

10TH
EDITION

my story

m a g a z i n e

A portrait of H.E. Anne-Sophie Avé, a woman with dark hair, smiling, wearing a blue blazer and large hoop earrings. Her hands are clasped in front of her.

THE VERSATILE H.E Anne-Sophie Avé

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GHANA CHANGING THE NARRATIVE

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CHANGING THE NARRATIVE

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PUBLISHER'S STORY

Four years ago we launched this great platform to share the stories of entrepreneurs.

One of our goals was to create opportunities for readers to go beyond the confines of the page and engage their ideas through the inspiration and motivation that will inextricably be embedded in the content.

Four years after, we have gone through different phases as a magazine platform engaging entrepreneurs across the continent thus achieving our main objective of creating a welcoming opportunity for our readers.

This transition inspired us to change our model through rebranding to bring more enlightenment to our readers but maintaining our mandate and goals to inspire and build the ideal Africa we all hope to see.

This special edition features the French ambassador to Ghana, a versatile and dynamic diplomat changing the narrative of diplomacy in Ghana.

We delved more into Entrepreneurship, Digitisation, Tourism, Security and possible opportunities that entrepreneurs can tap into to broaden their horizons.

We also profiled 15 young entrepreneurs doing great works varying from digital evolution, commerce, law, social enterprise etc

These Individuals can be characterised by their consistency, enthusiasm, focus and zeal over the years on their business projects.

I officially welcome you all to the



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KJM Foundation is an international Non-Profit Charitable Organization registered in Ghana under the Registrar's General's Department as a Non-Governmental Organization dated 19th June 2018 and networking registered office in the United Kingdom.

Our philosophy is to empower the youth and millennial subset of the population to take active charge in reforming our economy and productive needs with innovative model approaches and policies such as providing sustainable clean drinking water, school supplies to less privileged

communities and youth leadership empowerment support programs.

KJM Foundation aims at building an architectural framework that accelerates innovation approach and policy consideration towards building upon the synergies that reside between poverty, economic development, starvation, environmental, natural resource, education and human health.

Part of their major projects is providing good drinking water to over 50 communities in various regions of the Republic of Ghana.





JOSEPH AWUAH DARKO

FOUNDER OF THE NOLDOR ARTIST RESIDENCY

Joseph Awuah-Darko is the founder and director of the Noldor Artist Residency, an annual 4-week program inviting an emerging African artist with limited access to resources to expand on his/her practice in a dedicated studio space and retreat in Accra, Ghana.

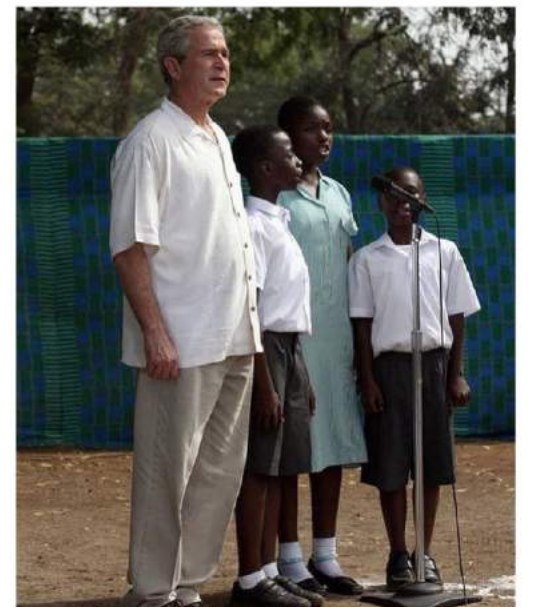
An African contemporary art connoisseur, collector and dealer, he has continuously looked to his Ghanaian upbringing and extensive travels to cultivate the ties between an established European art scene and Africa's emerging cultural industries. With experience at African modern and contemporary art gallery Sulger-Buel in London, Awuah-Darko has actively nurtured his understanding of global art market dynamics, thereby seeking to apply and adapt them to his African roots.

Joseph Awuah-Darko comes from the Awuah-Darko dynasty – a family that remains the custodian of a 44-year-old (2nd Gen) insurance conglomerate known as Vanguard Assurance. It stands as one of Sub-Saharan Africa's oldest insurance companies found in Ghana. It is also the only CIMG Hall of Fame Insurer in the country.

Joseph stands as a Forbes 30 Under 30 Alumni and studied a liberal arts BSc in Business Administration at Ashesi University. A passionate contemporary art collector and dealer, Joseph is an astute member of London's Arts Club on Dover Street and underwent work experience under the Sulger-Buel Gallery for nearly 1 year in London. Mr Awuah-Darko has been involved in contemporary art ecology for nearly 4 years with a breadth of experience and has studied at the Sotheby's Institute of Art.

He further serves on the Youth Board of the Kuenyehia Trust for Contemporary Art in Ghana. With over 3 years of informal sector experience at Africa's largest e-waste dumpsite, he became the youngest person in history

recognised by the West African Business Excellence Awards (WABEA) for his efforts in social entrepreneurship. He remains a member of the Royal Commonwealth Association and is a staunch equestrian who enjoys polo as a part of the South African Polo Association (SAPA) and the Accra Polo Club.





AMB, KWAME A.A, OPOKU

FUTURIST KWAME

One of Africa's Most Sought After Business and Digital Transformation Coaches with over 10+ Years Experience across 15+ Countries in 3 Continents.

Kwame A. A Opoku is an Award-Winning Futurist, Global Business Keynote Speaker, 2x Tedx Speaker, Brand Architect, Serial Entrepreneur and Social Media/Digital Marketer.

He was awarded the 2017 Africa Youth of the Year at the African Youth Awards and named among the Top 100 Global Leaders of Tomorrow by the St. Gallen Symposium and 100 Most Influential Young Africans. On December 1st, 2018 He was announced Ecowas Youth Ambassador. He was recently named one of the Top 100 Speakers From Ghana, making him one of the youngest to ever make the list.

CEO, RESET GLOBAL PEOPLE

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Richard is a young Ghanaian Businessman, an entrepreneur and an Angel investor.

Richard demonstrates continuous leadership excellence in business, technical skills in financial management and project execution. He is known for his creativity and unique business models.

Richard is the founder and CEO of Quick Angels Limited, an angel investor company and Quick Credit & Investment Microcredit Limited, a micro-credit company licensed by the Bank of Ghana as Non- Deposit taking Financial Institution. Currently, it has 25 Branches in some Regions in Ghana.

Richard is an experienced entrepreneur with over a decade of experience. His business Quick Credit currently employs over 400 Ghanaians and directly gives loans to over 30, 000 Ghanaians without collateral or guarantor.

Richard's tenacity in championing creativity in new business developments and passion for entrepreneurship propelled him to build another business empire "Quick Angels Limited".

Quick Angels Limited is an Angel investor company that seeks to support potential and existing entrepreneurs as well as businesses that want to expand with equity financing.

The initiative by Mr Richard Nii Armah Quaye is to inspire entrepreneurship and business excellence in Ghana.

Richard Nii- Armah Quaye is an experienced ACCA Accountant.



ANTHONY DZAMEFE

CAVEMAN



A Ghanaian watch brand established on 12th December 2018 by Founder and CEO Mr. Anthony Mensah Dzamefe. After 5 years of establishing himself as Ghana's finest corporate watch retailer and repairer with his first enterprise known as TimepieceGh. He accumulated massive experience and in-depth knowledge of watchmaking and the global horology industry in that time and decided to take the bold step of challenging the status quo and creating a watch brand that will be the first of its kind in Ghana and Africa.

Caveman has solidified its spot as Ghana's first watchmaking brand and as a domineering player in this new African industry of Horology created by Mr. Anthony Dzamefe.

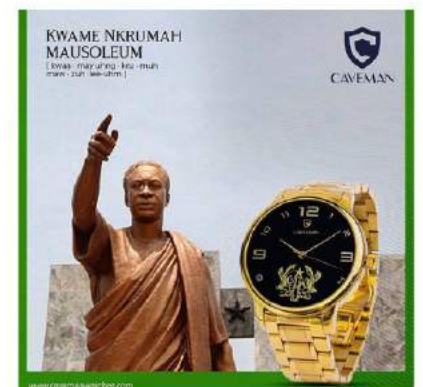
The name CAVEMAN was chosen to portray the symbiotic relationship between the vintage methods possessed in the crafts of the archaeological CAVEMAN and that of the modern craftsman.

In less than a year of establishment, we quickly gained the attention of the NEW YORK TIMES

Our feature on this platform further exposed Caveman to the International watch market and our supporters have increased drastically afterwards. We also have a firm presence in the Nigerian market due to our ambassadorial deal with Don Jazzy who happens to be one of Nigeria's biggest brand influencers.

From there we have gone on to win many prestigious awards amongst which includes PRODUCT of the year (GMA-2021) as well as BRAND OF THE YEAR (EMYAFRICA-2021).

Source : www.cavemanwatches.com
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Daniel Sarpong is a highly sought after global sales coach & marketing coach with rich experience in the field of sales, marketing, digital strategy, client relationship management, project management and managing operations.

He has trained hundreds of thousands of business owners, entrepreneurs, youth and business executives from over 20 countries across the globe which has led to amazing and glaring results in sales revenues from his trainees.

Daniel has trained in/ made contributions in the business strategy of some top multinational organizations include UNFPA, KPMG, Total Energies(Startupper), Lenovo, KLM & LG

He believes life is about selling, and in his book; “12 Sales Secrets The Global 500 Companies Don’t Want You To Know”, he poured out the TOP secrets of the world’s top 500 companies into a simple and practical language to help anyone without any experience in business understand sales and MASTER IT!

Daniel started a struggling career in sales and instead of giving up(like many have), he made it his life purpose to learn and master the art of sales so he could provide an easy and practical guide to help struggling salespeople, entrepreneurs and anyone with no sales experience master this skill of sales.

His passion also stems from the need to train and empower the rising African population in entrepreneurship and most importantly in sales, which would, in turn, reduce the likely highest level of unemployment in Africa by the year 2050, where according to the UN, Africa would account for 50% of the world’s population.

He fears if the youth aren’t empowered and trained, the

continent would suffer a massive hit of unemployment, however, if they are empowered and trained, Africa will be ushered into a new era of buoyancy economically.

He is currently the Head of Marketing & Ad Sales at Jiji Online Marketplace, Exe Director of Impact Global Network and an ambassador for Hub Africa(Morocco), where he holds an annual ‘Sales Masterclass’ for business leaders and startups.

Daniel is a staunch believer in God and always acknowledges that his unique wisdom in his field which sets him apart from all other coaches is a gift from God. Find out more information about him and his projects via www.danielsarpong.com





DR HANNAH-LISA A. TETTEH

AWARD-WINNING MEDICAL DOCTOR

Dr Hannah-Lisa A. Tetteh is an award-winning medical doctor, a health advocate and influencer/ambassador. She is also a Media Personality, formerly the in-house doctor for health-check on GhOne news, Healthzone on home affairs on Joyprime and health consultant on sports health on Sportsworld on yfm with continuous health advocacy on various platforms and currently the host of health and Vitality, a show which aims to give daily health tips to its viewers showing on joynews and joy prime Tv in Ghana.

With an MBA in Health Services Management, she currently works in private practice in Tema, Ghana and also the Team Lead/ Healthcare Executive of health AVAIL, an award-winning medical service she founded which has a mission to make healthcare available to all through the provision of medical services, health talks/ education and consultations to mostly corporate bodies as well as individuals with a focus on mostly the less privileged in society.

Dr Hannah-Lisa is a notable health influencer in her country Ghana, and works with brands to influence health positively. During the Covid-19 period, she committed herself to not just attend to Covid-19 patients in the consulting room/ hospital but also to addressing the misinformation relating to Covid 19 with the aim of educating people and updating them on covid19 through her role as a health advocate and influencer whilst honoring invitations to many media Houses to educate patients on Covid19 and it's related issues especially as there was so much fear and misinformation surrounding COVID-19.

. Noting the existence of mis- information regarding Covid19, she decided to embark on an educational journey through radio, TV, social media and personal visits to educate people about the virus and to clear the myths they had about it, whilst reassuring them to allay their fears. The educational project made a lot of impact because it helped people believe the right things and focus on the right information thereby helping in the fight against the virus. The media gave a wider coverage and assess to people who called in to the shows from all parts of the country with their concerns. The educational sessions, whether through the media, digital or social media, virtual meetings or in person training sessions were very beneficial as they helped deal with misinformation and provided answers to questions they had about the virus. The people were generally apprecia- tive of the lessons learnt. Hanna also led



the practical sessions for people to know the right way to practice the safety precautions as she visited almost all the major media houses in the city..

Dispite the innitiative reaching many people in Ghana, the desire was to go beyond the shores of the country so Hanna used her role as a health ambassador/ influencer through her social media handles, together with those of her medical service, health Avail, in which she had many people from different countries, joining in to the interactions to have their concerns addressed through live sessions.

Hannah-Lisa had many campaigns with organizations to help spread the message of COVID-19, some of which were media houses such as Tv3 Ghana, MultiMedia etc in Ghana to have collaborative educational campaigns to be shown on air to educate the public whilst honouring various invitations to radio and tv stations to talk about the pandemic. Her interviews extended beyond the shores of her country Ghana, where she was invited to speak on COVID-19 on air in countries like Nigeria (Lagos talks), South Africa (focus on Africa) etc. to share ideas on the situation and management in Ghana and other countries as well. This was very beneficial because it helped us compare and learn from each other.

Owing to her efforts in fighting the pandemic, personally and through health Avail, she received many award nominations, such as entrepreneur of the year in the Africa youth Awards, twice in the Ghana Outstanding Woman in Health, online media personality and rising star- Media personality of the year for the National Communications Awards 2021, TV Developmental Show host of the year for the health show, health and vitality amongst many others. . She has received many recognitions for her work especially related to education during the COVID -19 and if a multiple award winner of awards some of which are the GMAwards

for the best in Digital Advocacy and Education for 2020, Patients Choice Award for the Global leaders in Health and Tech Awards 2021, Radio and TV personality awards for the best development show host of the year, Women's Choice Awards for Health Personality of the year 2021 and continues to receive recognitions as well as magazine features to tell her story and educate and one of which she was captured as one of the 20change makers selected to cover the face of mystery magazine.. As a medical media personality Hannah-Lisa is a common face to see on the TV screens and Radio when it comes to health education and providing health information. She has also been featured on radio shows outside her country such as in Nigeria, South Africa etc to speak to Covid19 in and around the African continent and the world..

She has written articles and features in magazines about the Covid-19 virus whilst giving tips on preventive measures. She, visited schools, corporate bodies and institutions to educate them on the virus, one of such was the osu children's home,, where through health Avail, she visited to educate the children and their teachers on the safety precautions, teaching them specifically the right hand washing techniques whilst making a donation of Veroni- ca buckets, soap, toiletries, educational materials that would help them practice the safety precautions effectively..

Though the desire was to make health available to so many people, there were Financial constraints that prevented her and health avail from covering as many areas as possible, to educate those who have no access to social media, radio and television, such as those in the rural areas. Also language barrier was a challenge so, Hannah -Lisa through health Avail recruited temporary health workers who helped in addressing concerns in the different local dialect and educated people in their preferred languages, whilst extending the educational sessions to include churches and many other religious bodies as well to clear especially the myths they held. .

Dr Hannah-Lisa is an inspirational to fellow african youth not to wait for a major opportunity or absence to extend a helping hand to one who needs it or to create a change. Starting with what you have, where u are, in your own small way, is the way to go. Everyone is encouraged to do their part by practicing the safety precautions and encouraging others to do same. Only share information from verified sources like the WHO and ensure that you became an advocate for positive health in your community till we defeat the Virus. Avoid stigmatization because it is the virus that is the enemy, not your neighbor. Stay safe and keep hope alive.

AWARDS. Digital advocacy in Health and Education – GHANA MAKEUP AWARDS 2021.

Youth Excellence Awards – Excellence in Health and Wellness – 2021

Patients Choice Award and Excellence in Health and Media, Global leaders in Health and Technology Awards 2021

Women's Choice Awards Africa – Health Personality of the Year 2021.

Radio and Tv Personality Awards-Development Show Host of the year, 2021 for my show Health ad Vitality.

Recently named one of the COVID19 AfricanHeroes by the Africa Youth Awards.

AUTHOR- COVID19 African Heroes

Many nominations as well-Radio and Tv personality Awards for TV development Show Host of the year 2020, Female Media Personality of the year, Online Media Personality of the year, Rising Star Media Personality-NCA 2021.

Ghana Outstanding Women Awards 2020/2019 amongst many others.

Works as a health influencer and brand Ambassador for some major brands to help promote their health related services



WODE MAYA

THE MOST FOLLOWED YOUTUBER IN GHANA WITH OVER 1 MILLION SUBSCRIBERS

Berthold Winkler, known professionally as Wode Maya, is a famous YouTube personality, vlogger, and aeronautical engineer. Wode gained fame when he began making videos about life in China. His visual contents went viral across the world, earning a high viewership on the YouTube channel.

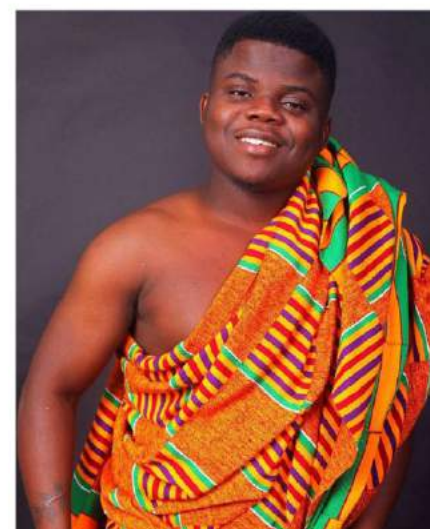
He currently has close to a million subscriptions on YouTube and is arguably the most subscribed vlogger in Ghana.

Wode has been to many African countries telling the stories of African entrepreneurs. He's such an inspiration to the Diaspora since most of them are inspired to come back home to establish businesses here in Africa.

Wode believes Africa is the biggest thing happening now in terms of commerce etc.

Wode Maya profile summary Full name: Berthold Winkler
Best known as Wode Maya Place of birth: Ahekofo, Ghana
Education: Shenyang Aerospace University Nationality: Ghanaian Profession: Vlogger and Aeronautical Engineer
YouTube channel: Wode Maya Years active: 2013-present

Source: <https://yen.com.gh/174175-wode-maya-biography-family-girlfriend-education-chinese-facts.html>





DERRICK S. VORMAWOR

THE FOUNDER AND CEO OF PLATINUM AFRICA SOLUTIONS LIMITED

The inspiration of a steady rising and the power of patience and time is seen in the story of Derrick S. Vormawor, the Founder and CEO of Platinum Africa Solutions Limited-a bespoke business consulting firm based in Ghana with clients across Africa and Europe. Derrick's uprising started in 2015 after losing a bank job which left him devastated and broken. With a borrowed laptop after being unfairly discarded, He started his consulting practice from where he was with nothing but the willingness to start a journey of learning and giving- by initially helping clients with making investment decisions and gradually moving to advise clients on business strategy.

Currently based in Germany, Derrick now consults for African businesses in Europe as well as diasporan entrepreneurs who want to build strong businesses in Africa.

His experience as a professional includes international marketing, social media management, strategy development, and currently works with one of the top five companies in Europe where he is also gathering a global business experience that comes in handy for his clients as well.

Previously, Derrick worked with the University of Koblenz-Landau in Germany on a project funded by the Ministry of Economic Affairs and Climate Action of Germany, and another funded by the DAAD-Germany; majorly on bridging the gap between German and African businesses.

He holds a Diploma in Business Studies from Excellent Business College, a BSc. Banking and Finance Degree from The University of Professional Studies started an MSc. General Management at PHF Göttingen, and presently furthering in an MSc. Web and Data Science at the University of Koblenz-Landau in Germany.



In March 2018, He was named in The Future of Ghana 30 under 30 publication as one of the pioneers driving an incredible change in Ghana: recognition from the UK. In 2019 he was listed as one of the top 100 speakers in Ghana due to his active and unique speaking abilities at various events which left the audience inspired, informed, and renewed.

Derrick has also authored two books- "Testing the Paint" and "Shoot 'Em Down", which highlight brilliant perspectives and practical steps in building a solid business from scratch.

Overall, Derrick is the creator of The Business Startup Clinic & Challenge, which was sponsored by Access Bank Ghana in 2021, a podcaster with an international audience and a consultant with successful clients to his credit.



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Cover Story
Her Excellency
Anne-Sophie Ave



AMBASSADORIAL JOURNEY

MSM: Hello, and welcome to my story Magazine. We are privileged and elated to have with us, Her Excellency Anne-Sophie Avé, I call her, versatile. We are privileged and elated to have you here. You're welcome.

HE: Thank you

MSM: please Can you share with us a bit of your journey and your ambassadorial journey?

HE: I arrived here in September 2018. And the mandate as an ambassador is of course for every ambassador; to tighten the links between the two countries, have a clear understanding of each other, work together and diplomatically what was very interesting is that from 2020 Ghana became chair of ECOWAS. And as you know, west Africa has a lot of interest in the way that we are very much involved in many countries, including Ghana and pretty much in the Sahel.

So we had a lot to share and since January 2022, Ghana is now a non-committed member for two years of the UN security council where France is also a member as well. So that gives us a lot to share, to support each other and support together

with the resolutions that are being proposed. So that's the diplomatic framework. Then when you arrive as an ambassador somewhere, you will receive a letter of mission telling us what areas you're asked to focus on.

Most of it being the economic diplomacy, so helping the economy through SMEs and, helping propose French companies to invest here, to create jobs and thrive here in the best interest of the Ghanaian people, the Ghanaian economy, helping the Ghanaian small and medium enterprises. And of course, all the areas of the corporation that we have, in terms of projects, supporting the teaching of French, supporting, for instance, the associations and projects that are relevant for the Ghanaian economy or civil society.

DISCUSSIONS ON DIPLOMACY

MSM: That's great and very impressive. How has the reception and the support been from Ghana, as you mentioned, as a cooperation between two countries? Diplomacies usually are cooperation between two countries. How has Ghana been supportive or how have you been received in a way that you think has furthered your work or in a way maybe you feel could be better?





HE: As soon as you arrived in Ghana, the best thing that you realize is that the people are incredibly hospitable, incredibly nice, which helps a lot getting an intimate comprehension, intimate knowledge of the country, connecting with the people. And that has been made very very easy because the people are welcoming. So all they ask for is just for you to connect with them, they are happy to share their experiences, to take you to places and share their culture and traditions. So that helps very all.

MSM: Very great. Please, you mentioned something about SMEs, how you are helping people from France to be able to set up properly here in Ghana. In this era of digitization, Is there any projects that the embassy is focusing on concerning startups or SMEs in Ghana and then in France as well? Is there any project concerning SMEs?

DISCUSSIONS ON SMEs

HE: There are two different things. We are helping the French companies to settle here by presenting, explaining the regulations and the business climate. So that's one thing. On the other hand, we are helping Ghanaian SMEs to develop through grants sometimes for startups, also through Loans with a better rate to help these companies to develop.

And digitalization is another thing that we are also doing, we are investing in initialization with several projects to help companies to go digital to be able to sell their products through digital platforms. we are also working on a project that would be like a virtual business centre where Companies could find every information they need from the regulations, tax-paying and how to start a business, how to make a provisional budget. How to do strategic marketing communication, how to improve the governance and how to have a formalized file so

that you can go and meet bankers or investors and how you can pitch your company, your project, and of course, advice on how to best grow your business.

So this is something that we are doing through a digital platform we are currently working on.

MSM: That's great. I read that you are the first female since the establishment of the France embassy here in Ghana. How has it been for you? Has it been different?

HE: I've always been in jobs where it's male-dominated. Even with my appointment, it was a man's job. In many postings that I've had, I was the first female, so I got used to it and it's not a real big deal. these kinds of jobs indeed come with great responsibilities. You just do the job and you do it with your personality. So it has never been an issue in my career because I've never used or made it an issue of being a woman. I've never claimed anything on the ground that I was a woman and I've never had anything that could have been refused or denied me as a woman. So I never really behaved as a female-feminine behaviour, certainly, it's a list of responsibilities that you have to carry. There's no reason why an ambassador representing a country like France would be more man or woman. So I don't think it has anything to do with gender.

MSM: I've also read that you've done quite different things. You've hosted a TV show, you've worked in the ministry of defence for your country before. Please, how has it been? How do you manage to work in all these separate fields? How do you manage to bring all these things together?

HE: I think that walking forward means bending forward. It's being an unbalanced forward, and if you want to be focused and to be





motivated to do something, you have to be a bit balanced. You have to be a bit secure and get out of your comfort zone. I think it's been a privilege to be able to change areas of working, to be able to work in the ministry of transport, defence, and now ministries of foreign affairs and beforehand I was in the private sector working in a company SME. And I have been up to a point, elected member of a local government. And I've also been doing things in the association. And I think that these different experiences just give you a wider, broader vision of your country, the people, of the kind of investment people, are ready to do. And you can never understand human perfection, but you realize through all these different areas of work or business that eventually human is human. And there are some common points and it's not that different actually, because what all these jobs have in common was a certain level of responsibility. It was untangling complex problems, and it had to do with dealing with humans and with management.

So actually the core business was different but at the end of the day, you're still using your brains. You're still using your energy. You're still using your capacity or tastes for human relations. So I think it's more of a blessing to be able to change areas and to discover a new area because that keeps you moving forward.

DISCUSSIONS ON ENTREPRENEURSHIP

MSM: What are your thoughts on the idea of entrepreneurship in Africa? What do you think about entrepreneurship in Africa? What do you think Africa is doing differently when it comes to entrepreneurship?

Or what did you think that Africa needs to develop when it comes to the subject of entrepreneurship or even particularly Ghana?

HE: I think what they need to develop is their self-confidence. They have incredible creativity, dynamism, enthusiasm and yet they are facing hurdles. Access to capital is one, structuring governance is another one because it's a different job being creative, inventing, making a product or a service, and then running a company that is something quite formal. After all, you have to be able to present and pitch your business to bankers and these bankers or investment partners; they will need some very formal presentation so that they can see where the entrepreneurs want to go and know how to jump on board.

They will see that they have a strategy for marketing. And I think that they have the first ingredients; enthusiasm, dynamism, creativity, genius sometimes, then what is needed is to help them grow from a brilliant idea and test and experience this brilliant idea that is working on a small scale to grow up to a bigger scale.

And that is formalization. That is good governance and access to capital. I think that's my opinion, but I think that you have in Ghana, such a dynamism, so many people who are creative and want to do to run their business, start small. Sometimes they say, oh, I cannot start a business until I have capital. And I need capital to start a business. Yeah, indeed you may need a bit, but you see, when you look at the businesses that are now international, for instance, in France, I'm thinking of

one company that you can now find a shop at every corner of every street, everywhere it's called Nicolas. The guy started by buying one bottle of wine and selling it back. And with the little profit, he bought another bottle and then sold it and then made a smaller profit. And then he was able to buy two bottles and sell them and with the little profit to buy three bottles and sell. And he started very small. And now he's selling millions of bottles everywhere in France and internationally. So yes, you may need a little money to start buying the first bottle, but thinking too big from the very beginning, it's very ridiculous. And I see many, many entrepreneurs who have a good idea and come and say, I need a million to get started. It cannot work like that, you should start very small to test the market, your product, your services, and if you can show that it works on a small scale, then you will find partners who will say, okay, let's expand.

DISCUSSIONS ON COVID

MSM: Her Excellency is giving us some very brilliant nuggets. And I believe that people have to take notes. Please when it comes to the issue of the pandemics in this era, how has the embassy manoeuvred its way? How has it remained relevant when it comes to the era of the pandemic?

HE: When the pandemic started, we unanimously in the embassy thought now we are going to do our job. Now we are going to be dealing with a crisis and now we will be more than necessary. Now is the time to be there. And

everyone stayed. We were the last man standing, our embassy never closed. We stayed, we supported our French community. Those who wanted to fly back to France, but most of them felt and rightly so that it was safe to stay in Ghana because Ghana was handling the pandemic in a very responsible way.

But of course, we were asked for information. People were a bit lost. They wanted to know if they could fly back if that was possible. If it was serious, what the situation was in France; if hospitals were available here, if the PCR tests were available.

So we were there to support the French community and broadly, the European community because most embassies had closed or people had gone back home. Every country had a different policy, and in my team everyone thought it was only fair to stay. We were doing our job, but we had lots of projects of cooperation with Ghana that was only suspended. So because we had the budget, we changed the orientation.

We directed those budgets to support Ghana, to bring some PCR tests and ARN extractors to enable the PCR test to be more efficient. Then we had some researchers at Noguchi who were participating in the research and testing. So we supported the movement of Ghana towards dealing with the pandemic.

And we then worked closely with the presidency, the French presidency to express the need for vaccines. And the French president has been advocating for sharing for giving a fair share of the vaccines, as soon as they were



available to Africa. And the very first batch of the COVAX facility was initiated by France and Europe. The first batch arrived in Ghana. So altogether we also bilaterally, gave some vaccines to Ghana. We were communicating daily with the health ministry, with the ministry of foreign affairs. And, um, I think in these times it was highly important that we were all in the same boat. We were all in that world global pandemic. And it was important that we felt that Ghana was doing the right thing and it was reassuring for our community.

And we were there to support them whenever they needed something. We mean France, but also development partners.

So, yes, I think in these times we had to stay close and I'm very proud of my team because they have been fantastic. They didn't take a holiday. They were there 24/7, the local staff were home, we were checking upon them. Um, we were working in shifts, but everyone was on duty all the time, picking up the phone whenever it was necessary.

I want to say a big shout out to my team because they've been fantastic. And just that also connects with your first question, the staff of the Residence: I have a cook, I have butlers. I have people who are taking care of the Residence when there was a lockdown. Uh, I asked them, would you like to go back home?

And I can handle myself for the duration of the lockdown. Don't worry. I will cook for myself or order delivery, or, you know, try and survive with whatever is in the fridge. Or would you like to stay knowing that you will not be able to go back home for three weeks? And they all said Madam we're staying. And that was very moving because they had families and they agreed. They said, no, we are here for you. We're going to stay with you. So I thought that was heartwarming. And I'm very, very grateful for that.

DISCUSSION ON FAMILY

MSM: On the subject of family, how do you combine your career profession with family?

HE: Actually like any man would.I raised my children by text messages. We made appointments when they needed me for their homework or for an essay or an exam to prepare, they would make an appointment and I would be available for that dedicated time when I was with them. I was organized and I handled them very easily.

I was very lucky as well because they were very responsible. I never had, you know, the nasty phone call from the headmaster telling you your child has been misbehaving. I never had that.





They were, you know, smoothly working at school, doing well. They could handle themselves at a very early age and I hired babysitters and I tried to be with them as much as I could.

And when I was with them, it was quality time and we communicated a lot. I always ask them before I was going for a new posting, “what do you think I won't be home, I will be coming late. I will be working maybe sometimes the weekends” and they agreed, knowing that also was the condition for having a mother who would be coming back at home with a big smile because I was happy to do what I was doing. And of course, it was probably paying a bit more than if I had had a less demanding job and they were happy that we could have holidays and we could live in decent conditions. So it was a win-win situation. I always sort of discussed, in like, a family consult. And they were very supportive all the time. They were very, very supportive. So I was very lucky in that respect.

DISCUSSION ON THE SUBJECT OF TOURISM

MSM: On the subject of tourism; how has France and Ghana patronised tourism?

HE: Well, you know tourism is for us in France, a huge part of our GDP. We welcome almost 100 million people. More of the global population in France is our visitors. And it is something that we have polished over the years. we have very wealthy heritage castles, churches, sites, history sites, but also museums. So we're trying to offer an experience to anyone who comes to visit France and everyone who comes, can find a different experience.

You've got the beaches. If you want to live at the beach, if you want to have an intellectual visit like visiting museums, like educative holidays, if you want holidays on the farm, if you want holidays in the mountain, if you want a holiday visiting historical sites, you've got all that. And we have made sure that we had the right hospitality offer with hotels where people more or less speak English and can also be advising you what to do around the hotel.

So we've tried to improve the way we welcome visitors and offer the best experience. We have made the most of the heritage we had, maintaining it so that people would find it interesting to go and visit.

When I arrived in Ghana, I've realized very quickly that you have an amazing heritage, the Forts, but not only the Forts, you have Ashanti buildings, you have natural sites. You have natural parks where you reserve for animals.

You have mosques that are 600 years old. You have areas thus archaeological sites that enabled us through cooperation with Ghanaian archaeologists to find out that Ghana was a trade centre as early as the middle age, where people would congregate from all over Africa to do trade. So we said, we've got to do something in this area.

So we are working on getting a budget for projects and calling for applications for projects in that area. We work with the Ghana museum board. We worked with tourist guides so that they can make it interesting when you go and visit a site, they can tell you the story behind the site. And we've been working at refurbishing Ashanti buildings, mosques in some places. So to make Ghanaians proud of their heritage and feel like sharing it and having tourists come and visit because you've got even more than just that to share: the kente making is





something quite amazing.

So we also do some cooperation with art schools in France who come and discover how the kente is woven. And so you've got many, many things to show; for example cocoa - how it is processed-

So you have a lot to share and to show for Ghana. One of the ways to better promote it is, of course, to broadcast it, display it attractively. But when you look at tourism, we do have French tourists coming to Cote d'Ivoire to Togo, to Benin. One way of attracting them to Ghana would be to have, like, we have a Schengen zone for a visa is when you've got one visa that is available for 26 countries.

If you had one ECOWAS visa that would enable tourists to cross the borders of ECOWAS countries and come take the opportunity, oh, they're in Cote D'ivoire well, why not cross the border and go and visit Ghana. One of the big issues is the inter visa system. So I think that one of the areas where we could facilitate and attract more French European tourists would be to do like the Schengen zone, having one visa that would be available for 10, 14, 15 ECOWAS countries.

DISCUSSIONS ON SECURITY

MSM: And so please, on the subject of security with regards to France and some other African countries, what's your take on?

H.E: Well, the situation in West Africa is a bit messy at the moment. so if we focus on Ghana, Ghana has as early as 2018 realized that prevention was better than cure. So from a very early stage, Ghana has looked at securing the borders and developing the north of the country because poverty is a fertile ground for terrorism. So we have been looking at supporting Ghana in this respect, uh, directing some funds to develop the north of Ghana when it comes to development and economy, but also supporting Ghana in terms of military, training capacity, building intelligence



sharing.

Of course, the threats are getting closer and we are looking at reinforcing that, another important fact is that we are not the only ones there's France, the UK, there's the US and other countries in different areas are also their development partners to support either to support the military, police, custom, security people or to seek to support the development of the poorest areas so that they do not become a fertile ground for terrorism.

And what's very important is that we are very coordinated. We talk to each other to not to do the same, not to step on each other's feet and to be as efficient as possible, to respond to Ghana's requests for support and put our support in the areas where Ghana asks us, we're not going to tell Ghana, you should do this or that they know exactly how they want to handle, but then they know what they miss, where they need to be strengthened. And they turned toward us and the development partners who are the best in each area will come and support in doing training or capacity building or intelligence sharing, or equipment or planning, education, whatever they will need we will try and join forces to support. And I think that's the best way to see things because prevention in that respect is always more efficient than cure.

It's just like a virus, the moment it's in your body and you're curing it, you never know how it can turn out.

Then in the sub-region, it started in 2013 when terrorist groups were able to have one big city falling into their hands. And then next was Bamako. The idea was to make a large area in Mali.

So Mali called us for help. They turned toward us because we have long term ties with Mali, many Malians live in France, many French leaving Mali and many are double nationals. So we have very strong bonds with Mali and we have a strong army. so they





turned to us immediately and said, can you come and help us try and tackle terrorism, stop the terrorist groups from getting to Gao. So we came within 48 hours, we managed to deploy soldiers and we came and we tried our best to support the Malian army. We were not doing instead of them, we were doing with them. We didn't come like the saviours. We came to support the Malian army because we didn't mean to stay. We meant to give them a hand. We meant to do the urgent work. We meant to train them so that they could handle it by themselves. We have come to realize that it was more complicated than it seems for many reasons. One of the reasons is that terrorist groups are not people with a uniform, like the enemy that you can see, this one is the bad guy that you should shoot. They are people just like you and me. They all look like a shepherd. They look like a child. They look like a teenager. And then suddenly when the Cape

is off or when they unwrap themselves and here they are, there's a full metal jacket. There are bombs. There is a gun. And we're taken aback. They are terrorist groups. They are not steady groups like an association that has declared its existence and has a name and then has an agreement. No, they are completely informal. And they split sometimes. And then part of one group joins another group. And then they split. Then sometimes they join into a larger group to benefit the better organization of a larger group. And then one piece of that group suddenly splits and joins another group. So it's very difficult. They don't have a name or an address on the yellow pages. Uh, so it's very, very complicated to identify who's who who's the boss, who's the head. And once you be had a terrorist group, another head's that comes

up. So we have come to realize that it was very complicated and that the ethnical problem also was an issue, because when you are a soldier and you are asked to go and fight in a different region for a different ethnic group that you have nothing to do with against people who form your ethnic, it makes it very difficult humanly. So the whole thing has been very complicated. We have addressed these fights like we have addressed a conventional war. So once we had freed the territory from the terrorist groups, we would do supervision of that territory to make sure that they wouldn't come back. But the deal was that the state had to re-install public services to redevelop that area so that the people, would have a job, they would have something to live for, to live from and therefore to fight for, and would not be tempted to let

terrorist groups settle down.

But the states were weak and they didn't manage to re-install public services and state everywhere. So up to a point, the population saw the French soldiers and UN soldiers hanging around and they couldn't understand what they were doing here because terrorism was not rid. We were not rid of terrorism. And these guys, what are they doing here? And suddenly there has been because we were not good enough, probably in explaining what we were doing here and how we were pouring money into the countries to try and re-install the state, development in these places so that terrorists were not welcome anymore. We have kept quiet probably, and then suddenly conspiracy theories have stated that we probably had a hidden agenda, that the reason we were here was to steal whatever resources. It doesn't make sense a second, if you look at the figures, if you look at the fact that France doesn't do mining, we have no single contracts of mining in Mali, not just one.

So Canadians have contracts, Australians have contracts, Chinese have contracts. Many countries have but not one single French company is doing mining. So what's that thing with the resources. It's just a complete conspiracy theory that we would be taking from these countries. Look at the GDP of France and look at the GDP of these countries. What is there to steal? the French GDP is 2,000 billion euros per year. Let's say the G5 SAHEL is less than Ghana. The combined addition GDP of those G5 Sahel countries is I think 58 billion and Ghana is 60. So we are 20 over 22 K billion, 22 K compared to 50. What on earth would we be stealing?

Then there has been conspiracy that they would be paying something to France. Seriously, this is ridiculous. We are paying, we are paying for development aid over a billion. Or Billions.

If we look at what AFD is paying, we are paying in budgetary aid in, development aid 148,6 million a year. So when you're paying, what's the point, I mean, really then there was rumours and conspiracies about, uh, a colonial tax. That is the hugest hoax of ever. it's amazing. How can people believe that? But they can't believe it because we haven't set the record straight. The truth is that, the CFA is the currency that we are supporting and guaranteeing so that it doesn't collapse. And thanks to that support, the growth rates in these countries, even during COVID have

been much better than in any other African country, the stability of the currency has been better than any other African country. It's been stable. If you compare with the GHC within the past 10 years, they can only be happy that we are supporting and guaranteeing the currency. But to guarantee this currency, we asked that 50% of the reserves be stored in the French bank for which we were paying interest. So we were paying for those reserves.

The countries that wanted to leave the CFA zone could do it. Mali did it up to a point, and then they came back. So, I mean, if it was such a bad deal, why would they come back? The reserves that were stalled, the request was 50%, but they were storing more. It means that it was attractive when you are compelled to give 50% of your reserve and when you willingly give more. It means that we are paying a lot of interest and it was in their interest.

Two years ago, we got fed up with these conspiracy theories. We said you know what? Do you want to get out of the CFA? Do you want back your reserves? Here they are. So now this is over. This is finished. There is no such thing as reserve and ambiguity that may be called the colonial tax. There was never such a thing as the tax. This is the greatest hoax ever, but we are also responsible because we didn't fight back. We didn't put the record spreads. Maybe we didn't have the platform to do it. Maybe we were not audible in saying it, but it's important to put the records straight, never, ever has France stolen anything. We have paid and we are still paying.

The next question should be, why would you do that? Why would you be slapped in the face? And why would you keep doing that? What's the interest?

Well, first of all, they asked for it. On the other hand, they're pointing at us. We didn't come to Mali because we thought we were the saviours. They couldn't handle it themselves. So we came because they begged us.

We also believe that we have a tight, uh, destiny with these countries. We have a tighter history and we have a tie tutor. Africa is going to be one of the most important continents, population-wise and fast-growing economy-wise, so we are betting on the future. So these are the reasons why we are there. The past, because we have a past, yes, it's a colonial past. Know me, know you, I have known it. We decolonize 10 years before I





was born.

So indeed, we have to know history. We have to remember because colonization was not a good thing. And President Macron, said it very clearly during his campaign that it was a crime against humanity and that we have to partner. Okay. We also believe that in Nazi Germany, occupation of France was also a crime, but the way as victims we have chosen to handle it, was to lay a hand to Germany to say, okay, this Nazi Germany was not Germany. And Nazi Germany was not the people of Germany.

It was a handful of, uh, leaders who have made it. Now that put the past behind us, let's create Europe and Germany has become our number one partner. This is what we're trying to do with Africa. Yes, it was bad, but all the French were not pro colonization. All the French were not pro-slavery. Otherwise, we would never have anyone who advocated against and who eventually passed the law to say, this is bad. And this has to stop.

Not every single French was a slave master nor a colonizer, not at all, there were voices against it. And it was a different era. So we need to remember history so that it never happens again, but we also need to move forward and to move forward together because, in the future, we'll need each other.

At the moment, development aid wise, some countries in Africa, need our support more than we need theirs, but we know that it's winning bets for the future because they're all going to become trade partners. The US, for instance, after the second world war, if I had been in the public opinion in the US I would have said in 44, why on earth are they sending all soldiers to die on the French shores? Why on earth are we using American taxpayers' money for the Marshall plan to help Europe to get back on its feet?

Well, because they needed Europe to get back on their feet so that they became a trade partner. But when it happened, they decided to help us, when they decided to send soldiers to help us, the public opinion in the US was completely entitled to saving,

It's a different continent. Why would they do that? Well, history has proven that it was a winning bet because Europe is not on its feet, and it's not a huge political and economic partner for the US. Well, that's what we're trying to do with Africa. We bet on the fact that when Africa becomes an economic power and grabs the same economic growth as Ghana is doing, then we will have a very important political and economic partner.

Don't forget. In the UN general assembly, there are over 50 African countries, 50 votes, 50 plus votes. That is important. We are currently in the UN security council to have three African countries, Ghana, Gabon and Kenya. Their voices are very important. You don't let your partners down, you don't let your allies down. That's the reason why we're there.

MSM: So I know you've heard of the African Continental Free trade. Does it order well for the relationship between Ghana and French countries? what's your position when it comes to AFCTA?

HE: Well, you know, after the Second World War the common market was created. This has considerably helped Europe to thrive economically because suddenly we as France had a market of, at that time, 14 million people. And suddenly we had a 500 million people market. So it was fantastic for the companies of all over Europe to be able to have a larger, broader market in low scale economy.

It makes sense. You know, when you run a business, what makes sense at a scale of a small business when you expand? It makes sense on that International scale. So we're looking at this project of Africa free trade, as a huge opportunity for Africa to have a broader market, get access to more products and more consumers. This will contribute to make Africa a stronger economy, just like Europe has become one, thanks to the global and the common market.

So of course we are welcoming it. And we, of course as EU, this time are offering any support



and assistance that they would ask for because we have built our common market for the past 70 years. So we've made mistakes, we've paid to learn. So maybe, you know, experience is the name we gave to our mistakes. So, we are very, uh, happy to tell and share what we've tried, what worked, what didn't work, how to lift the customs rights and how to do an open market, but we will do it if we are asked for it, we are not giving advice when, because we think we know better, we are giving advice or assistance if we are asked for it.

MSM: That's great, so my last question, is there any project that the French embassy is currently working on that you want the Ghanaian market to know or to patronize?

H E: There are so many projects that we're working on. We just launched a call for associations in the area of sports, in the area of biodiversity and the area of gender. We have welcomed many, many applications, and we are going to go through and review the projects that we have proposed we are hoping to be able to support some projects in these three areas.

Sports is important because that's a common passion between France and Ghana. we are going to host the Olympics in 2024. You are going to host the African games, so we are both very into these international competitions. It is going to be an enthusiastic moment. It's also the opportunity to promote sport at every level at school, as a means of channelling your energy. it's also educative; sports teaches you discipline. It teaches you team building, teamwork. So I think we would

love to support and I hope we will have interesting projects in that area that we will be able to support. Gender and more broadly equality is also an area where I know there are many associations in the civil society in Ghana that are doing a lot. And we hope to have some interesting projects we can support as well.

And of course, biodiversity, you mentioned tourism, you mentioned heritage. You have important biodiversity and nature that you can promote for tourism, but it's also about fighting pollution and plastic and all that is damaging nature and the beautiful country. So if we can have projects in that area to help the efforts of the civil society or the government to tackle these issues so that you can make Ghana a clean, beautiful space.

So we would be happy to fund those projects. I haven't seen yet the project, because it goes through the technical committee, and I only get to see the finalists. but I'm happy we have these areas of cooperation through the civil society, because you have associations, you have foundations who knew exactly what's needed, what they want to do. And we support these people who are on the field and who know what would be good.

MSM: Wow. It's been an awesome time. It's been an insightful time and we want to say a big thank you, merci.





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RICHARD NUNEKPEKU

Richard Nunekpeku is a practising lawyer and the Managing Partner at Sustineri Attorneys PRUC – a boutique law firm specialized in business and transactional legal services.

His interest spans across Company, Commercial and Corporate Law, Fintech, Agribusiness, Property and Investment Law, Commercial Dispute Resolution and general business law.

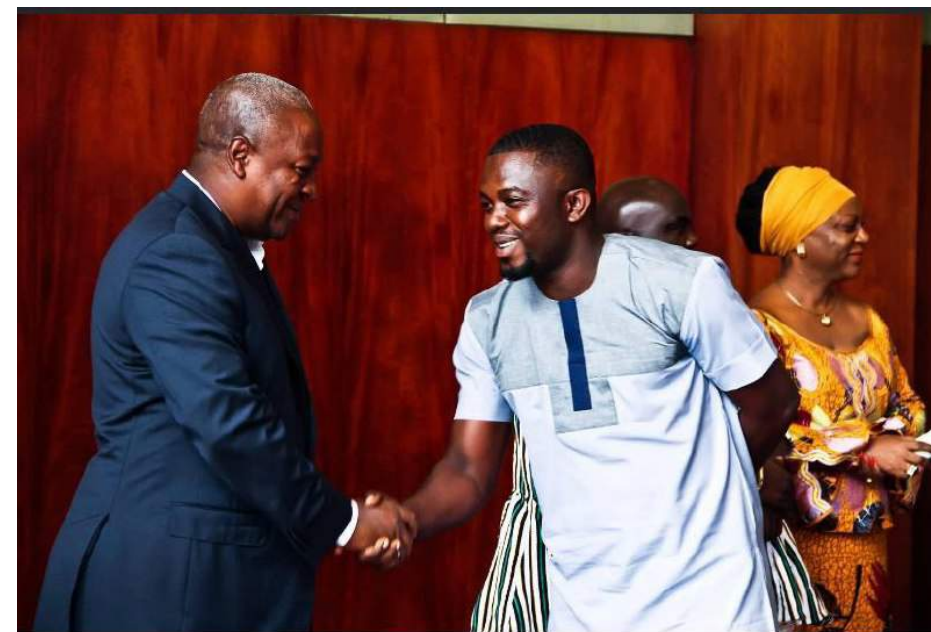
Equally, he devotes his time to matters concerning Entrepreneurship and Youth development across Africa, facilitating legal training programs for young entrepreneurs and sharing his experience as an entrepreneur too.

A product of the Ghana School of Law School with an LLB degree from the Ghana Institute of Management and Public Administration (GIMPA) and an MBA from the University of Ghana Business School, Richard spends his time advocating for the use of law to promote Small Scale Enterprises (SMEs) and has passionately used credible platforms including the America Bar Association International Law Session's Pan Africa Forum and the Ghana Economic Forum organized by the Business and Financial Times (B&FT) to push this agenda.

As an entrepreneur, he prides himself as an award winner of the Young African Leaders Initiative (YALI) awarded by the Government of the United States of America. He has also been decorated with several awards notably; Agriculture Man of the Year, 2019, by the Youth Enterprise Support (YES), now NEIP under the office of the President of the Republic of Ghana, and Tony Elumelu Entrepreneurial Foundation. Since completing his first degree from University of Ghana, he has held several roles in multinational companies like Guinness Ghana Breweries Limited and PZ Cussons. He has also led high performing teams to

achieve great results in Sub-Sahara Africa working for world class brands like Samsung and Haier as a Marketing Executive. His passion for Start-ups development has led him to mentor young entrepreneurs on platforms such as the Total Energies Startupper Challenge, the BarCamp Ghana, the Africa Skills Hubs and the Tony Elumelu Entrepreneurship Foundation.

He writes for the START COLUMN, an initiative to help demonstrate the intersection of law and business in an ordinary and plain language showcasing his commitment to help promote sustainable and compliant businesses.



ESINAM AFI SEADE

SERIAL ENTREPRENEUR

Miss Esinam Afi Seade is an international trade advisor, a serial entrepreneur, a philanthropist. Esinam has over a decade of experience in prolific public speaking, having mounted podiums like the YALI West Africa Fellowship training, Air Namibia Women Summits, American Field Service (AFS) Global Networking events, Model ECOWAS summits, MOREMI Initiative African summits, among others.

She was crowned Miss ECOWAS (Economic Community of West African States) Ghana in 2013 and became the Youth Peace Ambassador through that initiative to the sub region. She also became an SRC President of University of Ghana In 2016. She has over the years contributed to global youth and women advocacy as she participated as a youth representative in the consortium for the Women Situation Room of the UN Women and the consortium for West African Consultative group. Miss Esinam was named one of the 100 most influential women in Ghana in 2016 by womanrising.org and Ghana's 40 under 40 awards due to mentorship roles she plays as well as taking up entrepreneurship initiatives. Esinam is a youth and women in leadership advocate and has taken thousands of people through training and mentorship programs especially within secondary schools and Universities in Ghana.

Miss Seade currently is a projects manager with the Delegation of German industry and commerce in Ghana. She is co-founder for Essydel Events, one of Ghana's reputable events management companies.





EKOW MENSAH

SERIAL ENTREPRENEUR

Ekow Mensah is named amongst the 100 Most Influential Young Africans, 50 Most Influential Young Ghanaians, CocaCola 60 Young Leaders in Ghana, Speakers Bureau Africa's Top 100 Speakers in Ghana and a Finalist Nominee for the African Leadership Academy Anzisha Prize for African Entrepreneurship Catalyst Award sponsored by MasterCard Foundation and one out of the 10 Internationally Certified Productivity Coaches in Ghana. Ekow is the Founder and CEO of the African Network of Entrepreneurs (TANOE) and WomanRising Network, Managing Consultant and Certified Business & Life Coach of Ekow Mensah Consulting, Managing Director of IConceptsPR. He is a serial entrepreneur, consultant, trainer, author, speaker, business and internationally certified productivity coach who has developed a wealth of knowledge and experience in the Personal Development, Startup & SME markets, both as a practitioner, consultant and a multiple business owner.

His responsibilities are far reaching and encompass public speaking, business consultancy, mentoring, training, facilitation, business and life coaching as well as informing policy within strategic organizations that are involved in entrepreneurship, business, gender, youth & social enterprise development as key contributors to economic growth. Amongst other things, Ekow currently served as a Committee Member of Gender & Development in Africa (GADIA), the Office of the President of Ghana Initiative for Women Economic Empowerment in Africa as the AU Gender Champion and Head of GADIA Technical Working Committee on Women Entrepreneurship. He currently serves as an Independent Intercultural Consultant at Dwellworks in USA, Ideation Team Member & Judge for Kosmos Innovation Center, the Greater Accra Regional Lead for SE Ghana, President of the Nomadic Toastmasters Club, Accra and Guest Lecturer at Design & Technology Institute (DTI).

As an independent consultant and facilitator with the British Council, Ghana for 8 years, Intercultural Trainer with Dwellworks, USA, Mentor at Ashesi University, Ghana, Mentor at EU: Africa the post Crisis Journey and Managing Consultant and Lead Trainer at Ekow Mensah Consulting; a boutique business consulting and training firm in Accra, Ekow has trained, coached and mentored over 15,000 youth, women, entrepreneurs and corporate executives in 8 countries in Africa and all regions across Ghana.

He holds a Bachelors' Degree in Mathematics from KNUST, Ghana (2006), MBA in Impact Entrepreneurship & Innovation (ALTIS Università Cattolica (Italy)(2019-2022), Professional Coaching Certification from International Coaching Federation (ICF) sponsored by Invest in Africa & Mastercard Foundation (2021), Certificate in Small Business Management & Entrepreneurship, KNUST (2005), Entrepreneurship Development in Africa TOT from Coventry University, UK, Facilitator Validation for Africa by Imagine Education, UK (2017), Active Citizens Social Enterprise Programme by British Council, Accra, (2018), MIT D-Lab Lean Research by Ashesi University, MIT D-lab & USAID (2019).





IBRAHIM MAHAMA

ARTISTE AND FOUNDER OF SAVANNA CENTRE FOR CONTEMPORARY ART

Concerned with value, global commerce and the detritus of colonialism, artist Ibrahim Mahama is known for large-scale installations made from materials with particular significance to Ghana's past and present.

Early Years

Mahama was born in Tamale, Ghana in 1987. In 2010, he earned a BFA in Painting from Kwame Nkrumah University of Science and Technology in Kumasi, Ghana; and in 2013, earned an MFA in Painting and Sculpture from the same institution.

Ibrahim Mahama Artworks

Mahama is perhaps best known for his large-scale works made from jute sacks. Made in Southeast Asia before being imported to Ghana, jute sacks are used in markets and to transport goods such as food, charcoal and coal.

To Mahama, the sacks represent a complex system of global exchange and a freedom of movement afforded to goods over people. Often, he works with collaborators to stitch tattered sacks together to create enormous patchwork quilts, which are draped over buildings including theatres, museums and apartments.

In 2015, Mahama gained international attention when he used jute sacks to

encase public structures in Athens for documenta 14, and a long outdoor corridor in the Arsenale complex at the Venice Biennale.

Fragments

Two years later, the artist mounted his first solo exhibition at White Cube in London. The show's title Fragments was borrowed from an eponymous 1970 novel by Ayi Kwei Armah, which explores the relationship between the individual and society, against a background of materialism, moral decay and civic corruption in a newly independent Ghana.

The focal point of the White Cube show was the monumental sculpture Non-Orientable Nkansa (2016), for which Mahama worked with dozens of collaborators to make replicas of the small wooden boxes typically used in Ghana to house tools for polishing and repairing shoes, and when flipped upside down to drum for business.

Venice Biennale

Mahama returned to Venice in 2019 to represent his country at the 58th Venice Biennale. Curated by Nana Oforiatta Ayim and designed by Sir David Adjaye (with the late Okwui Enwezor as strategic advisor), the Ghanaian Pavilion presented work by Mahama, alongside El Anatsui, Lynette Yiadom-Boakye, Felicia Abban, John Akomfrah, and Selasi Awusi Sosu.

Mahama's work, A Straight Line Through the Carcass of History, comprised a bunker like installation of mesh cages ordinarily used to smoke fish, exercise books, maps, and fragments of smoked fish.

Parliament of Ghosts

Also in 2019, Mahama mounted the exhibition Parliament of Ghosts at Whitworth Art Gallery in Manchester, UK. The show took as its point of departure Ghana's railway system, which was built under British colonial rule to aid in the extraction of natural resources. Confronting viewers with stark evidence of failed infrastructure and colonial inequality, Mahama brought into the gallery 120 scratched, plastic seats from second-class trains, as well as historical photographs and scraps of leather from first-class carriages.

Nkrumah Voli-ni

In 2021, the artist presented his work again at White Cube in a show entitled Lazarus. Including large-scale installation, collage, film and sculpture, the exhibition's point of departure is 'Nkrumah Voli-ni', a building located in Tamale, Ghana, which the artist owns, lives works in, and intends to convert into a cultural institution.

Mahama has been photographing and researching silos since 2015, and

Nkrumah Voli-ni's comprises a Brutalist-style silo built to store grain and other food during the post-independence era. Abandoned in 1966, it has become host to various animals, including a colony of bats, which Mahama has decided to protect and co-habit with. The exhibition is intended to address the passage of time, the notion of obsolescence and the potential for regeneration.

Savannah Centre for Contemporary Art

Mahama's practice extends to the public sphere.

In 2019, he founded the Savannah Centre for Contemporary Art—an artist run hub for research, engagement and artist residencies in Tamale. He also founded its sister organisation Red Clay in the Northern Region of Ghana.

Public art

From April 2021 until March 2022, Mahama's large-scale sculpture 57 Forms of Liberty (2021)—an inverted industrial tank—is installed on the High Line in New York City.

Awards and Accolades

In 2019, Mahama was named the 73rd most influential African by theafricareport.com. In 2021, he was one of six artists shortlisted for the Fourth Plinth commissions in Trafalgar Square, in 2022 and 2024.

Exhibitions

In addition to the inclusion of his work at the Venice Biennale and in documenta14, the artist's work has also been included in NIRIN, 22nd Biennale of Sydney, Tomorrow, there will be more of us, Stellenbosch Triennale, Cape Town (2020); Future Genealogies, Tales From The Equatorial Line, 6th Lubumbashi Biennale, Democratic Republic of the Congo.

Ibrahim Mahama's solo shows include In-Between the World and Dreams, University of Michigan Museum of Art, USA (2020); Living Grains, Fondazione Giuliani, Rome

(2019); Fracture, Tel Aviv Museum of Art, Tel Aviv (2016); Material Effects, Eli and Edythe Broad Art Museum, Michigan State University, Michigan, United States (2015); and Civil Occupation, Ellis King, Dublin (2014).

Source ; Eliat Albrecht | Ocula | 2021

<https://ocula.com/artists/ibrahim-mahama/>

ABOUT SCCA;

The Savannah Centre for Contemporary Art (SCCA) is an artist-run project space, exhibition and research hub, cultural repository and artists' residency located in Tamale, Ghana- dedicated to art and cultural practices which emerged in the 20th Century.



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JOHN ARMAH

BUSINESS GROWTH STRATEGIST

John Armah is empowering Entrepreneurs with Training, Investment and Strategies to tackle some of Africa's biggest problems as a Business Strategist, Investor and Entrepreneur. He is building the capacity of Entrepreneurs in Ghana, attracting the needed investments to them and shaping policy decision in helping to redefine Ghana's Startup and SME Space. He serves as an Advisor on Boards contributing his expertise in Business Development and Capital raising to such firms.

John's work is focused on Business Advisory and Training, Private Equity, Venture Capital in Ghana. He is the Board Chairman, Junior Achievement, Ghana, serves on the Board of one of Ghana's leading startup incubators, Kumasi Hive and others. Pioneer and Chairman of the Africa Youth Economic Forum, Model African Union Commission, Youngest Contributor to Ghana's Budget, Former Business Radio Talk Show Host and a member of the African Community of Practice for Managing Development Results. John Armah consults for Governments, Private Sector, Donor Partners, Institutions on Business Development, Startup Ecosystem Development and Entrepreneurship, as well as Business Strategy, Youth Initiatives and Policies affecting Youth on the continent.

He is an Award-winning Entrepreneur, Business Growth Strategist, Investor with a passion for Startups Development and Growth in Africa. Named as part of Forbes 30 Under 30 Most Promising Young Entrepreneurs in Africa(2016), 20 under 40 Most Influential Business Leaders in Ghana by award-winning Business World Magazine(2015). Voted 12th Most Influential Young Ghanaian (2016). Ranked as the 27th Most Influential Ghanaian by ETV Ghana(2012), Recipient of the Global Young CEO's Award for Entrepreneurship Development in Africa at the Young CEO's Business Summit (2015), Recipient of the National Union of Ghana Students Vice Chancellor Young Achievers Award for

Entrepreneurship Development (2015), Named as part of JCI Ten Outstanding Young Persons Award in Ghana(2015), Winner 2012 Ideas Award by Legacy and Legacy(2012).

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MICHAEL KWESI OFORI

CEO, INVESTOR HUB

Michael Kwesi Ofori is the CEO of Investor Hub Company Limited. Investor Hub is a Consultancy firm that arranges funding for both Government and Private Projects across the continent with a focus on West Africa thereby helping to contribute towards Financial Growth and Development.

Investor Hub has been involved in raising funds to support various sectors such as: Manufacturing, Banking & Finance, Oil & Gas, Education and Health among others.

The firm also attracts multinational companies across the world to set up their offices in Ghana in order to increase Foreign Direct Investment and provide jobs for the people as these companies also expand their reach and increase their revenue base in a Politically and Economically stable environment like Ghana.

Investor Hub provides multinational firms who set up in Ghana with all the requisite support from Business Registration set up, Immigration Support services as well as advise on Ghanaian Tax Laws and Obligations.

Michael is also the founder of Ardent HR Solutions, a firm dedicated to providing top notch HR Solutions to enable companies attain their overall objectives and targets.

Mr. Ofori also founded WorldWide Travel and Tour with the main aim of organising Educational and Cultural Exchange as well as Business Summits for various industries across the globe.

Michael currently sits on the Board of Directors for a number of Companies and is the Country Representative for Engineers Trend CO. Ltd and China Energy Engineering Company, one of the largest State Owned Entities in China.

Mr. Ofori was awarded as part of the Top 50 Young CEOs in Ghana twice in a row for the year 2020 and 2021. He was also recently given a Citation of Honour by the Young Achievers Awards for his outstanding contribution to Youth & National Development. In addition to that, in 2020, he was awarded in Abuja, Nigeria by the Papyrus Magazine Awards for Attraction of Investors into Africa. He has been awarded again by the Papyrus Magazine African Excellence

Awards, as the Emerging Leader in Foreign Direct Investment into Africa. In 2021, Ghana's premier University, University of Ghana, Honoured Mr. Ofori with a Citation for his Contribution to Youth and National Development.

Michael is a staunch Christian who believes that it is the Grace of God that keeps him going stronger and stronger in life. He attends LightHouse Chapel International and heads the Fellowship of Christian Business People & Professionals in his branch. Michael is also philanthropist who believes in giving back to society as such has engaged in many donation activities especially during the difficult Covid times.

Michael Kwesi Ofori believes that each and every one can excel in his or her field provided we are really passionate at what we do and put in adequate efforts, be truthful to ourselves and our clients and let God direct our paths.

LinkedIn: Michael Kwesi Ofori Instagram: Investor HUB
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STELLA KAFUI SABUKI

A TRAVEL LIFESTYLE VLOGGER.

My name is Stella Kafui Sabuki, a travel lifestyle Vlogger. I’ve covered all 16 regions in Ghana and I have a YouTube channel named, Stella Shanelly, that aims at exploring beautiful tourists places in Ghana and beyond.

Just over two years ago, I started a youtube channel with the sole purpose of documenting and sharing a fun trip I had with friends. What was meant to be the post of one leisurely trip, became two posts and today, over 33,000 subscribers with over 4 million total views which later has become one of the fastest-growing Ghanaian youtube channels.



Having spent some time as a commercial model, I have been able to incorporate my presentation skills as well as a naturally friendly demeanour into my videos and this has endeared me to a lot of viewers both on YouTube and other social media platforms.

There is a lot of places and tourists sites in Ghana which we consider as MUST SEE but Here are 5 top places every entrepreneur can go on vacation for under \$100

- Meet Me There Eco lodge. It’s located between the villages of Dzita and Dzita about 4 hours drive from Accra. A stunning coast of the Volta Region, Which offer a calm, relaxing and eco-friendly experience. This is personally my favourite place in the Volta Region. Fall asleep to the sound of crashing waves and wake up to the traditional songs of local fishermen while feeding fish in the Volta Lake.



Lemon beach resort. Which is located in Elmina, about 3 hours drive from Accra. Lemon Beach resort is a serene perfect hideout from the city. They can boast as an African themed villa overlooking the ocean, a clean beach where you can enjoy your stay (with the book in your hands or just to relax in the pool and cumulate the energy from the sun.



Afrikiko River Font Resort. In the Eastern region of Ghana is a serene resort overlooking the Beautiful River Volta. Akosombo Afrikiko River Front Resort aims to make your visit as relaxing and enjoyable as possible, It's about 2 hours 30 minutes drive from Accra and a great place to stay for those interested in visiting this popular Akosombo landmark like the Adomi bridge and the Akosombo Dam.



Royal Cosy Safari Hills Hotel in the Upper West Region is a perfect stay when in the Upper West region. It's a luxurious four-star safari resort located in Jirapa, Upper West Region, Ghana which is Popularly nicknamed Jirapa Dubai due to its timeless elegance. The Royal Cosy Hills' selection of safari animals includes lions, hippos, zebras and ostriches as well as animals that are the first of their kind in West Africa.



Labadi beach hotel in the capital city greater Accra. Its Ghana's Premier 5* Hotel is set amidst tropical landscaped gardens. The hotel is located adjacent to Ghana's most popular La Pleasure Beach and boasts as the well maintained private beach offering colourful cocktails and bites as you watch the sunset. Labadi Beach Hotel is set to meet the demands of both Leisure and Business travellers alike; offering a modern Spa with rooms in the serene ambience of the beach, pool and gardens.





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