

# INVESTING IN GHANA'S ICT INDUSTRY



**GHANA  
INVESTMENT  
PROMOTION  
CENTRE**

*your prosperity partner*

[gipcghana.com](http://gipcghana.com)



*Ghana's Information and Communication Technology Sector  
has progressed over the last decade.*

# Contents

<b>Akwaaba - Welcome to Ghana</b>	<b>1</b>
A space and a place to live and prosper	
A rich cultural history	
We invite you to Ghana as an investor	
<b>ICT Sector</b>	<b>2</b>
1.0 Overview	
1.1 Introduction	
1.2 Government ICT Policy and Regulatory Environment	
2.0 The Market (Composition and Trends)	
2.1 Operators and Service Providers	
2.2 Telecommunications	
2.3 Internet and Broadband	
2.4 IT Enabled Services / BPO	
2.5 E-Business	
3.0 Infrastructure	
4.0 Sectoral Developments	
5.0 Investment Opportunities / Prospects	
<b>More About Ghana</b>	<b>12</b>
Attractive investment opportunities - Your Prosperity Partner	
Information at your fingertips	
Good reasons for choosing Ghana	
A stable political environment	
Economic stability	
Access to the ECOWAS market	
Good infrastructure	
Favorable working conditions	
Strategic global positioning	
Available finance and funding	
Business-to-business services structure	
Access to land	
Good quality of life and safety	
<b>The 101 of investing in Ghana - A process without stress</b>	<b>13</b>
Step 1. Contact Us	
Step 2. Do the right thing and decide to invest in Ghana	
Step 3. Red tape	
Step 4. Secure your space and place in Ghana	
Step 5. Create your own prosperity in Ghana	
<b>Contact Us</b>	<b>15</b>

# Akwaaba!

## **A space and place to live and prosper.**

Visitors and investors who arrive on the shores of tropical Ghana, situated in a strategic position on the west coast of the Gulf of Guinea, are used to being greeted with "Akwaaba" - You are welcome!

This hospitable nation has a proud record of not only being one of the most important nations in the African continent for its independence in 1957, but is also credited with showing the way toward peace and the stability of democracy.

Apart from the largest artificial lake, Lake Volta, the country is also the proud home of the only tropical rain forest walkway in Africa, the Kakum canopy walkway.

The appreciation of the role of Ghana in the African continent can probably best be described by the fact that Ghana is the first and only African country to have welcomed the monarch of the United Kingdom, Queen Elizabeth, and three American presidents on state visits.

On March 23, 1998 over half a million people gathered in Independence Square to see former President Bill Clinton and in February 2008 the former President George W. Bush visited Ghana.

## *A rich cultural history*

In July 2009, the President of the United States, Barack Obama visited Ghana on his first visit to sub-Saharan Africa to highlight Ghana as a beacon of democracy and progress on the continent.

More than 25 million inhabitants of Ghana with a rich cultural history live in ten regions, which extend from the warm and relatively dry south-east coast to the hot and humid south-west and hot and dry north.

The lively and bustling metropolis of Accra is home to Kotoka International Airport while Tema Port facilitates oil import and export operations, part of a flourishing international trade.

Kumasi, the second largest city in Ghana, is located in the vicinity of Lake Bosomtwi, a natural lake, in a rain forest region and is also called the "Garden City". It is the hub of exports of gold, hard wood and cocoa and is home to Guinness Ghana.

To the south-west of the twin city of Sekondi-Takoradi is full of seams with the development as a result of the discovery and marketing of substantial oil deposits.

Ghana has a well developed infrastructure as regards electricity, water, roads, airports and ports. Readily available and accessible services such as water and electricity add to a favorable climate for investment. In a developing country it is clear that much more needs to be done and the development of the infrastructure is one of the priorities of the national development strategy.

A global driver directing investments such as corruption perception and the perception of the ease of doing business is and will continue to be a high priority. As a developing country, we realise that much more needs to be done and infrastructure is high on the agenda of the national development strategy.

We invite you to Ghana as an investor.

There is a long list of small, local and global, large and medium-sized businesses that have decided to invest in Ghana and are still here and and who are excited that they took that bold step.

**We invite you to join them.**



## 1.0 Overview of Ghana's ICT Sector

### 1.0 Introduction

The ICT Industry comprises telecommunications operators, internet service providers, VSAT data operators, software manufacturers, broadcast institutions, ICT education providers, internet cafés, etc. Generally, the Ministry of Communications and the National Communications Authority (NCA) oversee activities in the sector.

Presently in place is the ICT for Accelerated Development (ICT4AD) Policy which is a long-term strategy for developing the ICT Sector and expanding its role in the Ghanaian economy. The ICT4AD vision for Ghana is "To improve the quality of life of the people of Ghana by significantly enriching their social, economic and cultural well-being through the rapid development and modernization of the economy and society using information and communication technologies as the main engine for accelerated and sustainable economic and social development"

## 2.0 The Market (Composition and Trends)

### 2.1 Operators and Service Providers

These include FM stations, TV operators, Internet Service providers, Telecom operators and so on. The table below presents a quick summary of the Operators and Service Providers in the sector (in terms of the numbers authorized and those in actual operation).

Fig 1.0 Summary of Operators and Service Providers

	CATEGORY	NO. AUTHORIZED	NO. OPERATING
1	National fixed network operators	2	2
2	National Mobile cellular operators	6	6
3	Direct to Home (DTH) Satellite Services	14	14
4	Internet Service Data Providers	169	24
5	VSAT Data Operators	132	73
6	FM Stations		
	• Public	30	30
	• Community	68	53
	• Campus	17	8
	• Commercial	292	229
7	TV Operators:		
	• Free on air TV Operators	21	15
	• Pay per view TV Operators	7	3



## 2.2 Telecommunications

Ghana currently has 6 registered mobile operators, all of which functional. These are MTN, Vodafone Mobile, Tigo, Expresso, Glo Mobile Ghana and Airtel Mobile. Additionally, Vodafone and Airtel are the only two fixed-line operators.

The market continues to grow aggressively in all segments, since the enabling environment provided by government continues to promote competition. Increased competition, a key driver of growth in the industry, is witnessed in terms of:

- Rising sale of SIM cards and airtime
- Better and increased coverage
- Improved quality of service on most networks
- Introduction of cheap phones increasing the ability of more people to own phones
- More aggressive marketing promotions etc.

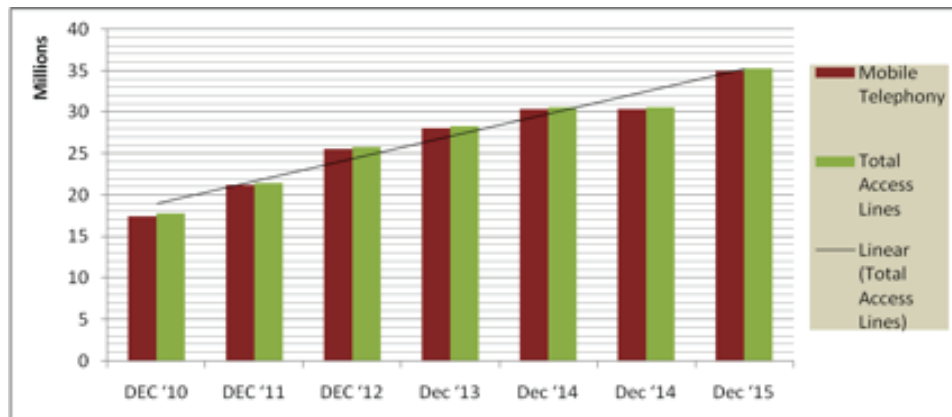
The table below presents details of telephone subscriptions for the period December 2009 to December 2015.

Fig 2.0 Telephone Service Subscriptions (Dec 2008 - Dec 2014)

Subscribers	Dec '10	Dec '11	Dec '12	Dec '13	Dec '14	Dec '15
Mobile Telephony	17,436,949	21,165,843	25,550,170	28,026,482	30,360,771	35,008,387
Fixed Telephony	277,897	284,721	284,981	270,422	260,407	275,600
Total Access Lines	17,714,846	21,450,564	25,835,151	28,296,904	30,621,178	35,283,987

In Dec 2008, total access lines were 11,713,699 comprising mobile subscriptions of 11,570,455 and a relatively low fixed telephony of 143,244. As at December 2010, total access lines in operation rose to 17,714,846. The rise in subscriptions ascended continuously with total access lines reaching 28,296,904 and 30,621,178 in December 2013 and December 2014 respectively. As at December 2015, total subscriptions stood at 35,283,987

Fig 2.1 Telephone Service Subscription- trend (Dec 2010 - Dec 2015)



### Telephony Penetration

The penetration rate increased consistently from 52.4% in December 2008 to 114.35% ending 2011. Mobile phone penetration increased steadily to reach a 113.37% mark in December 2014. By December 2015, penetration reached an all-time 127.63%. Fixed telephone penetration, on the other hand, has been relatively marginal over the years.

Details are presented below:

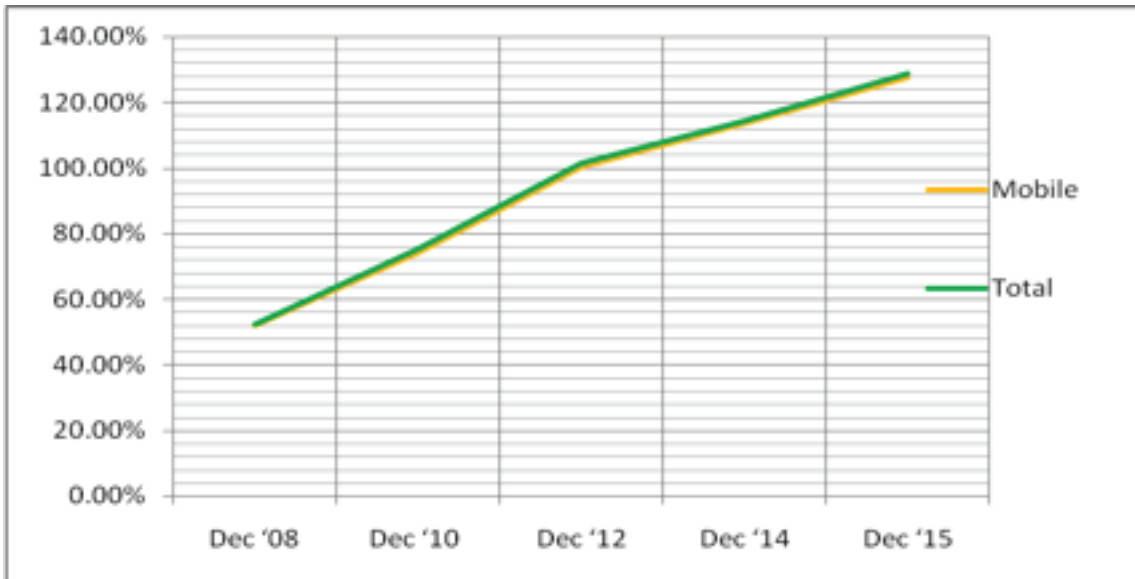
Fig 3.0 Rate of Penetration

PENETRATION	Dec '08	Dec '10	Dec '12	Dec '14	Dec '15
Mobile	51.8%	74.2%	100.4%	113.37%	127.63%
Fixed	0.6%	1.2%	1.1%	0.97%	1.0%
Total	52.4%	75.4%	101.5%	114.35%	128.63%

Source: NCA

It can be observed that the rate of penetration has increased consistently over the years. This is illustrated below:

Fig 3.1 Telephony Penetration (Trend)

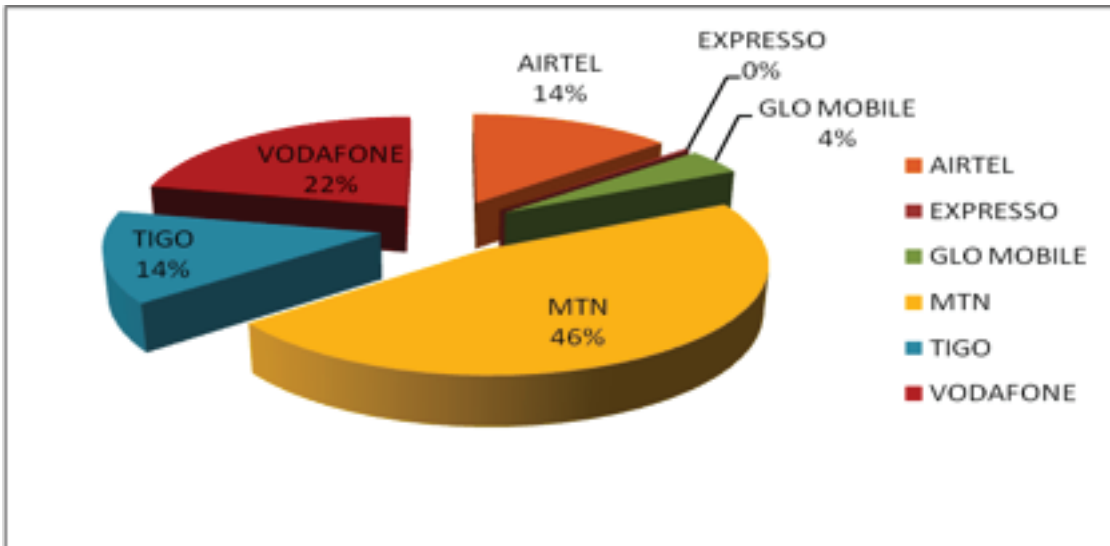


Mobile penetration has increased over ten-fold over the period Dec 2008 to Dec 2015. With 5 mobile operators, penetration was 51.8% (in December 2008), represented by 11,570,455 subscribers. By December 2012, the rate surged to 100.4%. As at December 2015, the National Communications Authority (NCA) indicated that mobile penetration was 127.63%.

**Market Shares (Telecom Voice Subscription)**

As at December 2015, MTN was the leading mobile phone company with 16,254,984.00 subscribers, representing 46% of the market. With 7,612,059 subscribers, Vodafone Mobile followed with 22% market share. Next was Millicom (Tigo), holding 14% market share with 4,850,034 subscribers. Airtel took the fourth position with a subscriber base of 4,796,645, representing approximately 14% of the market. Glo Mobile controls 4% of the market with a subscriber base of 1,369,402. 0.36% of the Market is controlled by Expresso, having 125,263 subscribers.

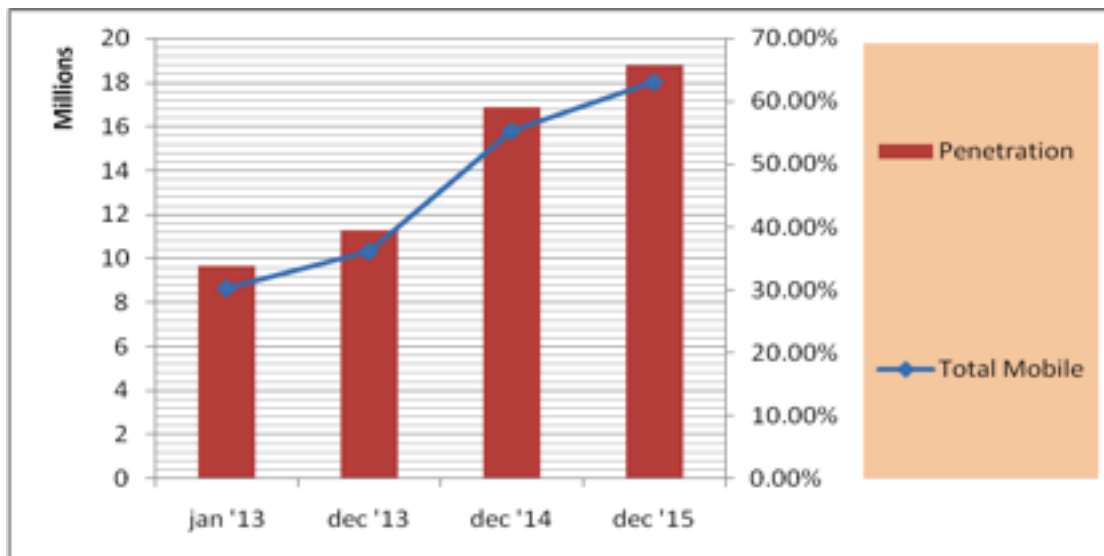
Fig 4.0 Market Share (Mobile Voice)



**Telecom Data Subscription**

Month	Jan-13	Dec-13	Dec-14	Dec-15
Total Mobile	8,646,532	10,323,941	15,805,925	18,031,188
Penetration	33.80%	39.50%	59.02%	65.745%

Fig 4.3 Mobile Data Subscription trends



### 2.3 Internet and Broadband

As a critical source of information, the internet is viewed as a significant development enabler. Although Ghana's mobile market is quite saturated with over 120% penetration and keen competition between the 6 mobile service providers, there still exists room for progress when it comes to the provision of internet connections. Nevertheless, internet usage has improved tremendously over the years.

Together with the mobile cellular market, the internet market in Ghana presents an important potential for growth and development.

According to the Measuring the Information Society Report (2015), by the end of 2014, on average, less than 10 per cent of households in Africa had access to the Internet at home, compared to the global average of 40 per cent and the developing-country average of 28 per cent. Only four out of a total of 38 countries in Africa record more than 30 per cent of households with Internet access. They are: Seychelles (51 per cent), Mauritius (44.5 per cent), South Africa (39 per cent) and Ghana (32 per cent). Twenty countries have a penetration of less than 5 per cent, including eight countries in which less than 2 per cent of households have Internet access.

The improvement in internet penetration has also been partly facilitated by the coming of Wimax technology and mobile broadband networks.

### Fixed Broadband

Fig 6.0 Fixed broadband subscriptions

Year	2010	2011	2012	2013	2014	2015
No. of Subscriptions	50,082	62,646	65,332	68,795	70,170	75,092
Per 100 Inhabitants	0.21	0.25	0.3	0.3	0.3	0.3

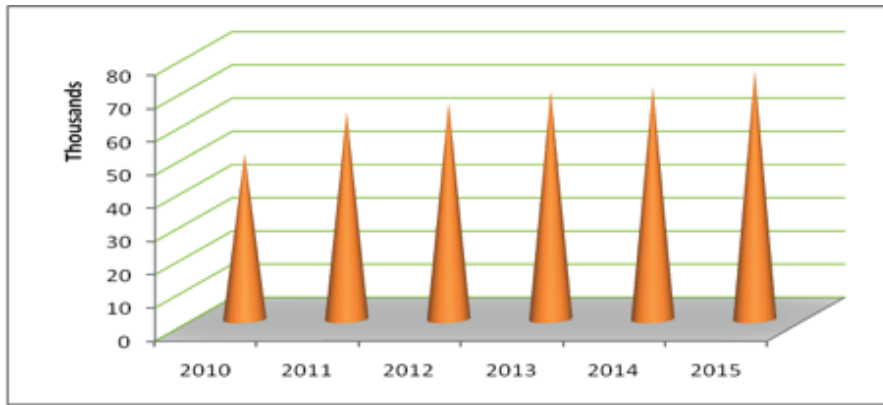
Source: ITU

In 2005, the number of broadband subscribers stood roughly at 1904, representing 0.01 per hundred inhabitants. By 2008, the number of fixed subscribers increased by 1106.93% to 22,980 subscriptions with roughly 0.10 per hundred inhabitants having fixed broadband services. The rise continued with 70,170 and 75,092 broadband subscriptions being recorded in 2014 and 2015 respectively. Broadband penetration has also increased from 0.07 per 100 inhabitants to and 0.3 lines per 100 inhabitants over those years.

It is significant to note that the internet subscriptions per 100 inhabitants are lower than the internet penetration per year since a majority of Ghanaians make use of internet cafés.



Fig 6.1 Fixed broadband subscriptions



#### Mobile broadband

According to the “Measuring Information Society Report” released in the last quarter of 2012, by the International Telecommunications Union, mobile broadband penetration rose from 33.9% in 2012 to 40.2% in 2013. According to the National Communications Authority, the figure stood at 65.74% with total Mobile Subscriptions rising from 15,805,925 to 18,031,188 by close of 2015. Ghana is presently the country with the highest mobile broadband penetration in Sub-Saharan Africa.

#### 2.4 It Enabled Services/BPO

Ghana is ranked the No. 1 destination in Sub-Saharan Africa (ahead of Mauritius and Kenya) and No. 29 globally out of 51 countries by the 2016 A.T. Kearney Global Services Location Index™. The country was earlier ranked the No. 1 destination in Sub-Saharan Africa (ahead of Mauritius and Senegal) and No. 15 globally out of 50 countries by the 2009 A.T. Kearney Global Services Location Index (GSLI).

Government remains interested in making Ghana a competitive destination for Business Process Outsourcing having identified it as a focus area for development with much emphasis being placed on it as an economic driver. This galvanized the establishment of the IT Enable Services (ITES) Secretariat, an implementing arm of the Ministry of Communication, to promote and develop the sub-sector to become a very large source of income and employment generation.

The preference for Ghana in connection with this industry is supported by its large pool of skilled and trainable English speaking labour, GMT time zone location, competitive labour costs etc. Currently, the IT-Enabled Services sector provides approximately 3,000 jobs and Ghana’s potential to become a significant player in this industry is recognized as enormous.

#### 2.5 E-business

Aside computers, there is increasing use of mobile phones to access internet services. Therefore, the use of services (e-commerce, advertising and marketing) provided through the internet is on the rise.

Following the introduction of up-to-the-minute networks in Ghana, people can surf the net anywhere at any time and mobile phone users can have easy and fast data exchange on the internet. More financial institutions and other businesses are undertaking internet banking and venturing into the use of electronic money transactions.

The Ghana Interbank Payment and Settlement Systems (GhIPSS), established by the Bank of Ghana to reform the country’s payment system, has set up an e-commerce window which is scheduled to soon become operational. This infrastructure will make it possible for private sector businesses in Ghana to sell and receive payment online within and outside the country.

#### 3.0 Infrastructure

The infrastructural base of the ICT sector includes licensed gateway operators, undersea cable links, private licensed VSAT systems, Fixed Centres, dedicated Transition networks, Public Distribution Networks, Wireless Mobile Operators, Public telephones Systems, Tele-internet Service Providers, the Ghana Interbank Payment and Settlement Systems (GhIPSS) e-commerce platform, Internet Backbone Connectivity throughout the country and Public Access Point and Broadcasting Systems.

As an initiative to support emerging technologies, the Ministry of Communication is also facilitating the establishment of Science and Technology Parks. The construction of an ICT park in Accra started mid 2012. Funds have also been secured to commence the construction of a second ICT park in Cape Coast.

Over the years, broadband connectivity has improved significantly and this is partly due to the arrival of undersea cable links. Their arrivals have subsequently improved internet speed and made prices more competitive. Presently, there exist five of them, namely, SAT-3, the West African Cable System (WACS), Main One Cable, Glo-1 and the African Coast to Europe (ACE) submarine cable.

SAT-3 is the first undersea cable to be brought into Ghana. It arrived in 2001 and presently has capacity of 340GB per second. The Main One undersea cable followed almost 10 years later (arrived in 2010) and has 5.12TB per second capacity. In 2011, Glo-1 arrived and has 2.5TB per second capacity. The WACS came on board in 2012 with capacity of 5.12TB per second. Early 2013, the ACE also came on board with 5.2TB.

## 4.0 Sectorial Developments

### 1. National Fibre Communications Backbone Infrastructure

To complement the efforts of the private sector in the extension of affordable and efficient connectivity solutions, the National Fibre Communications Backbone Infrastructure Network aimed at providing open access broadband connectivity is being developed.

Following the successful completion of the southern loop, the 2nd phase of the National Communication Backbone from Tamale to the northern parts of the country and neighbouring countries is being pursued.

Thus far, 800 kilometres optic fibre infrastructure which runs through 126 communities along the eastern corridor from Ho to Bawku with a link from Yendi to Tamale have successfully been deployed.

### 2. Promotion of Competitive Telecom Market

To promote the deployment of affordable wireless broadband access, the National Communications Authority (NCA) has commenced the development of modalities for allocation of Worldwide Interoperability for Microwave Access (WIMAX) service deployment to benefit all the major telecom sector players.

### 3. Ghana Investment Fund for Telecommunications (GIFTEL)

GIFTEL has been set up to facilitate the extension of communications services to underserved and un-served areas through the provision of common facilities. It has thus far completed a total of 39 Common Telecom Facilities and this has enabled telecommunications providers to extend their services to over 273 communities. For instance, GIFTEL has undertaken the common telecom tower service facility at Nandom (in the Upper West Region) which is now offering transmission coverage to over 10 towns including Lambushie, Boe, Burutu, Piiri, Basabli, Yipele, Naapal, Pofiem, Napaali, and Gengenkpe.

### 4. Business Process Outsourcing (BPO)

The Ministry of Communications in collaboration with the Ghana Telecommunications University College has trained several Call Centre and Data Entry Trainers.

Government has formally adopted and identified priority skills development areas within the BPO/ITES industry. Further, the BPO/ITES training curriculum has also been streamlined with the skill requirement of the industry.

Modalities have also been finalized for the Business School of the Kwame Nkrumah University of Technology (KNUST) in collaboration with the Ghana Multimedia Incubator Centre (GMIC) to deliver business development training to clients under the ICT Business Incubation Programme.

### 5. Increased Availability of Broadband/Reduction in the Price of Bandwidth

The Government has the focus of developing e-Government Points of Presence through the development of broadband connectivity to link all district capitals to the national high speed broadband.

Over the past two years, owing to massive investments made by major industry players, the Ministry of Communications has commissioned major submarine fibre optic cables to increase bandwidth capacity.

Ghana has, cumulatively, approximately 7,160 Gigabytes (i.e. 7.16 Terabytes) of bandwidth capacity available. The country is thus well positioned as the potential ICT-enabled Services hub in the sub-region.

### 6. Mobile Number Portability (MNP)

Mobile Number Portability (MNP), a facility that permits a mobile phone subscriber to migrate from one telecommunication service provider to another whilst retaining the original mobile number, was launched by the National Communications Authority (NCA) on July 1, 2011. This makes Ghana the first country in West Africa to introduce the facility.

The introduction of MNP is intended to enhance competition, improve quality of service and offer mobile customers freedom of choice.

### 7. Last Mile Effect

To ensure the continuous development of infrastructure, Government has particular interest in the "last mile effect", which encourages the extension of fibre optic networks by the last mile to enable all districts and communities get connected.

## 6.0 Investment Opportunities/Prospects

There are considerable investment opportunities in the ICT sector. The sector requires service providers in connecting international voice calls to the local public network. Internet Service Providers are also required to offer internet access to the public especially the rural areas at less cost and broadcasting operators to establish Radio and Television broadcasting in the country.

There is also a lack of ICT Facilities and Infrastructure on a broad scale across the nation. Investments are needed in the Provision of Software for the

country, extension of the broadband network to reach the whole country and to provide computer access to rural students.

Technological and other support related services such as the supply of quality telecommunications equipment, ICT Equipment and Office and Network Equipment. There are also opportunities in the following areas:

- Education in the area of software development, networking, VSAT, telecommunication and IT Engineering
- Production of Business Solution (software and networking services)
- Business Processing Outsourcing
- Supply of High-Tech Telecommunication Equipments
- Back Office Operations ( especially for the Financial Institutions)
- Provision of Broadband Facilities and Services
- Internet Service Provision Service
- Transaction Processing
- Manufacturing, assembling and supply of computers and accessories
- VSAT services
- E-commerce and Legal Database Services
- Logistics Management Services and Medical Transcription Services

### 7.0 Investment Incentives

Incentives to the sector may apply under the following provisions:

- Listed companies enjoy corporate tax of 25% and newly listed companies enjoy 25% corporate tax for the first three years
- Location Incentives (tax rebate) for manufacturing industries located in the regional capitals

The Ghana Investment Promotion Centre Act, 1994, also provides for automatic incentives and benefits. Please consult our website, [www.gipcghana.com](http://www.gipcghana.com) for further information.

### 8.0 Investment Guarantees

Ghana is a safe investment destination. Guarantees against expropriation of private investments provided under law are buttressed by the Ghanaian Constitution. Some investment guarantees are detailed below:

- i. Free transferability of capital, profits and dividends
- ii. Insurance against non-commercial risks – Ghana is a signatory to the World Bank's Multilateral Investment Guarantee Agency (MIGA) Convention
- iii. Double Taxation Agreements (DTAs) – to rationalize tax obligations of investors in order to prevent double taxation. DTAs have been signed and ratified with several countries.

### 9.0 Potential Sources Of Funding

Viable companies and projects can easily attract financing both on the local and international financial markets. The main sources of funding are:-

- 28 Banks
- 43 non-bank financial institutions
- 135 rural banks
- The Ghana Stock Exchange – note that in the last four years, many issues of shares on the GSE have been oversubscribed by 100% - 300%, meaning that there is a lot of money for investment purposes
- Ghana Venture Capital Fund
- International development finance institutions based in Ghana, such as the International Finance Corporation (IFC) and the African Development Bank (AfDB)

A number of foreign financial institutions also provide off-shore financing directly to companies in Ghana.

### 10.0 Ghana's Competitive Advantage

Reputable surveys rate Ghana as one of the most attractive locations for doing business in Africa. However, in view of the Government's policy to make Ghana the Gateway to West Africa, serious efforts are still being made to make the business environment friendlier thereby reducing occupancy costs for commercial and industrial properties and the general cost of doing business in Ghana.

The Ministry of Communications (MOC) is facilitating the vision of government to develop policies and programmes to transform Ghana into a country with sufficient, efficient, cost effective and accessible communications infrastructure to propel appropriate technological applications and innovations to enhance socio-economic development.

## 11.0 Ghana's Unique Attraction

Ghana offers many attractions to the foreign investor:

1. A stable political environment: Ghana has enjoyed a stable political climate with smooth transition of government over the years.
2. A sound macroeconomic policy: Government's macroeconomic policy is designed to accelerate the process of growth and transformation of the economy under competitive conditions. Monetary policy has been consistent and fiscal discipline is apparent from lower budget deficits. Inflation continues its downward course and access to foreign exchange is improving.
3. 100% foreign ownership permitted on-going privatization of programme.
4. A large Economic Community of West African States (ECOWAS) market (250 million people).
5. Good and ever improving physical infrastructure: Ghana has developed seaports, airports and roads network. Telecommunication facilities are available as are basic utilities like water and electricity.
6. Availability of skilled and trainable labour.
7. Competitive labour cost: Ghana also offers a large workforce of both skilled and unskilled labour at affordable and competitive rates. The current minimum wage rate is GH¢7.00.
8. Quota-Free access to USA & European Union markets.
9. Proximity to European Union (6 hrs flight time) and USA markets (9 hrs direct flight time).
10. Fast developing financial infrastructure: With over 30 banks, insurance, and brokerage firms, and a stock exchange that allows companies to raise long term capital at low cost, Ghana's finance sector is one of the most developed in Africa
11. High degree of personal safety.
12. Warm and friendly people: Ghana is internationally recognized for her hospitality and warm affection for her investors.
13. All investors interested in Ghana's ICT Sector are assured of a safe and secure investment environment which has the backing of a very encouraging legal and regulatory regime to protect their investments.



## MORE ABOUT GHANA

---

### *Attractive investment opportunities*

#### Your Prosperity Partner

The Ghana Investment Promotion Center (GIPC) has been serving the needs of investors for many decades.

The faster new investors can open their doors in Ghana, the faster their employees and the communities in which they operate can thrive. That in brief is the mission of the GIPC.

GIPC is a 24/7 service partner to existing and new investors providing responses and research to help them to comply with regulatory requirements and to deal with red tape.

---

#### Information at your fingertips

In response to investors' feedback we have recently revised and reorganized the GIPC home page on the net - [www.gipcghana.com](http://www.gipcghana.com).

You will not only find valuable information on investment opportunities in a wide range of areas including oil and gas, infrastructure, agriculture and agri-food, hospitality and tourism, ICT (information and communication technologies), services, construction, minerals and many others.

In addition, you will find success stories from current investors and, of course, all the information on how to do business in Ghana including information relating to the tax system and investment incentives.

### *Good reasons for choosing Ghana*

---

**The GIPC has no illusions of what investors' main criteria when selecting investments are, that is to say an investment climate where it is possible to perform a profitable activity. This is why the GIPC's business philosophy and values are built around a prosperity partner for investors.**

**Some other good reasons to choose Ghana as the space and place to invest in are...**

#### **A STABLE POLITICAL ENVIRONMENT**

Since 1992 Ghana has led the democratic revolution in Africa after completing six free and fair elections and also two perfect hand-overs of power without problems.

#### **ECONOMIC STABILITY**

Despite the high prices of crude oil and weak global economic situation, Ghana's macroeconomic policies have guaranteed a relatively stable economic environment.

#### **ACCESS TO ECOWAS MARKET**

Ghana is perfectly positioned to provide access to more than 300 million people residing in the Economic Community of West Africa (ECOWAS).

#### **GOOD INFRASTRUCTURE**

Well-developed sea ports, airports and road networks combined with excellent telecommunications systems and readily available and accessible services such as water and electricity make it easy for you to tick off yet another in the list of investment criteria.

#### **FAVORABLE WORKING CONDITIONS**

A large pool of highly qualified people and non-qualified persons who are highly trainable combined with reasonable labor costs, ensure that it is quick and easy to find staff.

#### **STRATEGIC GLOBAL POSITIONING**

Ghana's strategic positioning in the world ensures quick and easy access to markets in Europe and South Africa (6-hour flight), the United States (9-hour flight), South America (7-hour flight) and the Middle East (flight time 8 hours).

#### **AVAILABLE FINANCE AND FUNDING**

In terms of the financial services sector, Ghana is a mature market with a large number of local and international banks, insurance companies and venture capital companies, as well as the Ghana Stock Exchange (GSE) ensuring easy access to operating conditions and equity financing.

#### **BUSINESS-TO-BUSINESS SERVICES STRUCTURE**

A well-developed business-to-business services industry adds to a regular and continuous experience in Ghana.

#### **ACCESS TO LAND**

Ghana has a wide expanse of land that can be reached and acquired with little difficulty through agencies and owners.

#### **GOOD QUALITY OF LIFE AND SAFETY**

Live in Ghana among one of the most hospitable peoples of the continent combined with high standards of health and safety, ensuring the quality of life you deserve. And best of all, all year round the temperature is between 23 and 32 degrees Centigrade which makes Ghana never too cold and never too hot.

# The 101 of Investing in Ghana

## A process without stress

Investing in a foreign company can be a frustrating and stressful experience for investors. At GIPC we decided that our customers should relax while we stress.

Just follow this "101 of investing in Ghana" guidelines

### Step 1 Contact Us

Visit <http://gipcghana.com> or call us on +233 302 66 5125 and ask to speak with an Account Executive.

From that moment onwards, it will always be easy to get answers to questions that you might have.

### Step 2 Do the right thing and decide to invest in Ghana

Once you have decided to be part of a long list of global and local, large and small, very successful and very happy investors, you will have an Account Executive to go the next mile, and a further mile with you.

### Step 3 Red Tape

Your Account Executive will help you to get through the bureaucracy as quickly as possible.

### Step 4 Secure your space and place in Ghana

It is possible or necessary to protect your space and place in Ghana, offices and land (to set up your own office, plant, and warehouses) or a farm. Your Account Executive will be on hand to assist and connect you to our vast network of suppliers and facilitators.

### Step 5 Create your own prosperity in Ghana

Many small and medium-sized enterprises, large global and local enterprises have taken the courageous decision to invest in Ghana and have never looked back from that day. Doing business anywhere is not easy and not for the faint-hearted. Be assured that you really want to get more of what Ghana has to offer.

Join us as a partner, and create prosperity for your business, employees and for Ghana





*Other profiles available include:*

INVESTING IN GHANA'S FOOD PROCESSING SECTOR • INVESTING IN GHANA'S FORESTRY SECTOR

INVESTING IN GHANA'S TEXTILES & GARMENTS INDUSTRY • INVESTING IN GHANA'S PROPERTY DEVELOPMENT SECTOR

INVESTING IN GHANA'S MINERALS PROCESSING SECTOR • INVESTING IN GHANA'S FISHING INDUSTRY

INVESTING IN GHANA'S CASH CROPS • INVESTING IN GHANA'S AGRICULTURAL & AGRO-PROCESSING SECTOR

INVESTING IN GHANA'S TOURISM SECTOR • INVESTING IN GHANA'S HEALTH SECTOR

INVESTING IN GHANA'S EDUCATION SECTOR • INVESTING IN GHANA'S HORTICULTURE INDUSTRY

INVESTING IN GHANA'S ENERGY SECTOR • INVESTING IN GHANA'S PETROLEUM SERVICES SECTOR





## Contact Us

For further information please contact:

The Chief Executive Officer  
Ghana Investment Promotion Centre

Public Services Commission Building  
P.O. Box M193  
Ministries, Accra

Tel: +233 0302 665125 to 9  
Fax: +233 0302 506205 / 506207  
Email: [info@gipcghana.com](mailto:info@gipcghana.com)  
Website: <http://www.gipcghana.com>

## *These successful companies have invested in Ghana:*

Anadarko • AngloGold Ashanti • Archer Daniels Midland • Baker Hughes • Barclays Bank  
Barry Callebaut • British American Tobacco • Cargill • CFAO • Coca-Cola Bottling Co • Dizengoff • Ecobank •  
Ericsson Radio Systems General Electric • Globacom • Gold Fields • Guinness • Hess • Holiday Inn • IBM • Interplast •  
Kosmos Energy • Kraft Food • Movenpick • MTN • Nestle • Newmont Mining • Olam • PricewaterhouseCoopers  
Procredit Savings and Loans Company • Provident Life Assurance Company • PZ Cussons Ghana Industries  
Sandvik Tamrock • Scancom • SG-SSB • Shell • Stanbic Bank • Standard Chartered Bank • Total Petroleum  
Toyota • Tullow • Unilever • Vanco • Vodafone • Wienco • Woolworths • Xerox