedication to sustainable agribusiness practices stands as a beacon of hope and empowerment for smallholder farmers across Tanzania.



**MENTOR**

**Cécile Duprez-Naudy**

Head of Global Public Affairs ,  
Moët-Hennessy