



How to Increase the Visibility of Black Owned Businesses & Prioritise Your Mental Health

with Monique Kufuor
Founder of BOBExpo

Monique's Story

Monique Kufuor is the founder of BOBExpo which is The UK's Largest shopping Expo showcasing Black owned businesses.

Monique has a passion for increasing the visibility of black owned businesses in order for them to reach their full potential.

Monique is a Senior Associate at Grasp International specialising in Legal and Executive professionals.

She has also joined the Northern Power Women Future List this year as she is recognised as a leader and change maker of the future who is already making a difference in her communities.

Why Monique established BOBExpo

Back in 2018 Monique founded BOBExpo after promoting it on social media she personally was so surprised at how many black owned businesses and products there are. So that's when a 'physical thing' Expo was birthed.

"I was a frustrated consumer. I remember walking into a shop with my daughter and I just needed hair products for her. And amongst this big aisle of hair products, there was nothing for Afro hair and it was just so frustrating"

"And then the second reason was just realising that these businesses are out there, so there's business owners that are creating these products and services aimed at the black consumer, but they're just not visible or they're just not given the space to be visible. "

How can we create a healthy 'you' ?

"I would definitely say prioritise it (mental health) And I know it's cliché that everyone says prioritise mental health, self-care, before things get too much, but it's just the same as eating every day, because we need to get our energy"

"Enjoy the now and prioritise your mental health and learn to celebrate your wins, rather than jumping to what's next and putting so much pressure on yourself and you just feel so overwhelmed. Prioritise your mental health before things get too much."

What Monique would say to organisations when they are looking to recruit emerging talent:

- As an employee, be committed to wanting to know who you're recruiting
- To really understand who the candidates are get to know their goals and passions
- Give people a chance and invite them in for an interview, even if you're not sure from their cv