



# 2022 SPONSORSHIP PROPOSAL

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RECRUITMENT



Entrepreneurs Solutions Summit

**Theme: Business Resilience**

Date: Thursday 3rd November, 2022.

Venue: Kempinski Hotel Gold Coast City  
Accra.

8am to 5pm





In partnership with





## INTRODUCTION

The Entrepreneurs Solutions Summit celebrates the hopes and ambitions of entrepreneurs that strive in the challenging market to win. The summit organized annually by African Bagg Recruitment, brings together like-minded entrepreneurs and influential leaders to share ideas, inspiration, insights and gain actionable strategies and innovative solutions to grow businesses.

The summit, chaired by **Hon. Hackman Owusu-Agyemang** (*Agric. Economist & Politician. The board chair of CocoBod, 2017 - 2021*) has been supported by past speakers **Chris Kirubi** (*a Kenyan businessman, entrepreneur, industrialist and philanthropist*), **Dr. Myma Belo-Osagie** (*a founding partner of Udo Udoma & Belo-Osagie, Nigeria*), **Hon. Ken Ofori-Atta** (*a Ghanaian economist, an investment banker and co-founder of Databank. He currently serves as the Minister of Finance*) **Dr. Paa Kwesi Nduom** (*a business consultant and politician. He is the Chairman and founder of Groupe Nduom, Ghana*) **Ian Lee** (*Businessman, Singapore*) **Alex Adjei Bram** (*Co-founder, HUBTEL*) amongst others.

As the world is changing with companies having to contend with rapid change and uncertainty, business resilience is extremely important to any business because without it, few businesses are likely to be able to recover from unexpected disruptions or adapt fast enough to sudden changes as this pandemic has caused.

The 3<sup>rd</sup> Annual Entrepreneurs Solutions Summit in partnership with the Ghana Investment Promotion Centre (GIPC) will focus on how small to medium-sized enterprises (SMEs) can survive an economic downturn. SMEs are the pivot of our economic growth and therefore this full day event brings together entrepreneurs, international and local companies to share best practices and solutions to strengthen businesses in Ghana and beyond.

## ABOUT THE ORGANIZER

African Bagg Recruitment is a subsidiary of African Bagg Limited, renowned for being the local partners for international companies setting up in Ghana. African Bagg Limited specializes in offering market entry support and consultancy services to companies interested in investing in Ghana and the Sub region.

African Bagg Recruitment is one of the leading Human Resource firms in Ghana. We offer Recruitment, Training, Assessments, Accounting, Payroll and other business-related services to companies in Ghana. We have worked with the likes of Tullow Oil, Mitsui & CO, IE Singapore, Ghana National Petroleum Corporation (GNPC), Nokia, Social Security National Insurance Trust (SSNIT), Viasat 1, HFC Bank, Electricity Company of Ghana (ECG) amongst others.



## PROGRAM FORMAT

The one day program has been broken down into two sessions:

### Morning Session

- Presentation from Keynote Speakers.

### Afternoon Session.

- Presentations by international and local companies looking to explore new business opportunities.
- Networking.

## TOPICS WILL FOCUS ON

1. How companies build resilience.
2. Reshape strategy for business continuity.
3. Identify new business opportunities/Innovation.
4. Develop and implement recovery plan from crisis.
5. Budget preparation.

## SPEAKERS



**Wamkele Mene**, Secretary General of the African Continental Free Trade Area (South Africa)

Wamkele Mene is the Secretary General of the African Continental Free Trade Area (AfCFTA) Secretariat. In February 2020, he was elected as the first Secretary General of the African Continental Free Trade Area Secretariat.

He previously served as the Head of Mission to the World Trade Organisation for South Africa. Wamkele later chaired the Committee on International Trade in Financial Services at the World Trade Organisation. He was the Chief Director for Africa Economic Relations in South Africa's Department of Trade and Industry and South Africa's lead negotiator in the African Continental Free Trade Agreement.



## SPEAKERS



**Kosi Yankey-Ayeh,**  
CEO, Ghana Enterprises Agency.

Kosi Antwiwaa Yankey-Ayeh is the first female Chief Executive Officer to head the Ghana Enterprises Agency (GEA) - formerly National Board for Small Scale Industries (NBSSI) - an Agency under the Ministry of Trade and Industry (MoTI) in mandated to strengthen and grow Micro, Small and Medium Enterprises (MSMEs) in Ghana. Kosi spent majority of her career focusing on access to finance and agribusiness in Africa. She has worked with the Engineers Without Borders Canada (EWB)'s where she set up Mobile Buisness Clinic and helped develop a training program for agribusinesses in Africa. She was also the Founder and CEO of Nuba Foods and Commodities, an organisation which helped to bridge the gap between local farmers and industries in the West African sub-region by sourcing agricultural raw materials from smallholder farmers and supplying them to the industries. She also ensured that their activities focused on creating positive environmental and societal impact towards a sustainable development world.

In the past seven years, she has raised over US\$300 million dollars in funds. Some earmarked to develop entrepreneurial and acceleration programs to support entrepreneurs, the youth and MSMEs in Ghana. Her efforts have also resulted in an increase in GEA's budget and funding streams by over 1000%.

Mrs. Yankey-Ayeh graduated from Harvard University, USA, with a Master's in Public Administration and Public Policy from the John F. Kennedy School of Government. At Harvard she received the 2016 excellence award for academic distinction and distinguished contribution to the Edward S. Mason Program and the School. Kosi's experiences range from working as a Banker at Deutsche Bank, Citigroup, Merrill Lynch and UBS.

Her leadership at NBSSI has helped to shape enterprise development in Ghana giving NBSSI a firm footing in MSME development and promotion. Her rich experience in microfinance and finance has helped to scale up activities of the Board (especially those in the rural areas with better access to business development services; appropriate technology and skills; and financial services) and directed needed resources.

She has a certificate from Wageningen Universtiy, Netherlands where she studied Market Access for Sustainable Development and a 2 year programme at MIT in Cambridge focusing on Entrepreneurship and Business Acceleration.

Currently, Mrs Yankey-Ayeh is a Member of the Ministry of Finance Advisory Committee, Accra Digital Centre, and a few others.



SPEAKERS



**Lieven Danneels,**  
CEO, Televic Group  
Belgium.

Lieven Danneels, is the Chief Executive Officer of Televic Group. Televic develops and makes communication systems for a number of niche markets, such as nurse-call systems, conference and simultaneous interpretation systems, passenger information systems for the Rail market and software solutions for the education market.

He is also Honorary President of Chamber of Commerce West-Flanders; Member of the board of VOKA Flanders; Chairman of VARIO, the flemisch advisory council on innovation and entrepreneurship. Chair of advisory council of the institute of entrepreneurship of the Vlerick business school in Belgium; Member of the board of IMEC vzw; Member of the scientific advisory board of IMEC vzw; Member of the board of University Leuven (KUL); Honorary President of the KULAK (university leuven, campus Kortrijk), and since 2020 elected President of VIVES university college, Kortrijk. Lieven Danneels is a Civil Engineer (KU Leuven) and obtained postgraduates in Financial Management (Vlekho) and Business Administration (KU Leuven).



**Manuel Mota,**  
CEO, Mota-Engil  
Portugal.

Manuel Mota is a Board Member of Mota-Engil Group since February 2016 when he was appointed CEO for Africa, he has subsequently also been appointed as CEO for ME Europe in March 2019. He was previously a member of the board of Mota-Engil Europe Engineering & Construction. In his previous role, he acted also as Chief Executive Officer for Mota-Engil Central Europe, which includes responsibility for Poland, Czech Republic, and other Central European Countries. Manuel

Mota started his career in 2009 within the Grope in Angola as an Engineer and progressed steadily to become Member of the Board of Mota-Engil Angola, until he was appointed as Chief Executive Officer for Mota-Engil Central Europe in May 2013. He graduated with Masters in Civil Engineering from University College of London. He has subsequently been appointed as CEO of Mota-Engil Europe which he accumulates with his position as Mota-Engil Africa.



SPEAKERS



**Abena Amoah,**  
Deputy Managing Director  
Ghana Stock Exchange.

**Abena Amoah** is one of Ghana's leading female investment bankers and financial advisors. On July 15, 2020 she was appointed as the Deputy Managing Director of the Ghana Stock Exchange. In this position Ms. Amoah is responsible for the operational activities of the Exchange as well as assisting the Managing Director in defining and implementing the Exchange's corporate strategies and plans.

Prior to this appointment, Abena was the Chief Executive Officer for Baobab Advisors, a financial advisory services firm she founded. Amoah has served on the boards of Wapic Insurance Limited (Ghana), Access Bank Limited (Ghana) and The African Women's Development. She received a Newmont Gold Ghana Highest Award for Excellence at the National Youth Excellence Awards in 2006. And was listed as one of WomanRising's 100 Most Outstanding Women Entrepreneurs in Ghana in 2016.



**Somachi Chris-Asoluka,**  
Director Partnership and Communications,  
Tony Elumelu Foundation, Nigeria.

Somachi Chris-Asoluka, Director, Partnerships and Communications for the Tony Elumelu Foundation. In this role, she conducts the data gathering, analysis, and methodology review for all research publications of the Foundation and oversees the Foundation's advocacy initiatives – case studies, workshops, roundtables, symposiums, etc. She also manages all external engagements and relationships for the Foundation and its Founder, Mr Tony Elumelu CON.

Somachi graduated Summa Cum Laude from Saint Mary's College of California and received the "Adam Smith" award given to the best performing student in Economics. She also has a Master's Degree in International and Development Economics from Yale University. Prior to joining the Foundation, Somachi worked with the Corporate Governance and Finance division of Phillips Consulting Limited and she served as a research assistant at the Lagos Business School in 2013 and has interned as a columnist with Business Day newspaper. She is a member of the Financial Women's Association, San Francisco, the Omicron Delta Epsilon (National Economics Honor Society, USA) and a fellow of the Moremi Initiative for Women's Leadership in Africa – a programme that annually identifies and engages the top 25 most promising young women leaders on the continent.





## WHY BE A SPONSOR?

It is an occasion to be part of a prestigious group of highly respected and successful entrepreneurs in the country.

- Media mentions during all pre and after promotions.
- Brand awareness and recognition on all publicity materials.
- On ground presence and visibility during the event.

## VISIBILITY TO SPONSOR

This platform gives you the opportunity to market your products and promotional packages to participants.

Sponsorship packages are detailed below.



### PLATINUM PARTNER

TITLE	BENEFITS	COMMENTS
	Designation as #PlatinumPartner.	In all communications including during the event.
<b>PLATINUM PARTNER</b>	Branding.	Event Venue + 5minute presentation about brand to attendees.
	3 adverts during event break.	For Brand alignment and exposure
	Full page colour advert in event brochure + Half page write-up on Organisation in event brochure and digital platforms.	
	Top Level Brand and Media Exposure.	Pre, During and Post Event media interviews.
<b>GHS 80,000</b>	Online and Digital Brand Exposure. - Web and Social media.	Pre, During and Post Event (2 months).
	Branding on all collaterals used during event - Flags, Backdrop, Panels.	
	2 months post event media exposure.	Feature Stories, News/Articles.
	Promotional Posts via official social media handles of Entrepreneurship Solutions Summit Handle and Media Partners.	Instagram, Facebook, Twitter, sponsored posts (3 Months).
	4 Tickets to the summit.	
	Database of Attendees.	
	Opportunity to provide promotional material and gifts in welcome packs	
	2 Invitations to the private dinner	



## GOLD PARTNER

TITLE	BENEFITS	COMMENTS
	Designation as #GoldPartner.	In all communications including during the event.
Gold Partner	Branding.	Event Venue.
	2 adverts during event break.	For Brand alignment and exposure
	Half page color advert in event brochure + Half page writeup on organisation in event brochure and digital platforms.	
	Top Level Brand and Media Exposure	Pre, During and Post Event media interviews
<b>GHS 50,000</b>	Online and Digital Brand Exposure- Web and Social media	Pre, During and Post Event (1 month).
	Branding on all collaterals used during event - Flags, Backdrop, Panels	
	1 month post event media exposure	Feature Stories, News/Articles
	Promotional Posts via official social media handles of Entrepreneurship Solutions Summit Handle and Media Partners.	Instagram, Facebook, Twitter, sponsored posts (1 month).
	3 Tickets to the summit.	
	1 Invitation private dinner	



**SILVER PARTNER**

TITLE	BENEFITS	COMMENTS
	Designation as #Silver Partner.	In all communications included during the event.
<b>SILVER PARTNER</b>	Branding.	Event Venue.
	2 adverts during event break.	For Brand alignment and exposure.
	Half page color advert in event brochure.	
	Top Level Brand and Media Exposure	Pre, During and Post Event media interviews
<b>GHS 30,000</b>	Online and Digital Brand Exposure Web and Social media	Pre, During and Post Event (1month)
	Branding on all collaterals used during event Flags, Backdrop, Panels	
	1 month post event media exposure	Feature Stories, News/Articles
	Promotional Posts via official social media handles of Entrepreneurship Solutions Summit and Media Partners	Instagram, Facebook, Twitter sponsored posts (2Months)

## IMAGES FROM 2016 SUMMIT

The 2<sup>nd</sup> Entrepreneurs Solutions Summit was sponsored by: Stanbic Bank, Groupe Ndoum, Star Assurance, Glico, IVET, B&FT, Topp Security, SMSgh, Unilever, AGI, JOYFM, Kenya Airways, Somotex, JMPL Car Rentals, Nestle, Ghanaye Premier and Wanjo foods. We are grateful to our sponsors for making this a success.



Participants 2016

Dr. Kirbui sharing ideas on wealth creation strategies and achieving sustainable growth.



Tony Oteng-Gyasi speaks on stepping ahead of competition.



Group photo from left, Sulley Abubakar, Dr. Belo-Osagie, Hon. Hackman Owusu-Agyemang, Dr. Kirubi, Yasmin Boama and Nana Akua Birmeh.

## IMAGES FROM 2015 SUMMIT

Speakers:

**Dr. Paa Kwesi Nduom**  
Founder and Chairman  
of Groupe Nduom

**Nana Hemma Asaa Safoa**  
Inventor of  
Kente-oke Fabric

**Alex Adjei Bram**  
CO-Founder SMS GH

**Kofi Agyei**  
Partner Bullion Financial  
Service



**Mr. Ken Ofori-Atta**  
Co-Founder and former  
Chairman of the Databank  
Group

**Mr. Prince Kofi Amoabeng** CEO UT Bank  
and President UT Group

**Hon. Hackman Owusu-Agyemang**  
Agricultural Economist  
and Politician

**Albert Osei**  
CEO Koko King



More images on the summit can be viewed via [www.entrepreneurssolutionssummit.org/gallery](http://www.entrepreneurssolutionssummit.org/gallery)



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