

Adjoba Kyiamah, the Executive Director of the UK-Ghana Chamber of Commerce (UKGCC) and Chairperson at the launch event of the Institute of Financial & Economic Journalists' (IFEJ) 7<sup>th</sup> Flamingo Awards, has pledged the Chamber's continued commitment to IFEJ by making a pitch to "our member companies to host IFEJ to tours of their facilities' as part of the Institute's capacity building programmes".

Speaking at the 2021 awards launch, themed, 'The Impact of the COVID-19 Pandemic on Business Resilience and Recovery in the Ghanaian Economy', Ms. Kyiamah said the topic was very relevant as businesses focus on building back better and stronger, and especially to the Chamber, which regularly assesses the business environment and employs targeted advocacy to help create a more enabling environment for businesses to thrive.

She applauded the leadership of IFEJ for their efforts to celebrate business and financial journalists, thus improving reportage, generating more interest in business, and ensuring a better-informed public.

'IFEJ must be applauded for diversifying and enriching the media landscape whilst at the same time making those issues accessible and understandable to the general public', she added.

### **About the IFEJ Awards**

The IFEJ-Flamingo Awards was launched in 2014 to raise awareness on the need for a reliable, objective, analytical, and comprehensive reporting on Ghanaian businesses and economic environment.

There are 9 categories in addition to sector-specific categories that include Best Finance Feature/ News story, Best Business/Manufacturing Feature/News story, Best Information and Communication Technology (ICT) Feature/News Story, Best Extractives Feature/ News story, Best Agribusiness Feature/News story, Best Tourism Feature/News story, Best Development Feature/News story, Best in Local Economy feature/News, Best Business of Health Feature.

Ms. Kyiamah congratulated the top-performers in advance and extended her appreciation to stakeholders who support the IFEJ Flamingo Awards.