

**GHANA:  
A PLACE TO MAKE YOUR FIRST  
\$1MILLION**

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# CONTENT OF PRESENTATION

## Outline

- Overview of the Ghanaian Economy
- Ghana 2040
- The ECOWAS landscape
- Sectors to look for growth
- Funding your start-up
- Formulating your business proposition
- Ghana job Bank

# OVERVIEW OF ECONOMY

Total Exports= \$13 billion- Gold (44%) Cocoa (15%) Oil& Gas (18%)

Main Export Partners : Switzerland (18%), India (14.7%) , UAE (13.4%) , China (9%), Vietnam (5%)

Imports = \$18 Billion -Capital Equip(47%) , Refined Petroleum (20%), **Foodstuffs (20%)**

Import Partners: China (12.46%), U.S.A(9%), Belgium(5%), Cameroun (5%), U.K (4%)

GDP \$43 Billion ;-Agriculture(18.3%), Industry (24.5%), Services (40.9%)

# Ghana 2040

A Fast growing middle income economy with more than 50 million population

## POPULATION

Estimated to rise from 26 million to around 54 million

## GDP/CAPITA

Estimated to rise from 1600 USD to between 6000 – 10,000 USD

## CAR OWNERSHIP/CAPITA

Estimated to rise from 0.03 to around 0.18

## URBAN POPULATION

Estimated to rise from 54% to around 74% in major cities

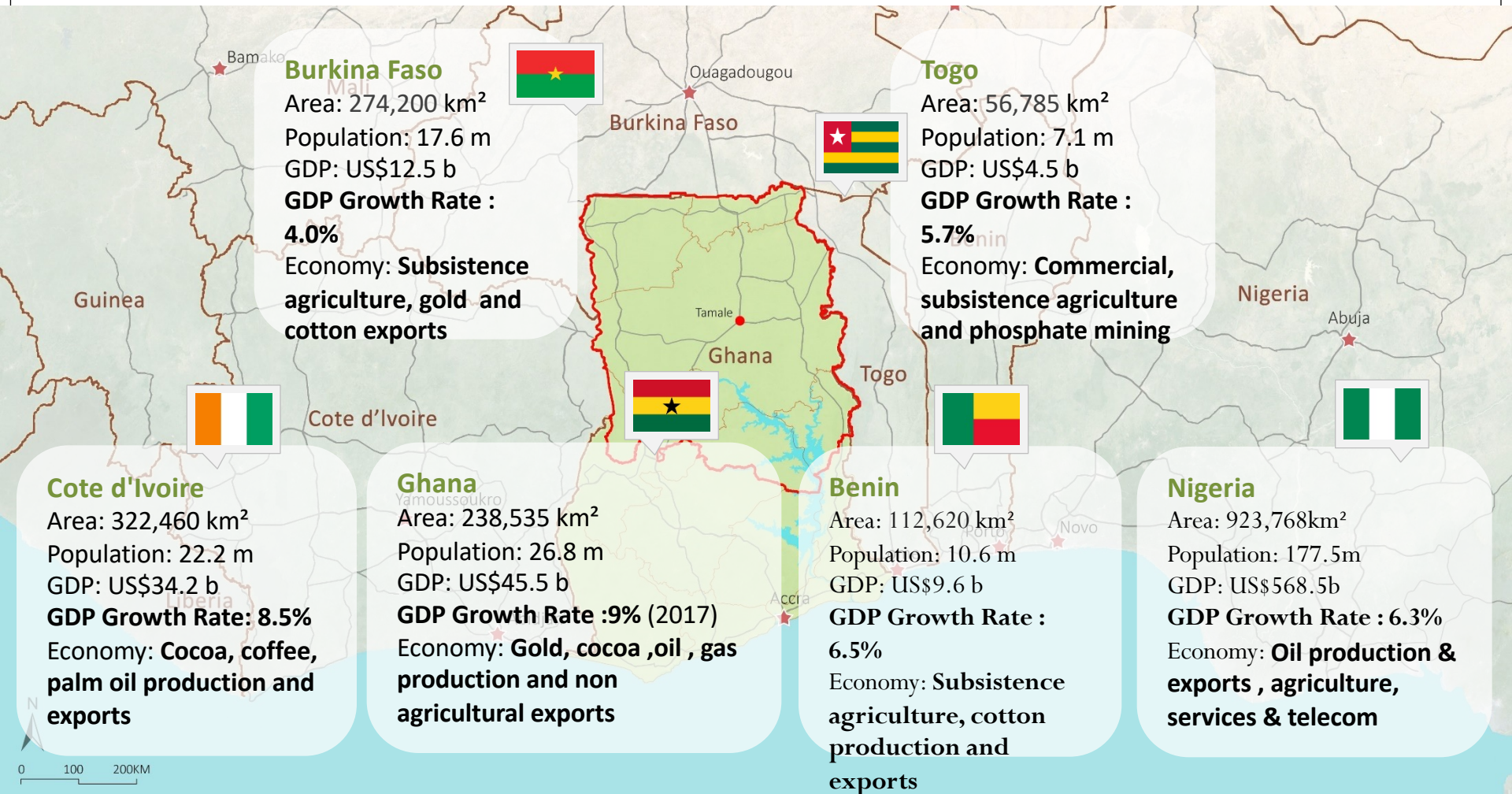
## GHANA

Ghana will be positioned as the gateway to West Africa



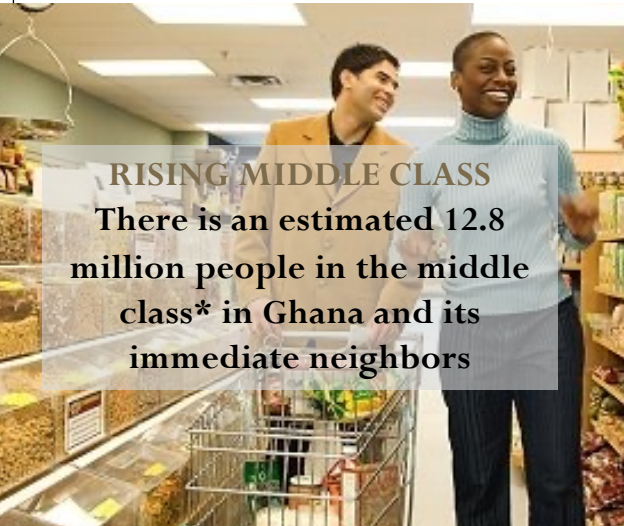
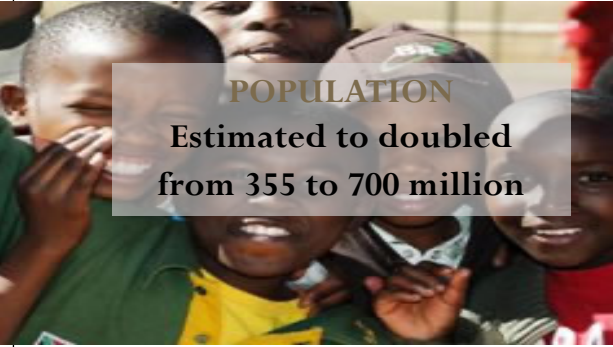
# Strong Growth of Ghana's Economy

Ghana is West Africa's 2nd largest economy after Nigeria with top exports of non-agricultural products and One of Africa's largest recipient of FDI & preferred investment destination



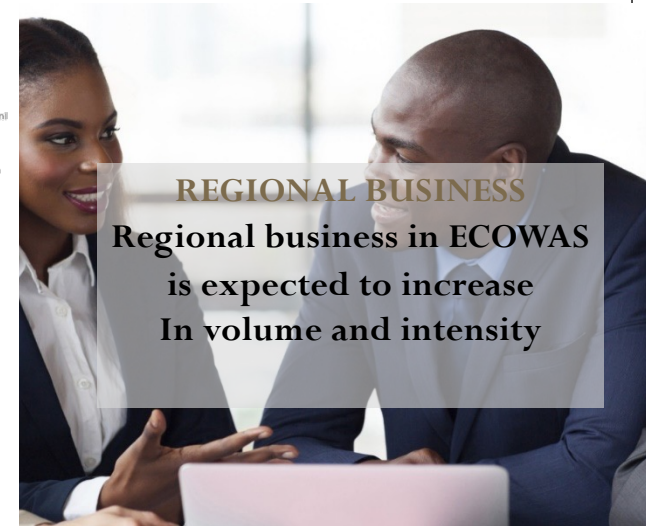
# ECOWAS IN 2040

**Ghana has a Sizable Market Within ECOWAS in the New World of Advanced Technology, Information & Open Market Economies**



Strategic location to facilitate ECOWAS trade and international trade with EU & ASEAN

Enjoys a relatively stable political environment and a more open society



\*Middle Class defined as those earning between USD 4 and USD 20 per day

**OPPORTUNITY AREAS**

# GROWTH AREA 1: AGRICULTURE

## Issues:

Low level of Agricultural Output

Low level of technology

Post-Harvest losses

## Opportunity:

Commercial Agriculture

Manufacture, supply of technological applications

Digital agriculture

Agro-Processing



# GROWTH AREA 2: FOREIGN TRADE

## Challenges:

Lack of diversified export offer

Limited international export partners

Import of food stuff – Poultry, Rice, Canned Veggies

## Opportunities

Market linkage

Market facilitation

Post-harvest handling : storage, logistics

Agro-Processing

# GROWTH AREA 3: POPULATION

## Issues

Youth Unemployment (11%)

Large population of youth = 50% (18-25), 68% (18-35)

## Opportunities

Targeted Skills training

Youth-related offerings:

- IT Applications for youth- Responsible Social Media
- Creative Arts
- Sports Products, Electronics

# GROWTH AREA 4: SECURITY

## Issue:

Rising Armed Robbery

Limited Community Policing

## Opportunity:

Portable security applications

Neighborhood/ Community security services

Defensive Building designing

Software applications for neighborhood security

# GROWTH AREA 5 :THE ENVIRONMENT

## Issues

Climate change

Bush Burning

Desertification

Environmental Pollution

## Opportunities

Climate-smart agriculture

Renewable/Clean Energy

Waste Recycling

# FUNDING YOUR START-UPS

## Financial Quest of Start-ups

1. Funds for growth
2. Funds for risk-absorption
3. Funds for Long-term deployment

## Where to look for funding

- Angel Investors
- Venture Capital Funds
- Sovereign Wealth Funds
- Ghana Alternative Stock Market (GAX)
- Ghana Exim Bank

# YOUR APPROACH

## SOME POINTERS

- Show the business case clearly
- Research your market
- Venture should be scalable
- Triple bottom line- People, Planet, Profits
- Three Cs – **Character**, Condition, Collateral
- Don't go solo, there is strength in numbers
- Think long-term horizon, allow yourself plenty of time

# YOUR BUSINESS PROPOSITION

## The winning idea

- Follow your passion
- Think about the next generation
- Focus on solving a problem, money is the reward of that
- Businesses that exist merely to make money have short lives

## Your Business proposition must be founded on:

- Love for people
- Love for the world and
- Love for the planet

# THE GHANA JOB BANK

## What to expect from the Ghana Job Bank

- Preparing project summary and Business plans
- Matching graduates to opportunities
- Providing linkages to funding entities
- Creation and maintenance of skills database
- Engagement of youth in income generation activities



**THANK YOU**