

## Meet Adedapo Adelegan



### Adedapo Adelegan

**Executive Chairman CELTRON Group  
President – PIELLE PR Africa**

In eighteen years Dapo Adelegan has built Celtron Group into one of Nigeria's leading integrated corporate and marketing communication organisations. Set up to offer well-packaged service delivery solutions to public and private sector organisations in events management, outdoor advertising, public relations, direct marketing more recently media publishing and broadcasting Dapo has made it a potent force in 'selling African and most particularly Nigeria to the world'. It is the philosophy on globalisation and Africa that led him to establish the joint venture with



PIELLE as the first professional communication consulting firm with the mandate to project and promote governments, businesses, investment, trade, cultural and economic development in Africa to the rest of the world.

Outside Celtron Dapo is President of the Abuja Business Club and sits on the executive council of the Nigeria British Chamber of Commerce. In 2007 he was named as male entrepreneur of the year in the Success Digest Enterprise Awards.