

Mohamed 'Midnimo' Bashir Osman

CD4D: A Catalysor for Personal and Professional Growth



Expertise: *Entrepreneur and Media Expert*

Country of Origin: *Somalia*

Many diaspora experts are driven to the extent that they also embark on other projects and initiatives complementary to the work of CD4D. Mohamed 'Midnimo' Bashir Osman is one of them. Midnimo is a member of the Somali diaspora who sees potential in Somalia and wants to support the development of his country of origin. Having gained invaluable experience abroad, Midnimo returned to Somalia to transfer this knowledge. Over the years, Midnimo has participated in various CD4D assignments, has launched his own business in Mogadishu, and is chairman of the esteemed Guriga Oranje "Orange House", a notable diaspora organization for the Dutch-Somali community, based in Mogadishu.

"My participation in CD4D was driven by a strong desire to make a difference in my country towards a fair and equitable society. My passion for learning more about

governance and the legal system has led me to join the Ministry of Justice during my first CD4D assignment. My passion for the rule of law and experience further encouraged me to pursue a law degree. Later, during my second CD4D assignment, I worked as a media and communications advisor for the Ministry of Justice and Constitutional Affairs. I had the privilege to implement media strategies, draft announcements, releases, and advisories, and provide media training to permanent staff."

Midnimo's strong connection to Somalia and his positive experience with CD4D have encouraged him to embark on other ventures to contribute to his country of origin. For example, seven years ago Midnimo launched the country's first-ever creative advertising agency. At the time of the launch, the advertising industry in Somalia was in its early stages. However, a few years after the creation of the company,



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more and more requests from local companies were coming in. As a result, the value of advertising was increasingly recognized. Midnimo is proud to have witnessed such a positive change first-hand.

Moreover, Midnimo has founded the Guriga Oranje "Orange House", a non-profit organization run by Dutch-Somali diaspora residing in Somalia. "Our primary goal is to promote the diaspora's significant contribution to Somalia's stability. We facilitate knowledge transfer, trade and investment, policy development, and information access to achieve this. Our unwavering focus is on creating opportunities for skill and job creation, particularly for unemployed Somali

youth and women. I think the role of the diaspora is important. They can serve to promote mutual understanding and foster partnerships between people. I feel incredibly fortunate to have had the chance to utilize my skills and knowledge to make a lasting positive impact on my country of origin."

Midnimo's success stories highlight what can happen when the diaspora can put their passion, connectedness, and ideas into practice. CD4D is only one way in which the diaspora engages in activities in countries of origin and is for many a first stepping stone to achieving many great things after their assignment. ■

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