

**CORPORATE
PROFILE**



**GHANA
INVEST**



**PROMOTING
GHANA
BEYOND
ITS BORDERS**



VISION

We envision to create a sustainable international business community, made up of a network of stakeholders from the public and private sectors, business leaders and entrepreneurs seeking to contribute to Ghana's economic development through responsible, sustainable & mutually-beneficial investments.

MISSION STATEMENT

To represent and serve as an intermediary for Ghanaian and foreign businesses, government agencies and organizations who express an interest in developing and concretizing commercial and trade ties, and whose interests align with overall positive promotion of the Ghanaian economy.

VALUES





WELCOME

Originally founded in 2018 as the Ghana-France Business Club (GFBC), Ghana Invest is private diaspora-led organization dedicated to the promotion of Ghanaian trade, industry and investment abroad.

Our overall goal is to raise the visibility of the Republic of Ghana as an ideal investment destination, promote the nation's most viable industries and sectors, and attract foreign direct investment and diaspora investment. With our headquarters in Paris, France. We are endorsed by the Embassy of Ghana to France, Monaco and Portugal and the Ghana Investment Promotion Centre (GIPC). Ghana Invest serves as a complementary service to these two entities in order to stimulate trade and commerce.



ORIGIN

Under the auspices of the first official visit of H.E President Nana Akufo-Addo in July 2019, Ghana Invest launched as the Ghana-France Business Club at the first-ever France-Ghana Investment Forum. Inaugurated by His Excellency the President, the Club had the honour of being launched as a private sector vehicle to fortify Franco-Ghanaian bilateral relations, but continued to retain its medium-term objective of making the transition to a Ghana Chamber of Commerce. After nearly three years in existence and major shifts in the global economy, we have realized that Ghana's economic growth and potential transcend Ghana-France or even Ghana-EU relations. Nestled in between our Francophone neighbours in the West-African sub-region, Ghana's exemplary and stellar reputation as a model of democracy continues to make it an attractive investment destination and a beacon Pan-Africanism.

This reputation has been made manifest through the unanimous decision by the African Union in 2019 to nominate and select Ghana as the host of the AfCFTA Secretariat. As the host of the AfCFTA Secretariat, Ghana is now securing its place in history in the 21st century as an actor and catalyst in economic change and structural transformation on the continent and intra-African trade.





GHANA INVEST

Today we lay the cornerstone of our foundation and make the transition from the Ghana-France Business Club to Ghana Invest. Due to rising interest from stakeholders in the EU, North America and the Middle East, Ghana Invest seeks to incorporate the strides Ghana has made on the international stage, pivot and transition to a Ghana-centric organisation to promote our beloved nation outside its borders in 2021 and beyond. As Ghana opens up its borders in 2021 to international and Pan-African investment, Ghana Invest expands our horizons to welcome friends, trade partners and supporters of Ghana and our long-term economic vision.

OUR OBJECTIVES

Ghana Invest is a private diaspora-led organization dedicated to the promotion of Ghanaian trade, industry and investment abroad. Its main objectives include:





OUR PURPOSE

Our purpose is to improve the investment climate for both local and international investors and create development opportunities in Ghana and beyond.



OUR FOCUS AREAS

Our focus is on creating development opportunities, with the broader aim to bridge the gap between investors and investment opportunities in Africa and beyond.

- 01** UN SDGs 8 (Decent Work and Economic Growth) 9 (Infrastructure, Industrialization and Innovation).
- 02** Inclusive Development
- 03** AU Agenda 2030 & 2063
- 04** AU Agenda for Trade Digitization
- 05** Innovation in SMEs
- 06** Creative, Circular and Green Economies
- 07** Food-processing/Agribusiness
- 08** Exports
- 09** Technologies in Industries
- 10** Digitalization & ICT



INVEST IN GHANA, WEST AFRICA'S BLACK STAR

AD 1957

· FREEDOM AND JUSTICE ·



A VIABLE INVESTMENT DESTINATION

Ghana's wealth of resources, democratic political system & dynamic economy, makes it undoubtedly one of Africa's leading lights. Gaining the world's confidence with a peaceful political transition and a grounded and firm commitment to democracy has helped in expediting Ghana's growth in Foreign Direct Investment(FDI) in recent years. As put into evidence during the Coronavirus pandemic, where many economies were floundering, Ghana was an exception to the rule and in Q1 2020 drove \$785.62 million worth of FDI stock to the economy. Ghana has attracted the attention of well-known international businesses, investing in all sectors of the economy, knowing that the conducive social, political and economic environment in which they can invest, grow and be successful.

Building on significant natural resources, Ghana is committed to improving its physical infrastructure, roads and transportation networks and becoming a manufacturing & transportation hub for West Africa. Moreover, Ghana has recently embarked on an ambitious but achievable reform programme to improve the investment climate for both local and international investors.

These efforts have paid off tremendously with Ghana being ranked 114th & singled out as the fastest growing economy in West Africa, according to the 2019 Ease of Doing Business Report. The country has developed into an established business destination for investors seeking a conducive business environment, committed and progressive government-private sector participation, political stability, transparent regulations and a dynamic private sector ready for partnerships.

The government is committed to implementing policies that reduce the general cost of doing business to promote investor confidence in the country.

As the second largest cocoa producer in the world, Ghana has a solid tradition of investments in agriculture and agro-processing. The financial services & telecommunications sectors are fast gaining ground, providing dynamic and innovative services to the most diverse customers in the world. Further opportunities exist in manufacturing, ICT, energy, pharmaceuticals, transport, textiles and garments and tourism.

Mineral deposits include gold, bauxite and diamond abound, and with the discovery of oil, Ghana's famous black star has never shone brighter.

01

Home to the AfCTA Secretariat

A flagship project of the African Union's Agenda 2063, the African Continental Free Trade Area creates a market of 1.2 billion people with a combined GDP of \$3 trillion.

The Secretariat of the African Continental Free Trade Area (AfCFTA) was officially opened in Accra, Ghana in January 2021, a major milestone in the full implementation of the free trade agreement.

The AfCFTA is now the world's largest free trade area since the formation of the World Trade Organization. A market of 1.2 billion people and a combined GDP of \$3 trillion offers a huge opportunity to exploit the abundant wealth & resources of the African continent for the benefit of all its citizens & to promote intra-African trade.





About the AfCFTA

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02

Transport and Logistics Hub for West Africa

Geographically closer than any other country to the center of the planet. An average of 8 hours of flying time to Europe and the Americas. World Population Review (WPR)

Refurbished world class airport within the West African sub region serving numerous flights from within the continent, Europe and the rest of the world

Home to one of West Africa's largest ports (Tema which is currently being upgraded to handle 3.5 million TEUs), centrally located in West Africa. (Aecom Projects)

Good network of trunk roads and financial services

Immediate access to the over 350m market of the Economic Community of West African States (ECOWAS)





03

Ease of Doing Business

- Ranked best place for doing business in West Africa according to the Ease of Doing Business Report, 2019 (114th globally)
- Best destination in Sub-Saharan Africa (A.T Kearney Global Services Location Index (GSLI), 2017)
- Most competitive economy in the West African sub region and #10 in Sub Saharan Africa (World Economic Forum Global Competitiveness Index, 2018)
- #2 FDI destination in West Africa & #7 in Sub-Saharan Africa (EY Attractiveness Survey, 2018)



04

Population/Labor

- Availability of skilled and trainable labour
- One of the most competitive minimum wages in the West African sub region at an annual average rate of \$558
- One of the highest literacy rates in the West African sub-region (World by Map, 2018)



05

Growing Population Middle Class

Growing population of ~2% p.a. with increasing urbanization and growing middle class – composed of individuals with a daily income of at least \$8.44 – exceeds 1m people, (KPMG).



06

Country's Credit Rating

—
B – positive
(Standard & Poor's)

—
B – stable
(Fitch Ratings)

—
B3 – stable
(Moody's Investors Service)



07

Other International Benchmarks

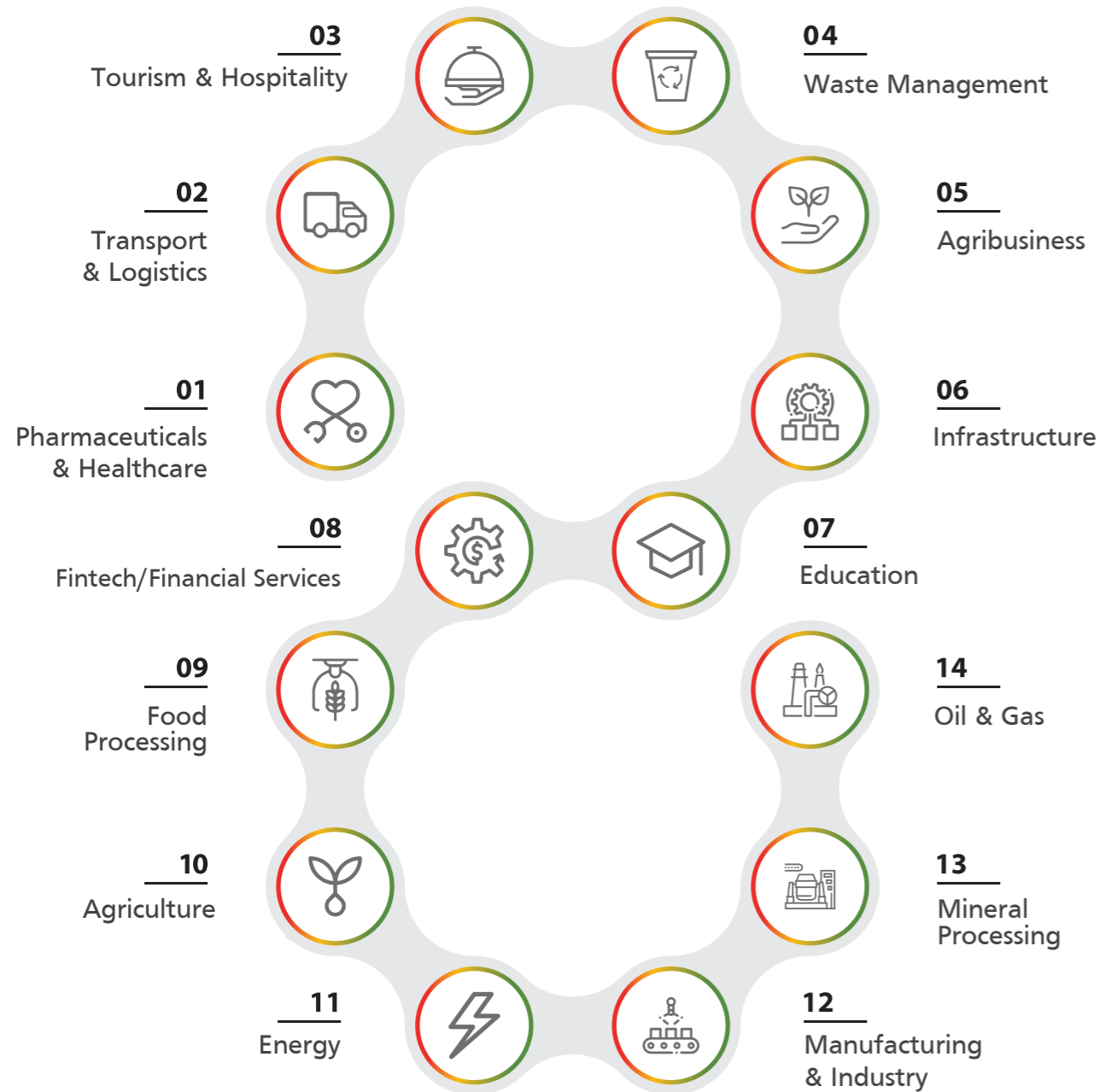
- #6 overall in Africa – Mo Ibrahim Index of African Governance of African Governance (IIAG, 2018)
- #5 in Africa for Human development
- #6 for Safety and Rule of Law
- Most resilient economy in West Africa (African Attractiveness Index, 2018)
- *Source: Ghana Investment Promotion Centre (GIPC, 2021)



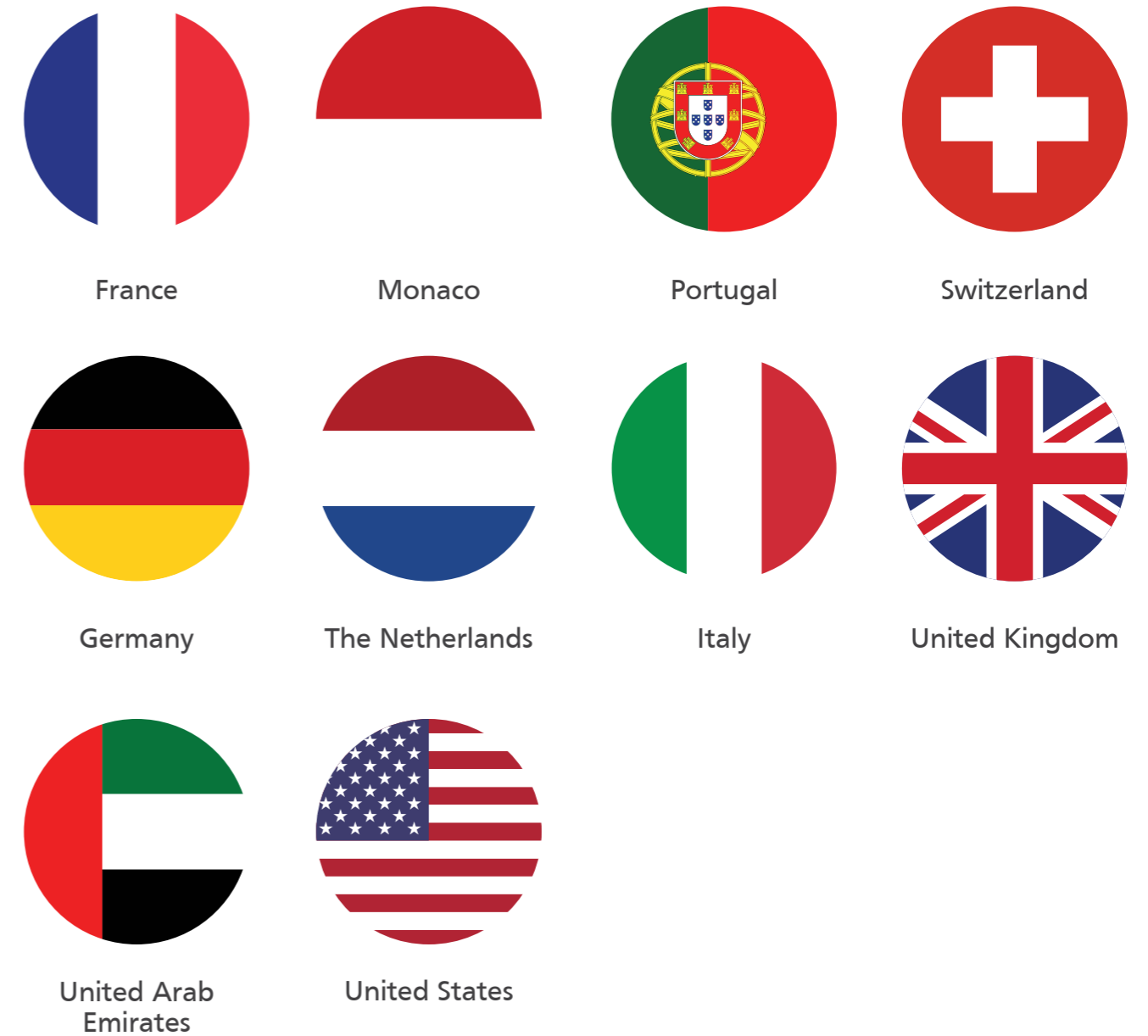


VIABLE SECTORS AND OPPORTUNITIES FOR INVESTMENT

Crucial to the economy, Ghana's pharmaceutical and healthcare sector, agribusiness, transport and logistics and few other sectors are the country's significant contributors to its production value.



FOCUS ON ACCESS TO NEW MARKETS (2022-2027)

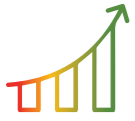




SERVICES

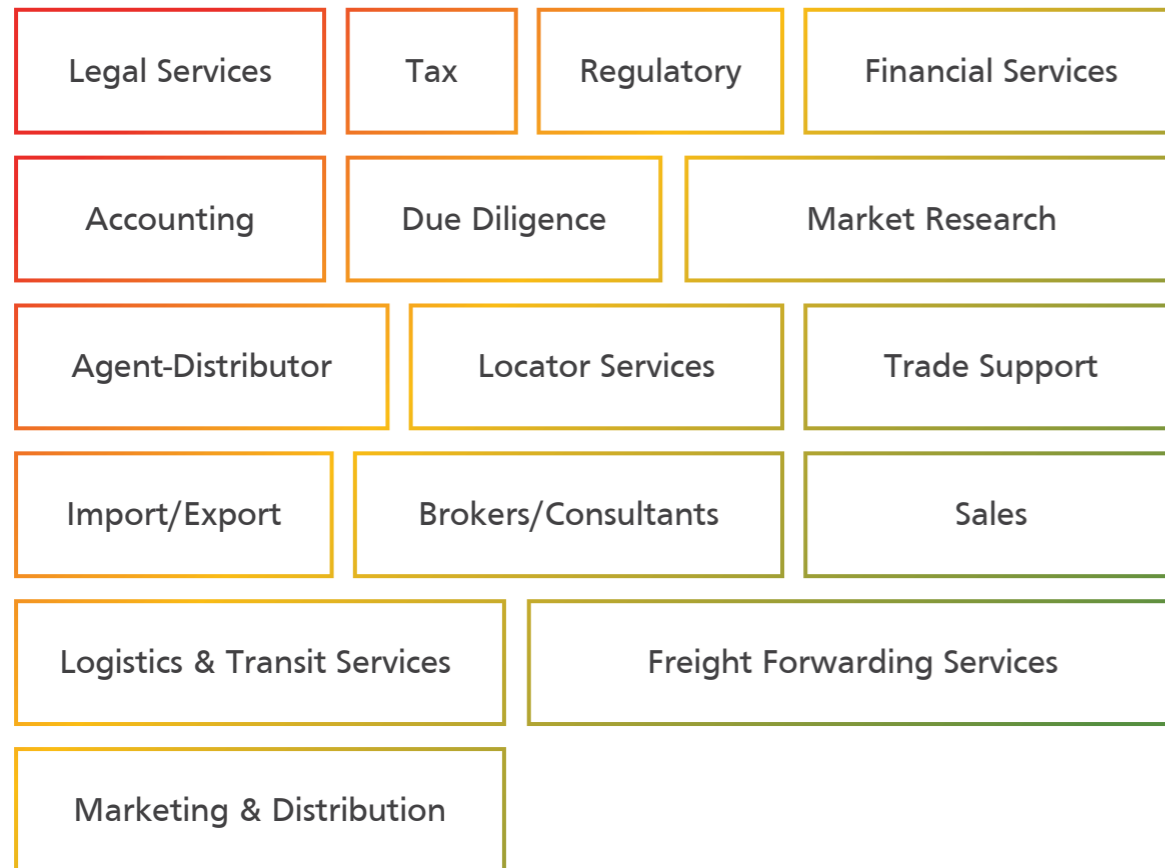
- 1** Market Entry/
Business Development
- 2** Import/Export Facilitation
- 3** Diaspora Investment
Support
- 4** Trade/B2B Missions
- 5** Training





MARKET ENTRY/BUSINESS DEVELOPMENT

Ghana Invest accompanies foreign and Ghanaian entrepreneurs and companies seeking to expand business operations abroad by providing market support services and providing access to additional B2B service providers in the target market in the following areas:



Our market entry support service intends to accompany the importer/exporter from the market entry prospecting phase to the straight to market phase.

We assist investors by identifying potential and viable investment opportunities in Ghana and accompany investors in setting up business operations in Ghana.





IMPORT/EXPORT FACILITATION

01

Distribution partner search and identification of distribution channels

Facilitate import and export through the identification of suppliers and buyers in Ghana and target market.

02

Regulation

Accompany exporters and importers on the import and export procedures with the assistance of licensing, certification & regulatory bodies.

Provide information and raise awareness on regulatory procedures and help exporters overcome barriers to entry to respective export destinations.





DIASPORA INVESTMENT SUPPORT

Ghana Invest serves as an intermediary for members of the diaspora seeking to set up business operations in Ghana and facilitate the transition process back home.

Ghana Invest can also support the diaspora by providing business consulting services, providing information on sector-specific incentives and promoting investment projects through appropriate private and public sector channels.





TRADE/B2B MISSIONS

Trade/B2B Missions are tailor-made comprehensive packages (one on one or group visits) to suit all business needs, including direct and indirect access to the private sector and public organisations. B2B/B2G meetings upon request between Ghanaian & foreign businesses across various sectors in Accra and in Paris.

The Trade/B2B Missions include industrial/site visits, transport and logistics as well as visa and documentation support and concierge services. Ghana Invest will also be able to represent locally and conduct any follow-up post-B2B mission.



TRAINING

For private sector companies seeking to boost their human capital and strengthen their teams and competencies. Ghana Invest can through its knowledge and training partners, provide training services in the areas of technical training (manufacturing, food processing mineral processing etc), human capital/human resource training, soft skills foundational development as well human capital training for export development.

Private sector companies seeking to expose their teams to new technologies and internal processes can do so via partnerships established with foreign businesses and technical training institutes.



GHANA PROMISING A NEW DAWN OF ECONOMIC GROWTH, INNOVATION AND SUSTAINABILITY



COMPETITIVE EDGE

We attract the best talent and partners thanks to our team's unique skill set, multicultural experience and diverse cultural backgrounds.



Team

Diverse profiles of bilingual administrative team members with professional experience in Ghanaian, French and Francophone markets, as well as a deep understanding and insight to the Ghanaian business ecosystem. Additionally the team and structure is physically present in both countries



Approach

One-to-one personalized approach with each client and project, "boots on the ground" approach. Allows Ghana Invest to follow-up in person on the client's behalf.



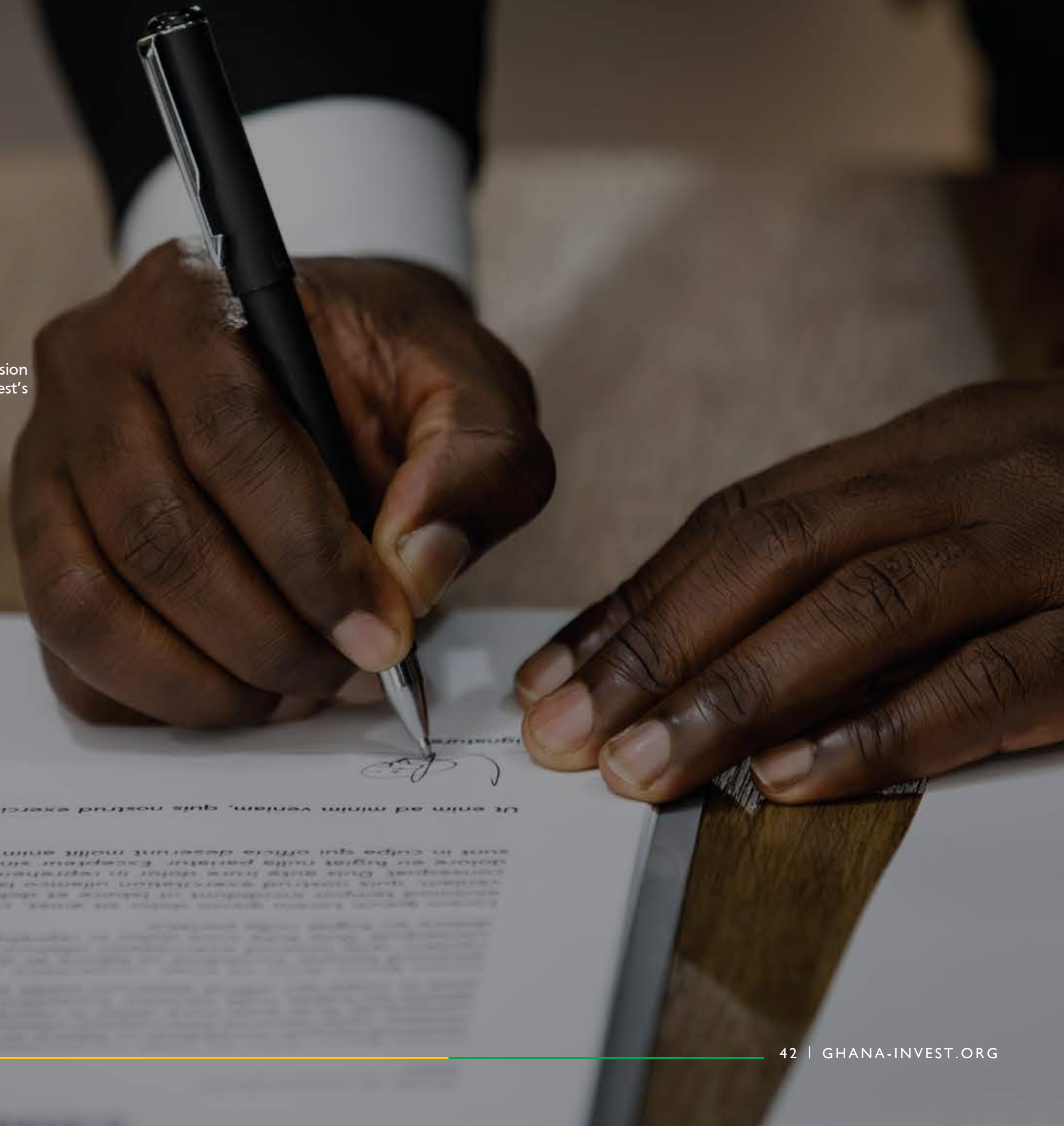
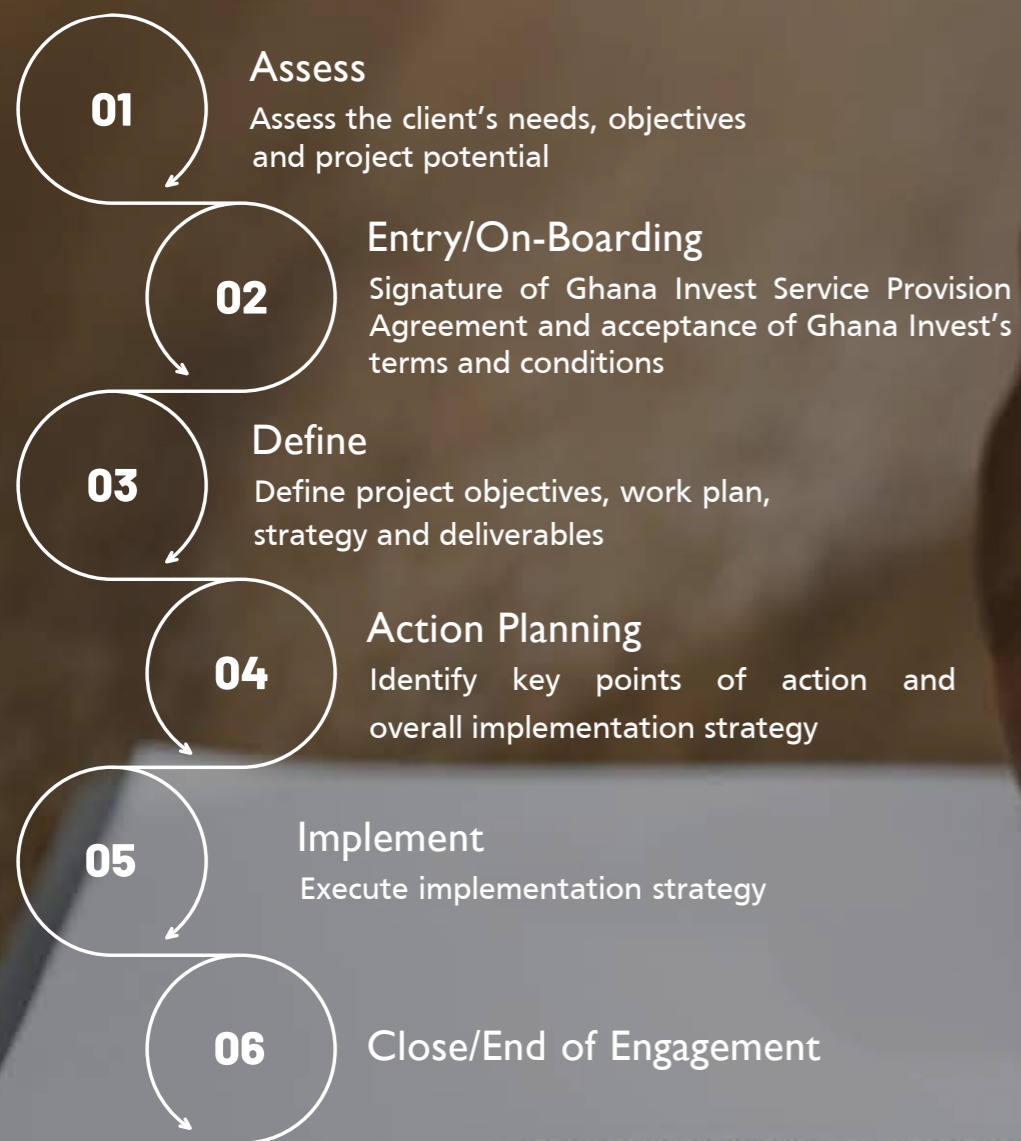
Differentiation

Cultural understanding of western countries and contact with indigenous companies as well as a private sector/start-up model coupled with a young and dynamic team that is not encumbered by public sector operational/internal processes.





ENGAGEMENT PROCESS





OUR PARTNERS



EMBASSY OF GHANA
TO FRANCE, PORTUGAL
& MONACO



GHANA
INVESTMENT
PROMOTION
CENTRE





ADVISORY BOARD MEMBERS



Amarquaye Armar
Board Chairman, First Atlantic Bank, Ghana, Board Chairman, Transco CLSG



Roberta Annan
Founder Roberta Annan Capital Partners, African Fashion Foundation, UNEP Ambassador for the Creative Economy, Advisory Board Member Condé Nast College of Fashion and Design



Cédric Filet
CEO, Aldelia Global Manpower



Nora Gherbi
Chief Representative, London & Partners Founder, Who Cares!?



Dr. Peter Matey Addo
Head of Data Science, French Development Agency (AFD)



Dr. Emile Boyogueno
Lecturer, ILERI, PSB, Sciences Po, Public Policy Consultant



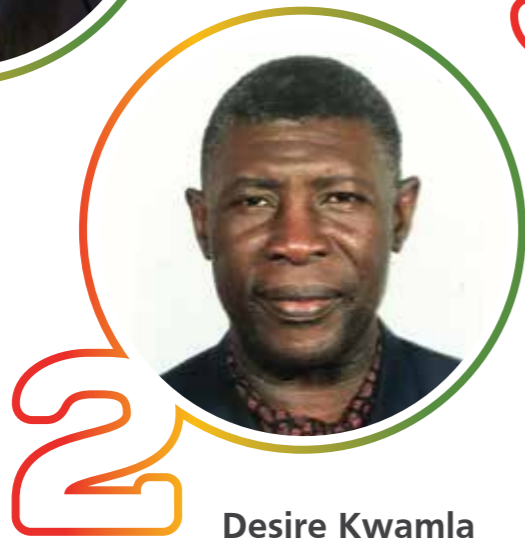
Sarah Laaru Mwaawaru
Consultant, Laaru Consulting Vice Chairman, Finnish-African Society



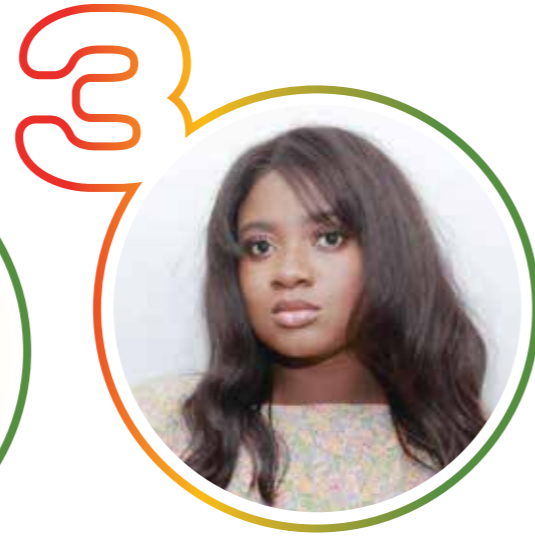
ADMINISTRATIVE TEAM



**Maxine
Reindorf-Partey**
Founder & CEO



**Desire Kwamla
Wuver**
Country Director,
Ghana

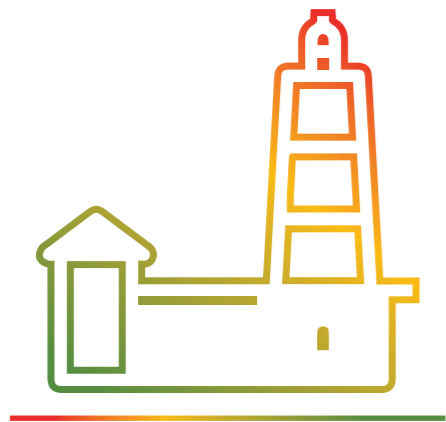


Georgina Attah
Export
Development





GEOGRAPHICAL PRESENCE



Accra



Ghana



Paris



France





CULTURE

Ghana Invest is founded on its core values of Integrity, Transparency, empowerment, Involvement and Trust Worthiness. Our spirit and our passion is what motivates and drives us forward. Better than yesterday, together we are unstoppable. We foster an enriched corporate culture which delivers best-in-class solutions and we are an equal opportunity provider that has attracted top talent to serve our clientele.



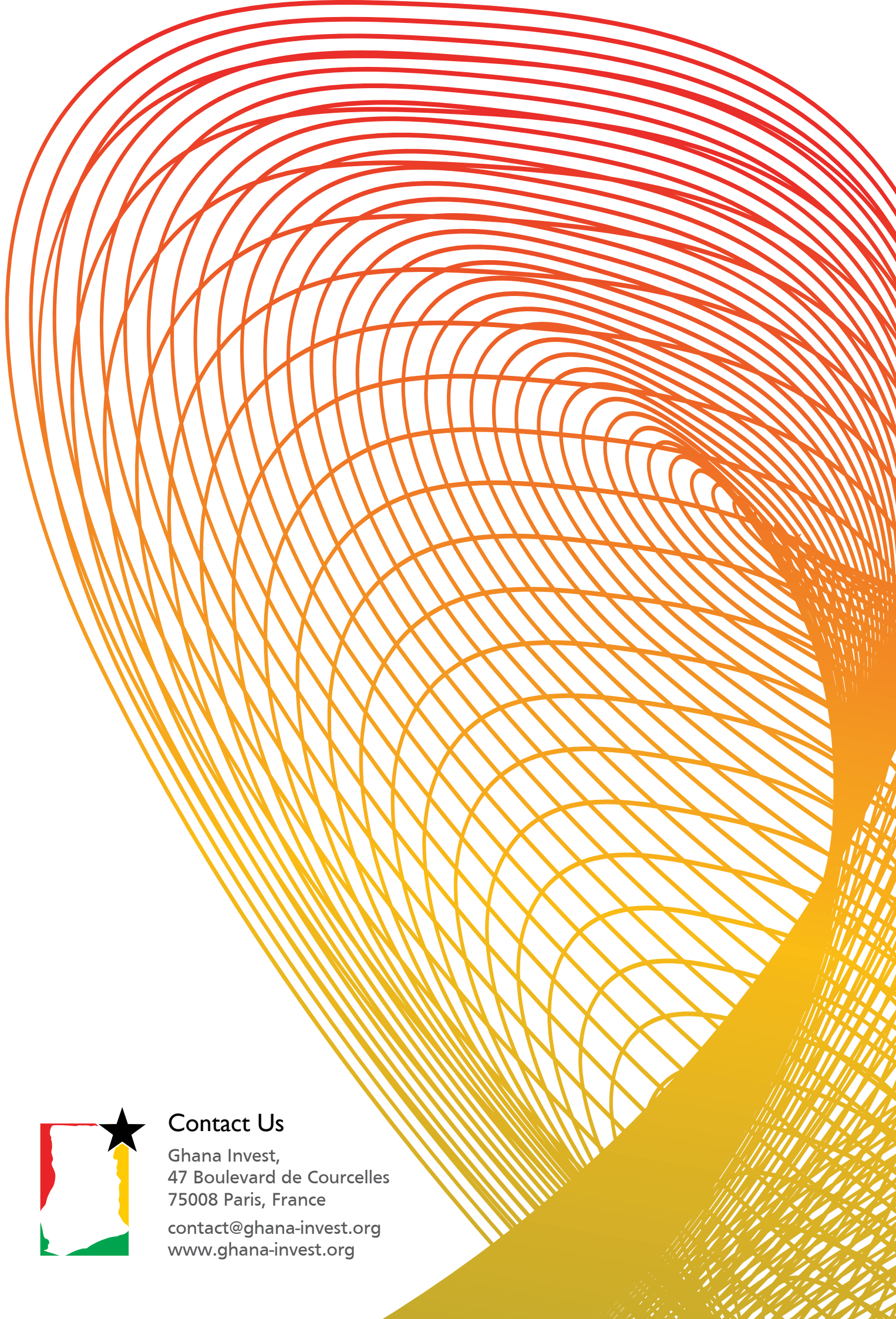
BECOME A MEMBER

Join Ghana Invest as a member to benefit from our unique trade and investment platform and opportunities, discounted services and advertising, as well as access to our digital and in-person events and programmes.

For more information on our membership packages, email us at membership@ghana-invest.org



CREATING A
SUSTAINABLE
BUSINESS
COMMUNITY



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