



MENTEE

**Salma Adam**

Director, Salmarg Enterprises Limited



Tanzania

Salma Adam is currently a Co- Founder and Director at SALMARG enterprises limited, a fully integrated Virgin sunflower oil factory under the brand name Meru Gold with the main goal and focus of being Tanzania's No 1 flagship virgin sunflower oil brand, to educate people on a healthier option for edible oil as well as create as much employment for women and youth. She recently became one of the Top 50 young women entrepreneurs in Tanzania 2022 and completed a management course under the Tony Elumelu Foundation. "The best of all I am a child of God, a wife and a mother" Salma says. She loves spending time with her family as it keeps her inspired and motivated to do more and to be a better version of herself every day.

**Salmarg Enterprises Limited**

SALMARG produces 100% pure virgin sunflower oil under the trademarked brand name "Meru Gold" TM (TZ/T/2022/1902/) with an aspiration to become Tanzania's flagship sunflower oil brand. Sunflower oil is widely admired in Tanzania and is considered by many experts a 'healthy edible oil' compared to palm oil and vegetable oil.



MENTOR

**Jelica Kujundzic**

Commercial and Risk Director,  
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