

Adam Molai

Adam Molai is an African industrialist and founder of TRT Investments, a diversified investment group with interests predominantly in manufacturing, bottling, property development, and financial services across the continent. His dynamic approach embodies the new generation of African entrepreneurs, challenging global industry leaders while championing a fresh socio-economic vision for Africa and its citizens.

Adam's professional journey began at Ernst and Young in Zimbabwe, where he completed his articles. He pursued higher education, earning a business degree from the University of Buckingham in the UK, followed by a first-class Commerce degree from Canada's Lakehead University. He was initially active in the retail and petroleum sectors in Zimbabwe before he set his sights on transforming the tobacco industry.

Recognizing the absence of significant indigenous players in the tobacco value chain, he played a pivotal role in establishing a contract-growing scheme that empowered over 150,000 small-scale farmers to enter Zimbabwe's thriving tobacco sector. In 2002, he founded Pacific Cigarette Company, which has evolved into one of the two prominent African-owned cigarette manufacturers globally.

Today, he is primarily focused on manufacturing as he believes that only industrialisation will develop Africa and allow it to take its rightful place at the table of nations.

Beyond business, his philanthropic endeavours through the Adam Molai Foundation have made a significant impact, fostering self-sustaining projects that uplift Zimbabwean communities and actively engaging in disaster relief efforts. In 2020, he also launched the Jua Fund which is aimed at growing the number of African entrepreneurs.

