



Article

LEARNING FROM THE
GLOBAL AI RACE:
WHY GHANA MUST LEAD ON AI
GOVERNANCE IN AFRICA

COVER STORY

VERONICA TABI:

THREADS OF LEGACY —
Crafting Prestige in Bridal Couture



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Publisher's NOTE

By Nana Akwasi Bonsu

The 23rd edition of My Story Magazine represents more than just another publication, it reflects a deliberate exploration of the evolving entrepreneurial landscape across Ghana and Africa.

In this issue, we spotlight a diverse range of entrepreneurs spanning fashion, poultry farming, commerce, destination tourism, the arts, and financial literacy. These are not just stories of success, but grounded journeys, practical, relatable and instructive. Each feature goes beyond inspiration to provide clear insight into the realities of building and sustaining ventures within our environment. The goal is simple: to make success more understandable and, ultimately, more replicable.

We have also introduced two new sections in this edition to deepen the value we offer our readers. Inspired Minds is designed to provide motivation and perspective for entrepreneurs navigating the complexities of their journey, while In Focus shines a spotlight on the builders of today—individuals actively shaping industries and redefining standards through their work.

Our cover story features Veronica Tabi, a fashion designer who has steadily built a strong identity in the industry, earning recognition as the "Queen of Robes." Her journey reflects discipline, creativity, and clarity of vision. In this edition, she shares how she started, the challenges she encountered, and how her work is now gaining attention on the global stage. Her story is not just about fashion—it is about positioning, consistency, and understanding one's niche.

A major highlight of this edition is our headline article, "Learning from the Global AI Race: Why Ghana Must Lead on AI Governance in Africa." As artificial intelligence continues to redefine industries and economies worldwide, Ghana cannot afford to remain a passive observer. This piece challenges policymakers, innovators, and business leaders to think critically about positioning Ghana as a leader in AI governance



on the continent—before the opportunity slips away.

March 6th marked Ghana's 69th Independence Anniversary, a moment not just for celebration but for reflection. In this edition, we take a forward-looking approach—examining what Ghana can become if we align vision with execution. The conversations captured here are meant to provoke thought and, more importantly, action.

This release also coincides with our 8th anniversary as a publication. Eight years of documenting journeys, amplifying voices, and contributing to the entrepreneurial narrative of Africa. That milestone is significant, but it also raises the standard. Growth demands sharper storytelling, deeper insight, and greater impact—and that is the direction we are committed to.

This edition is rich in knowledge, perspective, and practical value. If there is one takeaway, it is this: stories alone are not enough—application is what transforms them into impact.

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“In Focus: Celebrating the Builders of Today”



Kwame Asare Obeng is positioning Gomoa Central as a future industrial and commercial hub through an ambitious, large-scale development agenda.

His key initiatives include plans for a Free Zones enclave to attract manufacturing and export businesses, a new city development project to expand infrastructure and housing, and long-term proposals for a port and industrial park to integrate the area into major trade networks. Land has already been secured for some of these projects, with early groundwork in progress.

He is also supporting special economic zone partnerships to boost agriculture and industrial productivity, aiming to build a self-sustaining local economy.

Overall, his approach stands out for its scale and boldness—focused on transformative, high-impact projects rather than gradual change—though its success will depend on execution, funding, and policy support.

Hon. Kwame Obeng Asare

Member of Parliament for Gomoa Central

Inspired minds : Mimi ELBERNARD



“Behind every thriving business, impactful leader, or meaningful life is a series of deliberate choices. Success is rarely accidental. It is built through clarity of vision, disciplined action, and the willingness to consistently align decisions with purpose. What may appear effortless on the outside is often the result of thoughtful planning, focused execution, and a commitment to doing the right things repeatedly over time.

Intentionality requires awareness. It demands that you move beyond drifting through life and begin to take ownership of your direction. The way you spend your time, the relationships you nurture, the standards you uphold, and the habits you cultivate all contribute to the outcomes you experience. Growth does not happen by chance; it happens when you decide, with clarity, what matters most and structure your life around it.

If something is not working, it is worth examining the level of intention behind it. Are your actions aligned with your goals, or are you merely hoping for results without the corresponding discipline? Sustainable success responds to focus, consistency, and purpose. When you become intentional about how you live, work, and lead, you position yourself for outcomes that are not only successful, but also meaningful and lasting.”

Mimi Elbernard Nelson-Eshun is a highly motivated Marketer and a Strategic Project Planner with a desire to take on new challenges. She possesses a strong work ethic, is adaptable, and has honed impeccable interpersonal skills. She is adept at working effectively unsupervised and quickly mastering new skills.

AnnaSPIO

My Journey Into International Trade Journalism



Finding My Niche

I began my career as a news anchor with major television stations. Journalism had always been my passion, but after several years in the newsroom, I reached a point where I felt a strong desire to build a niche for myself—something more focused, something that would allow me to interrogate deeper economic conversations.

The turning point came when I encountered a story about Ghana's vast natural resources and the persistent economic challenges we continue to face. It struck me deeply. We are a country rich in gold, cocoa, oil, and several other commodities, yet we still grapple with currency instability and limited industrial growth.

That question stayed with me: How can a nation so rich in resources still struggle economically?

Curiosity led me into a deeper exploration. I began reading about the volume of gold we export, the scale of cocoa leaving our shores, and how little of these commodities are processed locally. I started asking tougher questions about value addition, manufacturing gaps, and the structural barriers preventing us from maximizing what



we already possess.

Somewhere along that journey, I fell in love with international trade—not just as an economic concept, but as a powerful tool for transformation. I became increasingly interested in understanding how our resources translate into real economic outcomes, and where the disconnect lies.

Over time, that curiosity evolved into a clear commitment. I realized that media could play a role in driving this conversation. Today, through international trade journalism, I use storytelling and analysis to interrogate policy, highlight opportunities, and push conversations around value addition and global competitiveness.

The Value Addition Conversation

As the Executive Producer and Host of International Trade Focus, one issue consistently stands out to me: value addition. Africa is rich in commodities—from gold and cocoa to non-traditional exports

such as handicrafts and agricultural products. Production is not the problem. The challenge is that we export most of these resources in their raw form. Other economies process them, add value, increase their price significantly, and in many cases sell finished products back to us. That cycle needs to change.

When we process more of our raw materials locally and strengthen our manufacturing base, we generate more revenue, create more jobs, and build stronger domestic industries. Value addition is not just an economic theory—it is the difference between surviving on volatile commodity prices and building real industrial capacity.

Another issue I often highlight is the infrastructure supporting intra-African trade. In some cases, goods still have to move through Europe before reaching another African country. That is both inefficient and costly.

Transportation corridors, railway systems, shipping routes, and border processes must be improved and streamlined. The African Continental Free Trade Area represents a major step

forward, and there has been progress. However, implementation is critical. Reducing bureaucratic barriers, simplifying cross-border movement, and making travel within Africa easier will significantly strengthen regional trade.

For me, value addition and regional integration remain two of the most pressing issues. If Africa addresses these effectively, businesses on the continent will compete from a position of strength rather than dependency.

The Real Barriers to Global Markets

Entering global markets is not simply about ambition—it is about navigating complex systems. Through my work with Trade Facilitators International, I have seen firsthand that the biggest challenge for many African corporates is not demand. The demand exists. The real barrier is structure.

Before a business even considers exporting at scale, it must navigate a series of processes: registration, certification, standards compliance, FDA approvals, customs documentation, and numerous regulatory checkpoints. Each step is necessary, but together they create a bureaucratic maze that slows growth. Then there is the cost of capital. As of early 2026, Ghana's policy rate stands at around 15.5%, with average commercial lending rates ranging between 22% and 35%. For many businesses, this already represents a heavy financial burden. Smaller firms that turn to microfinance institutions often face even higher rates, sometimes exceeding 60%.

At that level, expansion becomes extremely difficult. Businesses operate hand-to-mouth instead of building long-term capacity.

Infrastructure presents another challenge. Reliable electricity, consistent water supply, and efficient logistics are not luxuries in global trade—they are basic requirements. Any inconsistency immediately affects competitiveness.

Taxation also plays a role. Rather than expanding the tax base, the burden frequently falls on the same compliant businesses, which limits reinvestment and scaling capacity.

Finally, there is human capital. Ghana has a young and educated population, but competing globally requires technical precision, productivity discipline, and export-ready skills. That gap still exists. So when we talk about African corporates entering global markets, the issue is not talent—it is ecosystem readiness.

The Value Chain Challenge

Africa does not lose ground because it lacks resources. We lose ground because we export those resources too early in the value chain.

Ghana is a clear example. We are among the world's leading producers of gold and cocoa, yet the highest margins are captured where refining, advanced processing, branding, and manufacturing take place—and much of that happens outside our borders.

That is where competitiveness is lost. Value addition in Ghana remains difficult largely because of structural constraints. Manufacturing requires stable power, efficient logistics, and affordable long-term financing. When lending rates are high and infrastructure gaps persist, many producers find it more practical to export raw commodities rather than invest in deeper processing.

There is also the issue of industrial depth. Ghana does not yet have fully integrated supply chains to support large-scale manufacturing. Many production inputs are still imported, which increases costs and exposes businesses to currency volatility.

Policy consistency also matters. Industrialization requires long-term planning and predictable systems. Without stability and continuity, private capital tends to hesitate.

For Ghana to become more competitive in exports, the solution is not simply





exporting more—it is processing more, manufacturing more, and retaining greater value within the local economy.

Policy and Implementation

From both a policy and private-sector perspective, Ghana does not necessarily lack ideas. In fact, we are very strong when it comes to policy design.

If you examine our trade strategies, industrial policies, and reform frameworks, they are often well thought out. We have Free Zones, industrial parks, initiatives such as One District One Factory, and more recently discussions around a 24-hour economy.

The vision is frequently clear. Our challenge has rarely been policy formulation—it has been implementation and consistency.

Instead of constantly introducing new reforms, we need to focus on executing the ones that already exist, particularly those that promote industrialisation, local production, and value-added exports. Sustainable trade growth requires continuity, not constant reinvention.

Sustainability is another issue that cannot be ignored. Global markets are increasingly strict about environmental standards and traceability. In the cocoa sector, for example, these requirements are becoming more stringent, and

Ghana has been working to align with them.

However, that same seriousness must extend to other sectors, especially gold. Illegal mining and environmental degradation present real long-term risks to both our export credibility and our natural resources.

Institutions are being strengthened and regulatory reforms are being discussed, but enforcement and discipline will ultimately determine success.

If sustainability is not taken seriously, Ghana risks losing the competitive advantages it often celebrates as a leading cocoa producer and a major gold exporter.

Telling Africa's Story

For African businesses to position themselves globally, they must first take control of their narrative.

Competing only on price is not enough. Businesses must compete on story, identity, and differentiation.

Ghana's cocoa, for instance, is more than just a commodity. It carries history, fertile soil, and generations of farming expertise. Shea butter represents the livelihoods of women across Northern Ghana. Gold is not simply a mineral—it reflects heritage, craftsmanship, and increasingly

a growing jewelry design industry.

These stories matter. Consumers today care deeply about origin, sustainability, and authenticity. If African businesses fail to tell their own stories, others will tell them—and often capture more value in the process.

Beyond storytelling, value addition remains essential. Processing, branding, packaging, and product design elevate commodities into globally competitive products. Selling cocoa beans is one level of trade; selling finished chocolate with a Ghanaian identity is another entirely.

Businesses must also think about scale and standards from the beginning. Compliance, traceability, and sustainability are no longer optional in international markets—they are requirements.

Finally, collaboration across borders will be critical. Rather than operating in isolation, African businesses should leverage regional frameworks such as AfCFTA to build interconnected supply chains.

Quality opens the door, but story, value addition, and strategic positioning determine who stays in the room.

. Independence and Economic Positioning

As Ghana marks its 69th Independence Anniversary, an important question arises: beyond political independence, where do we stand economically?

Innovation must go beyond buzzwords. It must be reflected in how we process our cocoa, refine our gold, develop manufacturing capacity, and build industries that retain value locally. Innovation is not only digital—it is also industrial.

Value addition must become deliberate, not aspirational. We cannot continue exporting raw potential while importing finished opportunity.

Ghana's future competitiveness will depend largely on what we choose to transform before it leaves our shores.

Strategic trade partnerships will also shape the next phase of our development. Ghana must position itself not just as a supplier of commodities, but as a reliable processing and manufacturing hub within Africa.

AfCFTA provides the framework, but disciplined execution will determine its impact. Political independence was achieved in 1957. Economic positioning is the work of our generation.

Aewuradjoah Torto ALLOTEY

Evolving From Pencil Strokes To Enterprise

Seven years ago, My Story Magazine introduced readers to a quiet but determined young woman redefining contemporary pencil art in Ghana. Today, Aewuradjoa Torto Allotey, popularly known as Aewura Arts, stands as more than an artist—she is a businesswoman, entrepreneur, and co-founder of thriving ventures that extend far beyond the art space.

Raised in an expressive and supportive home, Aewuradjoa's creative instincts were nurtured early. Her parents encouraged her individuality, supported her participation in drawing competitions, and provided the tools she needed to develop her craft. What began as a passion in senior high school—designing writing pads and drawing portraits for colleagues and teachers—soon evolved into a commercial pursuit.

Driven by the desire to elevate female pencil artists, satisfy clients, and build a sustainable livelihood, Aewura Arts steadily carved a niche in Ghana's creative industry. Despite the uncertainties surrounding art as a profession, she took the bold step of leaving paid employment to pursue her vision fully—leveraging exhibitions, direct marketing, and social media to grow her brand.

Seven years on, her journey has expanded into entrepreneurship and enterprise. Together with her husband, Randy Allotey, she co-founded RNH Imports and ventured into property development—proof that growth often begins when one dares to evolve.



Below, Aewuradjoa reflects on her journey, challenges, achievements, and vision for entrepreneurship in Ghana.

MSM: Can you tell us about your journey from being an artist to becoming an entrepreneur and co-owning RNH Imports?

Aewura Arts: My journey started with art. I began as a pencil portrait artist, doing what I loved. As my work gained visibility, I was exposed to branding, logistics, and the business side of creativity. Through that process, my husband and I noticed the challenges many people faced with importing goods into Ghana. That realisation inspired us to co-own RNH Imports. Art opened the door, but

curiosity, teamwork, and growth expanded the vision.

MSM: What motivated you to venture into importing and co-own RNH Properties alongside your other roles?

Aewura Arts: The motivation was sustainability. My husband and I wanted to build businesses that create long-term value and stability. Importation solves real problems for

businesses, while RNH Properties focuses on asset building and the future. Both ventures allow us to grow beyond individual roles and build something lasting.

MSM: How do you balance your roles as a businesswoman, brand ambassador, and influencer?

Aewura Arts:
I've learned that balance isn't about doing everything at once—it's about prioritising. I plan, delegate, and allow myself flexibility. Some days require more business focus, others demand creativity. I also value rest and family support; it keeps me grounded.

MSM: What challenges have shaped your entrepreneurial journey?

Aewura Arts:
One of my biggest challenges was learning not to do everything myself. I've faced setbacks and pressure, but those experiences taught me resilience, the importance of partnership, and the value of learning at every stage.

MSM: What achievements are you most proud of?

Aewura Arts:
I'm proud of building Aewura Arts into a recognised brand, receiving awards, and working with respected brands. I'm equally proud of the growth of RNH Imports and our property ventures, which reflect consistency, discipline, and teamwork.

MSM: How do you think your work influences young entrepreneurs, especially women?

Aewura Arts:



I hope my story encourages women to start where they are and grow boldly. You don't need to fit into one box. You can evolve, collaborate, and still succeed.

MSM: Ghana is 69 years—what's your perspective on entrepreneurship in the country?

Aewura Arts:
Ghana has incredible talent. With stronger support systems, better access to funding, and practical education, entrepreneurship can thrive. When businesses grow, the nation grows too.



@ : rnh_imports
☎ : 0555600371



Aewura and her husband in China with one of their suppliers



Priscilla ATTA-PETERS

Empowering Young Africans to Take Control of Money and Investment

Priscilla Atta-Peters, a leading financial influencer, has dedicated her career to demystifying money, investment, and financial technology for young Africans. From childhood curiosity about money to building expertise in fintech and financial education, Priscilla believes that knowledge, access, and discipline are the pillars of sustainable financial growth. In this interview with My Story Magazine, she shares insights on financial education, practical investment strategies, and the transformative role of technology in democratizing investment opportunities across sectors like tourism, real estate, and entrepreneurship in Ghana and Africa.

Interview:

MSM: Growing up, what early experiences shaped your relationship with money and sparked your passion for financial education and technology?

Priscilla Atta-Peters: Growing up, my earliest lessons about money came from watching how it was managed at home. Our fathers would give money to our mothers for household upkeep, and any money meant for the children was also handed over to them. As a child, I didn't fully understand this system. I kept wondering why money meant for me couldn't be given to me directly. That curiosity stayed with me; I wanted to understand money, own it, and make decisions about it myself.

Those early questions sparked a lifelong interest in financial independence and control. Over time, that curiosity grew into a



passion for financial education and technology — tools I believe can empower young people to understand, manage, and grow their money with confidence, instead of feeling disconnected from it as I once did.

MSM: How did your journey from financial curiosity to building competence in financial education and fintech unfold, and what key lessons defined that transition?

Priscilla Atta-Peters: My journey started with curiosity: asking simple but persistent questions about who controls money and why. As I grew older, that curiosity turned into intentional learning. I began educating myself on saving, budgeting, investing, and how financial systems actually work, especially within the African context. Then I met my boss, Frank, who taught me so much about intentional savings, shares, treasury bills, etc.

Along the way, I realized that financial knowledge alone isn't enough if access is limited or the tools are intimidating. That insight pushed me toward financial technology: not just as an innovation space, but as a bridge between knowledge and action.

The key lessons that defined this transition were simple but powerful: financial confidence comes from understanding, access matters as much as education, and early exposure changes outcomes. Most importantly, I learned that when people are given the right tools and information, they don't just manage money better, they make better life decisions.

MSM: In your view, why is financial education foundational to

sustainable investment, especially for young entrepreneurs entering tourism and destination-based businesses?

Priscilla Atta-Peters: Financial education is foundational to sustainable investment because it determines how long a business survives after the excitement of starting it. Sometimes cash flow is seasonal, costs are often fixed, and income can be unpredictable. Without financial literacy, young entrepreneurs may generate revenue but still struggle to stay profitable or scale sustainably.

Financial education helps entrepreneurs understand pricing, manage cash flow during off-peak seasons, separate personal and business finances, and reinvest strategically rather than spending impulsively during high-income periods. It also equips them to assess risk, plan for maintenance and expansion, and make informed decisions about debt and partnerships.

Most importantly, sustainable investment isn't just about putting money into a business; it's about managing that money wisely over time. When young entrepreneurs understand the numbers behind their operations, they are better positioned to build resilient, profitable tourism ventures that create lasting economic value for their communities.

MSM: For someone looking at financial investment as a startup opportunity in 2026, what realistic entry points exist today, and what mistakes should first-time investors avoid?

Priscilla Atta-Peters:

Realistic Entry Points in 2026:

- Savings & Money Market Funds:



Very low-risk options that let you start with small amounts (even 50 - 100) while earning modest returns. These are safe ways to begin without exposing yourself to big losses.

- **Government Bonds & Treasury Bills:** Government bonds (medium to long-term) and T-Bills (shorter terms) are among the safest financial assets available in Ghana. They're backed by the state and good for preserving capital with predictable interest.
- **Mobile Money Investment Products:** Many fintech platforms now let you save and invest directly from your mobile money account (e.g., MoMo save products and savings/investment features on apps). These are highly accessible and beginner-friendly.
- **Stock Market (Long-Term Focused):** The Ghana Stock Exchange and digital brokerage platforms offer access to equities and broader market funds. Start with long-term plans to reduce risk from individual stock swings.
- **Small Business or Side Ventures as Investment:** Using capital to build or scale a side business is a valid form of investment; your knowledge and effort drive the return.

Mistakes to Avoid: First-time investors should avoid delaying their start, investing without proper knowledge,

Inspiring And Building Africa One Story At A Time!

chasing hype, and putting all their money in one place. Trying to time the market, ignoring personal risk tolerance, and overlooking fees can also hurt long-term returns. Successful investing requires starting early, staying informed, diversifying, and maintaining a long-term plan.

MSM: How can technology be leveraged to democratize financial investment for startups in sectors like tourism, real estate, and destination development in Ghana and Africa?

Priscilla Atta-Peters: Technology makes investing easier and more accessible by removing many of the barriers that used to lock people out. With digital platforms, people can invest small amounts of money into big projects like hotels, real estate, or tourism businesses, instead of needing large capital upfront.

Mobile money, apps, and online platforms also help startups raise funds faster and manage their finances better. Investors can track their money, see performance clearly, and build trust through transparent digital records.

In simple terms, technology allows more people to invest, helps businesses access funding, and creates a fairer system where everyday Africans can participate in growing sectors like tourism and real estate.

MSM: What mindset, skills, and financial discipline do you believe young founders must develop to attract and manage investment capital sustainably?

Priscilla Atta-Peters: Young

founders need the right mindset: patience, responsibility, and thinking long-term. Investors trust founders who treat money carefully and focus on sustainable growth.

They also need basic financial skills: knowing how to budget, manage cash flow, track profits, and make smart money decisions. Being able to explain their numbers clearly helps attract investors.

Finally, financial discipline is key: keep business and personal money separate, track every expense, reinvest wisely, and avoid unnecessary debt. With these habits, founders can manage investment money responsibly and grow their businesses sustainably.

MSM: As Ghana marks its 69th Independence Anniversary, how do you assess the nation's current financial investment climate, and what concrete steps must be taken to build a stronger, investment-driven economy?

Priscilla Atta-Peters: As Ghana marks its 69th Independence Anniversary, it is an opportune moment to reflect on the nation's financial investment climate. The country has made significant strides over the years, with growing interest in startups, fintech, real estate, and tourism. Digital platforms and financial technologies have begun to make investment more accessible to everyday Ghanaians, opening doors that were previously reserved for a select few. Yet, despite this progress, challenges remain. Limited financial literacy, regulatory bottlenecks, and inconsistent access to capital continue to slow the pace of sustainable investment growth.

To transform this potential into a thriving, investment-led economy, Ghana must take deliberate and concrete steps. First, enhancing financial literacy across the population is critical. Equipping citizens and entrepreneurs with the skills to manage money, evaluate investment

opportunities, and grow businesses responsibly will create a generation capable of making informed financial decisions.

Second, strengthening regulatory frameworks is essential. Simplifying the process of starting, funding, and scaling businesses while maintaining investor protections can attract both local and foreign capital. Third, improving access to capital through inclusive banking, fintech solutions, and targeted investment incentives will empower entrepreneurs to act on opportunities and expand their ventures.

Fourth, promoting transparency and accountability will bolster investor confidence. Clear reporting standards and strong governance ensure that investors' funds are managed responsibly, reducing risks and building trust. Finally, supporting innovation and technology adoption is vital. Digital tools can democratize investment, provide real-time tracking of business performance, and unlock new economic opportunities across sectors such as tourism, real estate, and destination development.

By combining education, access, regulation, and technology, Ghana can move toward a more robust, investment-driven economy. As the nation celebrates this milestone, there is an opportunity not only to honor its past achievements but also to lay the groundwork for sustainable economic growth that benefits all citizens.

"When people are given the right tools and information, they don't just manage money better they make better life decisions."



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Adu ABABIO

"I Was the Capital: How Farming Became My Purpose"

Background & Upbringing

I grew up in Abetifi-Kwahu, although my roots trace back to Pakyi No. 2 in the Ashanti Region. Interestingly, my journey into farming did not begin with passion—it began with resistance. In my community, farming was often used as a form of punishment, and like many young people, I grew up associating it with hardship rather than opportunity. Naturally, nothing about it inspired me.

Like most of my peers, I dreamed of the corporate world. I imagined myself becoming a bank manager—well dressed, working in an air-conditioned office, respected in society. That was the picture of success I grew up seeing. Farming, to me at the time, was simply not an option for someone with ambition. Yet, while I resisted the idea of farming, something else was quietly shaping my path. From as early as seven years old, I had an unusual connection with animals. I saw them as companions and felt I understood them in ways others didn't. While other children were playing games, I was observing animal behavior—curious about why they acted in certain ways, what made them healthy, and what made them sick.

It was my mother who first recognized what I could not yet see in myself. She noticed that I had a natural gift for working with animals and believed that farming—especially animal husbandry—was where my future lay. Even while I pursued my dream of a corporate career, she continued to nurture that potential quietly.

I attended Abuakwa State College and later enrolled at Kwame Nkrumah University of Science and Technology (KNUST). Following my mother's advice, I chose to study Agricultural Science. It was during my university years that everything began to make sense. I realized that what I once saw as punishment had actually been preparation, and that my childhood connection with animals could be transformed

into a meaningful career when combined with science and business. Since graduating, I have remained committed to continuous learning. I have earned several certificates in agriculture, particularly in animal farming, constantly upgrading my knowledge and skills to stay aligned with modern agricultural practices. Looking back today, I can confidently say my mother was right all along. Farming—especially working with animals—was not just something I could do; it was something I was born to do.

Journey, Achievements & Impact

Starting Eadu Tanta Farms and Training Center in Kumasi in 2019 was one of the boldest decisions of my life. Looking back at how far we have come in a relatively short time fills me with pride. But I must be honest—this journey has never been a solo effort.

My wife has played an indispensable role in every achievement along the way. There were moments when the dream seemed impossible and all hope appeared lost. In those difficult times, she stood firmly beside me and encouraged me to keep going.

The early days were incredibly challenging. I remember periods when I simply could not afford to buy feed for the birds—a nightmare scenario for any poultry farmer. During those moments, my wife sacrificed her monthly National Service allowance just so we could buy feed and keep the birds alive. That gesture was more than financial support; it was a powerful vote of confidence in our vision.

Her belief sustained me when I was close to losing faith in myself.

Today, one of my proudest achievements as CEO is having trained and supported the establishment of over 200 farms across Ghana and beyond. Seeing farmers I have mentored build thriving operations and feed their communities is deeply fulfilling.

Within my own operations, scaling to 22,000 birds—both layers and broilers—remains a milestone I am proud of. What began with humble beginnings has grown into a significant poultry enterprise. The journey from my mother's encouragement to my wife's sacrifice has

produced something larger than a business; it has become a platform for empowering others.

Our training center is another achievement I value deeply. We focus on practical learning rather than theory alone. Trainees gain hands-on experience dealing with real birds, real challenges, and real solutions. Many individuals who have passed through our programs have gone on to become trainers themselves, creating a ripple effect of knowledge and transformation throughout Ghana's agricultural landscape. For me, these milestones represent more than business growth—they represent impact.

Struggles, Fears & Overcoming Challenges

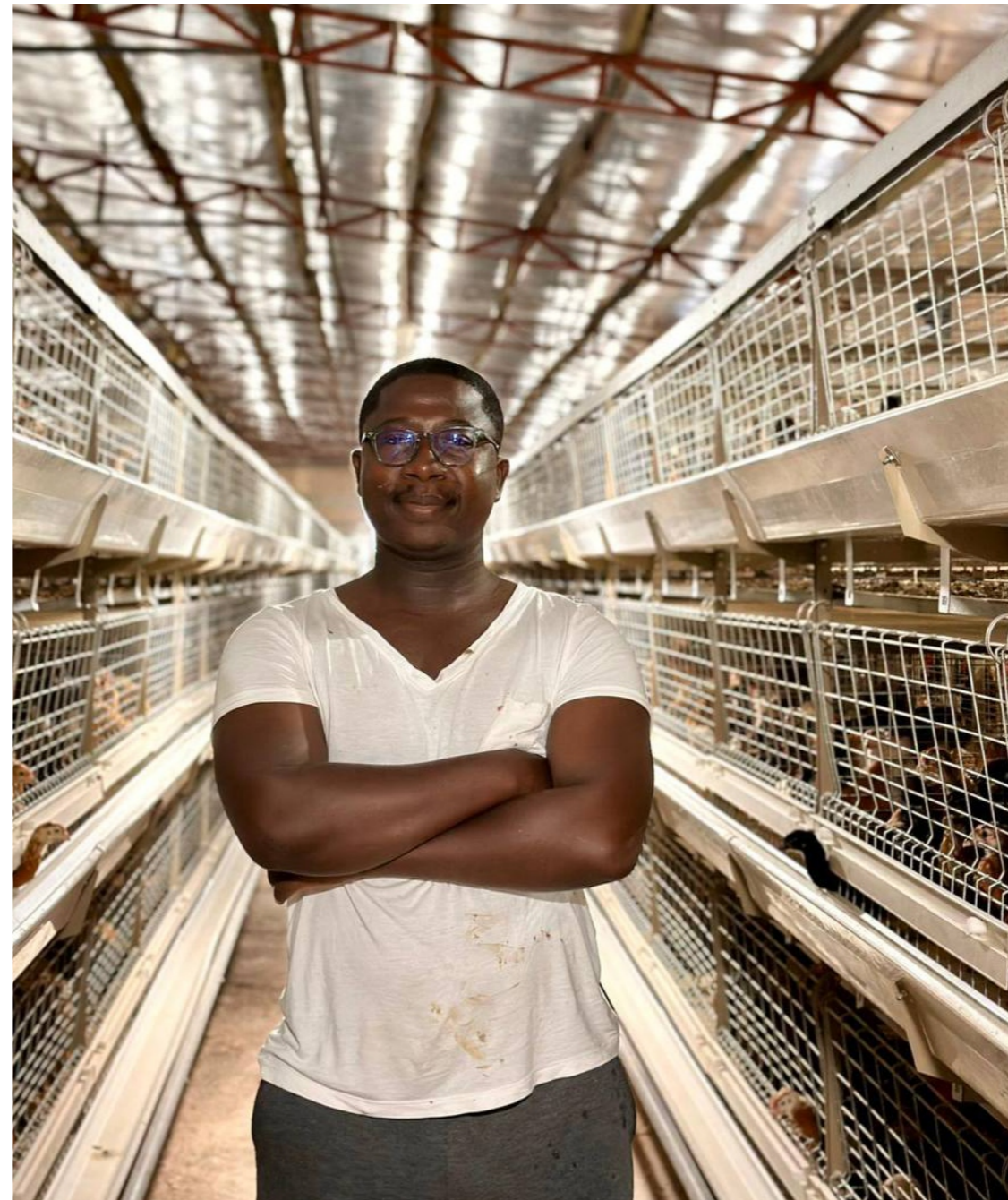
The path has been far from easy. One of the most persistent challenges in poultry farming is the cost of feed, which accounts for about 65-70 percent of total production costs. Feed prices fluctuate frequently, and maintaining profitability requires careful planning, efficiency, and constant innovation.

Labour is another major hurdle. Finding reliable and dedicated workers who truly understand the discipline required in poultry farming can be difficult. Birds require attention every day—there are no weekends, no holidays. Maintaining that level of commitment within a workforce requires continuous training and supervision.

Disease outbreaks are perhaps the greatest fear for any poultry farmer. Over the years, I have had to battle diseases such as Newcastle Disease, Infectious Bronchitis, Coccidiosis, Fowl Cholera, and even the looming threat of Avian Influenza. Each outbreak tests your systems, knowledge, and resilience.

From these experiences, I have learned that prevention is always better than cure. Strict biosecurity measures and timely vaccinations are far more effective—and far less costly—than dealing with full outbreaks.

Yet perhaps the most important lesson I learned came when I started Eadu Tanta Farms and Training Center. At the time, I did not have much capital. That reality forced



me to rethink everything. Then it dawned on me: I was the capital.

My knowledge, my determination, and my willingness to learn were my greatest assets. Instead of waiting for perfect financial conditions, I invested in developing myself—through training, reading, mentorship, and learning from failures.

That mindset changed everything. When you see yourself as the capital, you focus on becoming more valuable every day. Knowledge grows. Experience grows. Confidence grows. And unlike money, that kind of capital never depreciates—it appreciates over time.

Health Benefits of Local Poultry

As an animal consultant, I strongly advocate for the consumption of locally raised poultry. Beyond supporting farmers, local poultry offers significant health advantages.

Local poultry meat is lean and rich in high-quality protein, which supports muscle growth and overall body health. Eggs produced by local birds are also packed with essential vitamins and minerals that strengthen immunity.

One key advantage is that local poultry is typically raised with fewer chemicals compared to mass-produced imported alternatives. With minimal use of antibiotics and growth hormones, the meat and eggs are more natural and easier for the body to digest. This is particularly beneficial for children, pregnant women, and individuals with sensitive digestive systems.

There is also the issue of freshness. Local poultry travels a much shorter supply chain before reaching consumers, meaning it arrives fresher and with fewer preservation processes.

Beyond health benefits, buying local poultry strengthens the national economy, creates jobs, and improves Ghana's food security. Supporting local farmers is therefore both a health decision and a patriotic one.

Financial Opportunities in Poultry Farming

Poultry farming in Ghana can be highly profitable when approached with the right knowledge and discipline. Revenue streams extend beyond just selling eggs and meat. Farmers can generate income through chick breeding, manure sales,

training programs, and value-added products such as smoked chicken, sausages, and processed eggs. There are also emerging opportunities in agro-tourism and premium local poultry markets, where consumers are willing to pay more for traceable, high-quality products.

For young people considering poultry farming, my advice is straightforward:

1. Start small and learn. Beginning with 300 to 700 birds allows you to understand the system before scaling. Many people fail because they start too big without adequate experience.
2. Invest in yourself first. Training and knowledge are more valuable than capital. Attend workshops, consult experienced farmers, and keep learning.
3. Focus on management. Poultry farming is roughly 80 percent management and 20 percent capital. Record-keeping, disease control, and proper feeding practices determine success.
4. Diversify your income streams. Combine layers and broilers, sell manure, breed chicks, and offer training services to reduce financial risk.
5. Build relationships. Strong networks with feed suppliers, veterinarians, and buyers are essential for survival in difficult times.
6. Above all, be patient. Farming success does not happen overnight. The first year is usually about learning and building resilience.

If someone like me—who once saw farming as punishment, can build an operation of 22,000 birds and train hundreds of farmers, then the possibilities are open to anyone willing to commit.

Expanding Horizons for Youth

Agriculture in Ghana offers opportunities far beyond poultry. Young people can explore ventures such as grasscutter farming, goat and sheep rearing, snail farming, aquaculture, and beekeeping. These animal-based enterprises often require moderate startup capital and have strong market demand.

On the crop side, vegetable farming, mushroom cultivation, cassava processing, moringa farming, and staple crop production offer excellent opportunities. However, the key to long-term sustainability is diversification. Combining different agricultural activities—such as poultry and vegetable farming or fish farming and crop production—maximizes resource use and reduces risk.

The future of Ghana's agriculture belongs to those who approach it with creativity, knowledge, and entrepreneurial thinking.

National Perspective & Five-Year Vision

As Ghana marks 69 years of independence, I feel both optimistic and concerned about the future of our poultry industry.

Local production has improved significantly, and awareness of modern farming practices is growing. However, the continued importation of frozen chicken still undermines local farmers. Additionally, high feed costs and limited access to financing remain major obstacles.

To move toward self-sufficiency in poultry production, Ghana must invest heavily in feed production, support maize and soybean cultivation, provide accessible agricultural financing, strengthen veterinary services, and improve market linkages between farmers and buyers.

Looking ahead, my vision for Eadu Tanta Farms and Training Center over the next five years is ambitious.

I aim to train thousands of farmers across Ghana and West Africa, expanding the impact we have already made. I also plan to build fully integrated farming systems that combine poultry with crops, aquaculture, and other livestock enterprises.

We intend to develop value-added poultry products such as smoked chicken, sausages, and premium packaged items while establishing additional demonstration farms and training centers across multiple regions.

Ultimately, my dream is to contribute meaningfully to Ghana's food security while inspiring a new generation of farmers who see agriculture not as a last resort—but as a respected and profitable career.

After all, my journey began with one simple realization:

I was the capital.

And I believe every young Ghanaian can discover that same truth.



“From Tours to Transformation: Cindy NUAMAH

is Building Africa's Destination Experiences”



CYCY Travels has emerged as one of Ghana's growing destination experience and travel companies, operating at the intersection of tourism, culture, and commercial strategy. Founded and led by Cindy Nuamah, the company has built a reputation for curating structured, market-ready travel experiences across Ghana and selected international destinations.

Beyond leisure travel, CYCY Travels positions tourism as a serious economic sector—one that supports local communities, hospitality brands, and investors across the tourism value chain. By collaborating with tour guides, transport providers, resorts, cultural sites, artisans, and food vendors, the company plays a connecting role between travelers, destinations, and tourism businesses.

In this interview with MSM, Cindy Nuamah

shares insights into destination building, tourism as a business, the realities of operating within Ghana’s tourism ecosystem, and her vision for scaling CYCY Travels into a leading African destination experiences brand.

Interview with Cindy Nuamah, CEO - CYCY Travels

MSM: CYCY Travels has become a recognizable name within Ghana’s travel and tourism space. What does the company do today, and how do your services support the broader tourism value chain?

Cindy Nuamah: CYCY Travels operates as a full-service travel and destination experiences company. Today, we design and manage curated tours across Ghana and selected international destinations, provide travel planning and consulting services, and collaborate with hospitality brands to create market-ready experiences. We also host cooking class experiences in Ghana.

Beyond selling trips, our work supports the wider tourism value chain by directly engaging local tour guides, transport providers, hotels, resorts, cultural sites, artisans, and food vendors. We function not just as a tour operator, but as a connector between travelers, communities, and tourism businesses.

MSM: Tourism is often viewed purely as leisure. From your perspective, how does CYCY Travels position tourism as a serious business and investment opportunity?

Cindy Nuamah: We position tourism as a business

by designing commercially viable tour products, working with measurable outcomes, and treating destinations as assets that require planning, branding, and long-term strategy. Our collaborations with resorts, lodges, and destination brands focus on visibility, occupancy, and revenue growth, helping investors and operators see tourism as a scalable and sustainable business opportunity.

MSM: Destination building requires more than marketing—it requires structure, sustainability, and commercial viability. What, in your experience, makes a destination successful, and how does CYCY Travels contribute to that process?

Cindy Nuamah: A successful destination offers a clear identity, reliable infrastructure, quality service delivery, and experiences that can be consistently packaged and sold. Sustainability and community involvement are critical, because destinations thrive when local people benefit and take ownership.

We contribute by helping destinations move from “hidden gems” to structured tourism products through itinerary development, experience curation, and strategic promotion, particularly on digital and social media platforms.

MSM: Partnerships and investment play a critical role in tourism growth. What types of collaborations does CYCY Travels engage in, and how do these partnerships strengthen your business model?

Cindy Nuamah:

Our partnerships span resorts, hotels, eco-lodges, and tourism boards. These collaborations allow us to co-create experiences, improve service quality, and access new markets.

For our partners, we provide exposure, customer access, and brand positioning. For us, partnerships enable scalability and ensure our offerings remain diverse, competitive, and commercially viable.

MSM: Operating within Ghana’s tourism ecosystem comes with its own challenges. What are the major obstacles facing tourism businesses today, and what changes are needed to unlock meaningful destination investment?

Cindy Nuamah: Some major challenges include limited access to financing for tourism SMEs, infrastructure gaps in emerging destinations, inconsistent service standards, unreliable information, and insufficient data to guide investment decisions.

To unlock meaningful destination investment, there must be stronger public-private collaboration, improved destination infrastructure and data availability, and capacity building for local operators. Clear policies and long-term planning are essential to attract investors who view tourism as a stable and profitable sector.

MSM: As CEO, what has your leadership journey been like in building CYCY Travels? What defining moments shaped the company, and what vision are you pursuing over the next five years?

Cindy Nuamah: Building CYCY Travels has been a journey of learning, resilience, and growth. I started with hands-on tour

planning and client engagement, then gradually shifted into building systems, partnerships, and a strong brand identity.

Defining moments include successfully executing large group tours, collaborating with high-end resorts, and seeing international travelers choose Ghana and other destinations through our platform.

Over the next five years, my vision is to position CYCY Travels as a leading destination experiences company in Africa—known for quality, innovation, and impact. We aim to expand our destination portfolio, deepen strategic partnerships, and play a stronger role in destination development and tourism investment conversations across the continent.

MSM: How can readers, investors, and travel enthusiasts connect with CYCY Travels and your leadership online?

Cindy Nuamah: Instagram: @cycy_travels | @ctravel_consult

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Sonto POOE

Founder of Native Child
From Kitchen Creations to a Global Natural Haircare Brand

Sonto Pooe is a South African entrepreneur and beauty innovator who has built one of the continent's most compelling natural haircare brands. As the founder of Native Child, she has challenged global industry giants such as L'Oréal and Revlon by creating products designed specifically for African hair and skin.

What began as small-batch formulations made in her kitchen has grown into a nationally recognized brand stocked by major retailers and reaching customers around the world. Beyond product development, Sonto is passionate about educating women—especially Black and mixed-race women—on how to properly care for their natural curls and skin.

Her work has earned major recognition, including the Clicks Supplier of the Year Awards Best Small Enterprise Development Award in 2021 and 2023, as well as two Gold honors at the Gold Pack Awards. Through Native Child and its youth empowerment initiatives, Sonto continues to combine entrepreneurship, education, and social impact—proving that African beauty brands can compete and thrive on the global stage.

Early Life and Personal Journey

Who is Sonto Pooe and what brought about Native Child?

Sonto Pooe is a mother, a wife, an entrepreneur and a philanthropist. I was born in the dusty streets of KZN and raised by a single mother (a teacher by profession) so education in my household has always been important. I'm the first of 3 girls so responsibility / leadership skills I learnt growing up having to play second in charge when mom was out working. I also had to learn to be resourceful quite early because money was limited and I couldn't go to Ma to ask her to buy this and that. After teaching myself how to do my own hair, as a teen I'd do my peers' hair for extra money.

I think like most young people I experimented with a lot of things trying to find my way. I have always had a love-hate relationship with my hair since I was a young child. I come from a line of builders / construction related jobs so when that suggestion was to study Quantity Surveying,

that came very natural to me because although I didn't know the profession, the industry I was familiar with and the decision made sense at the time. Once I was there I realized this is not my life's work.

I think since we are dynamic beings we can all do many things but there is one thing that you can do really, really well and that sets your heart on fire. I had to make the decision to start afresh and abandon what I felt like would not be a fulfilling life long term. That's when I started my journey to creating Nativechild.

The Inspiration Behind the Brand

When did you start the business?

In my heart since I was a little girl. However, the first steps of gaining the necessary skills and knowledge of having a formal hair care & body care business started after I left my Engineering profession. Nativechild was then launched towards the end of 2015.

What inspired it?

Love inspired it. I have always been obsessed with my hair since I was a little girl. It's something I later found out I inherited from my grandmother and great great mother. And then of course my own personal journey & struggles propelled me and gave me the motivation to start my own range.

I've always been one who has a sensitive digestion, allergic skin reactions, etc so ensuring that the range was safe was of utmost importance. Then lastly I've always loved being me and fairly comfortable in my own skin (literally) and the older I got, I realized that to some color is an issue and often the darker, the more it's associated with all sorts of negative traits (which we all know could not be further from the

truth). This then inspired the name Nativechild. Nativechild is intended to provide good quality products to millions of people who need it but also evoke a feeling of pride in oneself, that you are enough.

The Meaning Behind the Name

Why the name: Native Child?

I am African and so coming up with a name that the children of Africa would be proud of was very important to me. Being born African or of African descent is not always easy and often we



are seen as second best, so I wanted to create something that we can be proud of & call our own.

We manufacture our products locally using mainly raw materials that come from Africa. More than ethically sourced & created products, the legacy I'd like to leave is one where every Nativechild feels proud of their heritage and not feel like they have to be someone else to be accepted.

Entering a Competitive Industry

Taking up competitors who have years worth of experience in the beauty industry has to have been quite the feat. What made you think you could do it?

I'm a believer and I work hard, so it never even crossed my mind that I could not do it. Secondly, I am my target customer. I know the needs of our target market from experience, I live it everyday. Big giants are so big and generally decisions are made by people who don't share the experience of those they are trying to sell to. No amount of money or schooling can substitute for experience.

You staked your territory in retail against giants like L'Oréal and Revlon, how daunting was that process for you? Did you ever feel overwhelmed?

Would you believe me if I told you I didn't even think of them? I didn't. I knew what I wanted to offer the market had not been done and so I could not achieve it by looking at them.

So no, I never felt overwhelmed by other brands & I still don't. I've mastered the art of minding my own business, literally. Quite frankly I was happy to be under radar as it would allow me to build my roots undisturbed.

Growth Beyond South Africa

Your business has grown significantly to servicing the beauty markets in South Africa, Swaziland, Namibia, USA, Botswana and Ghana. Did you ever dream of this possibility?

Yes I did but I have been humbled at how quickly it came. The initial dream is to have every family in SA have at least 1 Nativechild product but I soon realized how connected the world is and that people move around and before you know it, you have requests from all over the world. Then that helped expand my vision to the world.

How have you been able to achieve this?

Our distribution outside South Africa includes a combination of retail distribution which have a footprint in other countries and teaming up with courier companies.

The Brand's Mission and Product Philosophy

What does your company do? What are your aims currently with this type of hair brand in Africa?

Nativechild is a natural based hair care and body care brand that specifically caters to the needs of people of color. We want every Nativechild to have access to our products. We constantly receive requests from all over Africa and the world. And although we ship internationally, there is a high demand for local distribution. So we are looking into that.

What makes your products special?

Our products are plant based. They are created ethically and with safe ingredients. And you will not find this goodness at such affordable prices! I guarantee it! Our goal is for the masses to have access to them.

And whenever you want to touch a bit of mother nature, you think of Nativechild.

Challenges Along the Way

What are some of the challenges you've faced and how have you overcome them?

Using technology to buy products and buying online is new age and ever evolving so educating our potential customers on online buying has been a massive task. Not everyone is comfortable venturing out into the unknown.

Then assuring customers that it's safe and we won't run away with their money (given the scams that are out there) is also a massive responsibility. However, it has gotten easier as we've created a step by step guideline, and we have dedicated staff that assists customers to create their orders. These customers also come back to thank us and then tell others about how easy it is.

Entering the brick and mortar retail space. It's easier than it looks. We have been fortunate to team up with the right partners who have helped us to speak the retail language, look at our data, analyze it and see the financial picture of our business.

Finding the right staff that not only understand the vision but also are aligned to it. I've learnt not to employ people who come to you because they 'need' a job. The strategy is now to

employ people who are passionate about what they do and whose vision aligns with the company. Meaning needing a job is not enough, but you must love what you are employed to do.

I think every stage comes with its own set of challenges, it comes with growing pains. Once you think you've arrived, the rug can pull under your feet and you're back on your toes again. I've learnt to change my perspective and not see the word "challenge" but see "growth".

Balancing Business and Family

What was the most difficult part of your entrepreneurship journey so far and how did you overcome it?

The most difficult part is honestly trying to manage work and home balance. I love my family. They are everything to me. So it's been tough when all I want to do is spend time with them but I can't because of work pressures.

I have just had to ride that out to such a point when we can employ more people to take the load. These are the sacrifices that no one talks about. Fortunately they have been understanding most of the time. And I'm truly grateful to them for allowing me to serve and do the things I need to do.

The second is underestimating the

demand. You think because you're a small company compared to industry giants and that growth will be slow but wow, our customers have been nothing short of amazing. That has meant we run around like crazy getting additional resources to keep up with the demand. We now plan well in advance and try our best to forecast potential demand. Skills from Her Previous Career

What skills have you transferred from your profession as a quantity surveyor to entrepreneurship in the personal care space?

Professionalism. Being in a professional environment helped me to be accountable for my time & projects (tasks). You don't just float around aimlessly. We have targets, which one learns to execute swiftly and within budget. I needed those skills in business. In fact I would dare say without these skills, I would not be a success.

What Sets Native Child Apart

What sets Native Child apart from its competitors?

Me. There isn't another me. Every business will be different because of the vision of the owner / CEO. I come with a unique set of experiences which allow me to navigate the way I do as an entrepreneur.

Secondly we are not just hair care



& body care brands. We are a conscious brand, very much aware of the impact of cosmetics in the environment & people. And we are at the forefront of brands who genuinely care about the people we serve and our planet. Our products are plant based, which means we are doing our bit to make this world a better place whilst instilling self confidence in our customers.

Almost all our packaging is recyclable which also helps with the fight against global warming.

The Vision Ahead

What are your future plans and wishes for Native Child?

To be a global player. We are already doing baby steps into that vision as products are already available in Swaziland, Namibia, Botswana, Lesotho, the US & the world through our online site but ultimately would love to see our products in retailers across the world, and for us to be known for quality effective products that keep their promise of being good to the earth and its people.

Advice to Entrepreneurs

What would you say are some of the key principles entrepreneurs should arm themselves with?

1. Be ready to work. The amount of hours you will have

to put in will far exceed your expectations.

2. Surround yourself with supporting people. Not everyone may see your vision but emotional support is very important and will get you through tough days. Everything is energy. The more positive energy you receive, the better for you.

3. Being an entrepreneur, you're the visionary, the engine of the company. You need to know everything (or as much as you can) there is to know about running your business. You can't rely on others to move the vehicle for you. Learn how to know all there is to know.

4. Avoid debt where possible. It's ok to start small and grow organically. I started off by selling just 1 product, hair growth castor oil and grew from there. Don't run faster than you have strength.

Advice to Women Starting Businesses

What's the biggest piece of advice you can give to other women looking to start-up?

I've learnt A LOT since starting a formal business. As a youth I was always entrepreneurial and although those lessons learnt were valuable, I still had no idea how tough it could be learning to run a formal business and not

only managing yourself but managing others as well and ensuring the vision and purpose of the brand is carried through everything we did.

Follow your passion. Don't waste time doing things you don't love. Align your business with your passion.

Biggest lesson is to employ people who are capable, competent and passionate. If you can find people with the same fire as you and can align to your vision, that business will be self-sufficient and will continue to grow. We often make the mistake of employing people who need a job vs who can do a job. Big difference.

Secondly, have laser-like focus. It's easy to be distracted by those around you who don't have your same vision. People love to give advice which may or may not be beneficial.

Lastly, everything done in love is done well. Make sure you love what you're doing otherwise you will pay for it one way or another. Money should never be the motivation. It is a by-product of a service of love. I know that customers will buy love and will crash your website & knock down walls of retailers to get it.

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Veronica Tabi

Founder, VTABI

The Queen Of Robes





VTABí is more than a fashion house—it is a movement born from purpose. What began in a deeply personal season of growth and self-discovery has evolved into a global luxury bridal brand.

At the heart of it all is its founder and Creative Director, Veronica Tabi—a visionary who uses fashion not only as an art form, but as a meaningful expression of identity, faith, and story.

Her mission is to inspire others to pursue their dreams regardless of where they begin, and to remind them that God's purpose for their lives is always unfolding.

What started as a quiet creative outlet during a defining season has grown into a brand that now serves brides across the world—offering not just garments, but elevated, intentional experiences.

THE STORY

My name is Veronica Tabi, founder and Creative Director of VTABí—a luxury fashion house redefining the bridal experience through bespoke robe design, intentional bridal styling, and special occasion image consulting, grounded in faith, purpose, and elegant storytelling.

My journey into fashion did not begin with a plan. It began in a deeply personal season of my life.

I stepped into responsibilities early, at a time when I was still discovering who I was and what my future would hold. That season came with uncertainty, pressure, and the quiet challenge of finding my voice while navigating new realities.

Yet even in that space, I found something unexpected—fashion became my outlet.

What began as a simple, creative escape gradually evolved into something far more meaningful.

Through creativity, I found expression. Through expression, I found clarity. And in that process, VTABí was born.

From the very beginning, my vision extended far beyond clothing. I wanted to create something that could meet people in their most uncertain moments—a reminder that your story, no matter how

complex, is not a limitation, but a foundation. A place from which something beautiful can emerge.

WHAT I DO

Today, VTABi is known for crafting more than just beautiful pieces—we create experiences. At the heart of the brand is our signature focus: luxury bridal robes and wedding morning styling.

I specialize in designing bespoke bridal robes that transform the quiet, intimate hours before a wedding into something unforgettable—an experience rooted in elegance, intention, and presence.

Each piece is thoughtfully created to ensure that a bride does not just look beautiful, but feels fully aligned, confident, and at peace as she prepares to step into one of the most significant moments of her life.

Beyond robes, I offer bridal styling and image consulting, working closely with each bride to curate a cohesive and elevated visual story—from concept to execution. Every detail is considered, ensuring that her look reflects not just beauty, but identity.

I also provide special event styling, extending this same level of intentionality and refinement to milestone moments, creating looks that feel both timeless and deeply personal.

For me, it has never been just about fashion—it is about how a woman feels in her moment.

Today, VTABi serves brides across the world. Yet beyond its growth, what matters most is what it represents.

Through my work, I help women step into defining moments with grace, confidence, and clarity. Because for me, it goes beyond creating something beautiful.

It is about alignment—helping a woman feel deeply connected to her story, her identity, and the moment she is stepping into.

Every detail matters. Because each piece carries meaning. VTABi is where spirit meets style... where fashion becomes storytelling... and where garments become part of a legacy.



THE VISION

As the brand continues to grow, so does the vision. Within the next two years, I am excited to expand VTABi by launching a luxury robe line beyond brides—creating pieces that allow women to experience elegance and intentionality in both everyday and special moments.

At the same time, I will be expanding the image consulting and styling arm of the brand, building a team of creatives who embody the same standard of excellence and attention to detail—allowing VTABi to serve clients across the country and internationally.

The goal is not simply growth, but impact—reaching more women, telling more stories, and creating more meaningful experiences through fashion.

If there is one thing I have learned, it is this: the road will not always be smooth, but it will always be meaningful.

Every challenge becomes part of the foundation you stand on.

And wherever you find yourself in your journey, remember this—your story still holds power. God's purpose for your life is still unfolding. Keep going. Beautifully and boldly.

Special Acknowledgment: VEEVALACOLD

Wedding between Veronica and King Cold

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@Reign_xperienceDecor; @EventelzBride's MUA;
@Reggies_makeovers
Bride's Hairstylist: @HairbystylezBride's
Stylist/Bridal robes: @Vtabi_officialBride's
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LEARNING FROM THE GLOBAL AI RACE: WHY GHANA MUST LEAD ON AI GOVERNANCE IN AFRICA

Artificial intelligence is reshaping the world in profound ways, and the countries that act decisively today will shape the direction of global innovation for decades to come. From rapid advancements in generative AI to the deployment of machine learning in health, agriculture, education, finance, and public services, AI is no longer a speculative technology.

Around the world, nations are racing not just to harness AI's economic potential but also to build governance systems that ensure safety, ethics, and accountability. In this global contest, governance has taken center stage in the story of technological transformation.

As African countries -em

brace a wave of digital innovation, there is an urgent need to reflect on how leading economies are structuring AI governance and what lessons Ghana can derive to lead this charge. Understanding the models that work elsewhere is critical if Ghana is to build an AI ecosystem that protects its citizens, encourages creativity, and promotes sustainable development.

Therefore, this article intends to explore what Ghana can learn from global AI governance frameworks, why Ghana is uniquely positioned to lead in Africa, and what strategic steps the country must take to build a robust, human-centered governance architecture.

THE GLOBAL AI GOVERNANCE LANDSCAPE

Globally, AI governance has become a high-stakes project. The European Union's AI Act is perhaps the most developed example: it proposes a risk-based classification system in which AI applications are categorized by their potential harm, ranging from minimal risk to unacceptable risk. High-risk systems will be subject to mandatory conformity assessments, transparency requirements, and human oversight. The Act also envisions enforcement by national regulators and coordination across Member States, marking an ambitious move to harmonize AI risk management.

In the United States, AI gov

ernance leans toward a decentralized, sector-by-sector model. Rather than a single omnibus framework, regulation is emerging through existing agencies like the Federal Trade Commission, FDA, and others, complemented by voluntary guidelines from industry-led consortia. This model allows innovation to move fast but raises concerns about fragmented oversight.

China, meanwhile, has adopted a top-down governance approach. The government uses regulatory mandates and national strategy to steer AI deployment, especially in strategic sectors like surveillance, smart cities, and public services. Control, as much as innovation, is embedded in Beijing's governance philosophy.

Across all these jurisdictions, common lessons emerge: first, a one-size-fits-all regulatory model does not work. Risk must be assessed, cate

gorized, and mitigated. Second, transparency is essential; AI systems should be auditable and understandable. Third, governance must be multi-stakeholder, incorporating industry, civil society, academia, and government.

Yet, despite these advances, most frameworks remain untested at scale. Experts note that laws struggle to keep up with the pace of AI innovation. In lower and middle-income countries, the challenge is compounded by resource constraints, limited technical expertise, and dependency on technology developed abroad.

RISKS AND CHALLENGES SPECIFIC TO GHANA AND AFRICA

While Ghana's ambitions for AI are bold, the country must also grapple with specific risks shaped by local realities.

a. Data Bias and Quality: Many AI models in Ghana are trained on datasets sourced from abroad. These models may not adequately reflect Ghanaian societies, leading to biased outcomes, for instance, in credit scoring or healthcare predictions. Without concerted effort to generate high-quality local data, Ghana risks importing systemic errors embedded in foreign-trained models.

b. Transparency and Explainability: AI systems, particularly in high-stakes areas like public service delivery or justice, need to be interpretable. However, many machine-learning models act like black boxes. If a citizen's access to public support or benefits is determined by such a system, there must be mechanisms to audit decisions, attribute responsibility, and provide recourse.

c. Regulatory Fragmentation: Ghana is developing multiple digital laws simultaneously, including the Emerging Technologies Bill, proposed updates to data protection laws, and cybersecurity changes.

Policy experts warn that this overlapping legislation may create fragmented authority across agencies, leading to compliance friction and reduced clarity. Moreover, novel requirements like algorithmic bias testing sometimes clash with privacy protections, creating a bias-testing paradox.

d. Capacity Constraints and Infrastructure Gaps: Building a world-class AI ecosys



tem requires talent, but Ghana currently faces limited availability of AI professionals, data scientists, and researchers deeply rooted in local contexts. Furthermore, infrastructure challenges such as inconsistent electricity, limited compute capacity, and uneven internet access hinder large-scale deployment of advanced AI.

e. Sovereignty and Data Localization: Ghana's Ministry of Communications, Digital Technology and Innovations has already emphasized the importance of anchoring AI on local datasets to avoid over-dependence on foreign models. This is not just a technical demand but a sovereignty concern: if Ghanaian data is exported or controlled exclusively by foreign entities, the country risks ceding control of its digital future.

WHY GHANA SHOULD LEAD ON AI GOVERNANCE?

Given these opportunities and risks, Ghana has both a strategic interest and ethical responsibility to lead AI governance in Africa.

a. Strategic Advantage: Ghana's youthful population, growing digital infrastructure, and dynamic innovation ecosystem present a strong foundation for leadership. The One Million Coders Program and other digital-skilling initiatives are building a pipeline of talent capable of supporting home-grown AI development.

b. Moral and Development

Imperative: AI governance is not only about regulation; it is about justice, inclusion, and dignity. Ghana has the opportunity to ensure that AI systems are aligned with local values, respecting culture, identity, and democratic rights. Leading in this space could also help mitigate economic inequalities by preventing exploitative or biased AI.

c. Geopolitical and Soft Power Leadership: By establishing sound governance frameworks, Ghana can become a model for other African nations. Its success could catalyze a continental movement toward responsible AI, a soft power that supports Ghana's influence in continental policy forums and continental digital integration initiatives.

d. Economic Opportunity: Clear governance reduces risk for investors and unlocks capital. International investors, impact funds, and AI enterprises are more likely to commit to markets where regulations are understood and stable. Ghana's leadership in AI governance could thus help attract high-quality investment into its digital economy.

LESSONS FROM OTHER JURISDICTIONS

Ghana does not need to reinvent the wheel. There are best practices from around the world that can guide its path.

a. European Union Risk-Based Regulation: The EU's AI Act demonstrates a

sophisticated risk-based approach. By categorizing AI systems by their potential for harm and imposing tailored obligations for high-risk applications, the EU model balances innovation with protection. Mandatory transparency, conformity assessments, and human oversight are central to its design.

b. Singapore and Organization for Economic Co-operation and Development (OECD) Multi-stakeholder Governance and Sandboxes: Singapore and OECD member states emphasize regulatory sandboxes and multi-stakeholder advisory councils. These structures allow governments to test new technologies in controlled environments while learning from the private sector and civil society. This ensures governance evolves with innovation rather than lagging behind it.

c. Contextual Ethics African Insights: Analyses produced by institutions such as Centre for International Governance Innovation (CIGI) argue that governance frameworks in Africa must be human-centric and culturally grounded. African values such as communitarianism, relational trust, and respect for local knowledge should inform AI governance. This perspective avoids simply copying Western models and ensures that AI serves local needs.

d. Localizing Trust. Recent research into African conceptualizations of trust in AI shows that trust is deeply shaped by community values and relational bonds

rather than individualism common in Western discourse. Integrating these worldviews into governance helps design systems people can actually trust.

POLICY RECOMMENDATIONS AND ROADMAP FOR GHANA

To deliver on the ambition of becoming Africa's AI governance leader, Ghana must act strategically and decisively by adopting some of the following recommendations amongst others:

a. Harmonize Legislation: Align the Emerging Technologies Bill, Data Protection Act, Data Harmonization Bill and Cybersecurity Bill amendments to avoid jurisdictional overlap. Create clear institutional roles, for instance by empowering a centralized agency to coordinate AI regulation.

b. Establish a Governance Body: Flowing from above, there is a need to create an independent AI Commission or Agency responsible for standard setting, overseeing impact assessments, certifying systems, and conducting audits. This body should include representatives from government, academia, industry, civil society, and local communities.

c. Mandate Ethical Safeguards: Require all high-risk AI systems to undergo algorithmic impact assessments for fairness, bias, privacy, and environmental impact. Enforce standards for system explainability, transparency reports, and redress mecha-

nisms.

d. Build Local Data Infrastructure: Invest in data infrastructure, including a national data exchange or clearinghouse, to nurture the creation of datasets that reflect Ghana's diversity. Prioritize anonymization, interoperability, and governance principles that protect digital sovereignty.

e. Develop Technical Capacity: Scale programs like the One Million Coders initiative to build a large base of AI developers, ethicists, and governance professionals. The Government can also take the further step of funding AI research hubs in universities and partnerships with international institutions.

f. Launch Regulatory Sandboxes: Establish testing environments for AI innovations similar to the sandboxes launched by both the Bank of Ghana and Securities and Exchanges Commission (SEC) where startups and established firms can trial systems under supervision and in a controlled setting. Use these sandboxes to refine regulatory norms and collect data for policy learning.

g. Lead Regionally: Propose a West African or African AI Governance Forum under AU, ECOWAS, or Smart Africa frameworks. Champion regional standards, cross-border data policies, and shared regulatory infrastructure.

CONCLUSION

Ghana stands at a pivotal moment. The global AI race is not just about technological supremacy; it is about shaping how societies will live, work, and interact in the decades ahead. By leading on AI governance, Ghana can achieve more than national leadership; it can set a model for the rest of Africa, embedding its values, protecting its people, and unleashing human-centered innovation.

But leadership will not emerge by accident. It will require deliberate policy making, inclusive institution building, coherent legal reforms, and sustained investment. It will require public-private partnerships, multi-stakeholder engagement, and courage to regulate new technologies in a way that balances risk with opportunity.

If Ghana plays its cards right, it will not only benefit from AI's transformative power; it will shape that power. And in doing so, it will offer a blueprint for the continent: a future where AI strengthens democracy, drives prosperity, and reflects African aspirations.



The Uneven Roads of Entrepreneurship - Dr Maxwell Ampong

In every generation of entrepreneurs, there's a story we often tell ourselves. We believe that success goes to the person who works the hardest in the room. The one who gets up earliest. The one who makes the greatest sacrifices. The one who refuses to give up, even when everyone else does.

It's a captivating story, but there's more to it that we haven't seen yet. But entrepreneurship does not begin on the same road for everyone. Some start on smooth, well-paved paths, while others begin their journey on uneven terrain.

A buddy of mine was talking about privilege, the idea that some people start their journey on easier paths than others. What struck me was the honesty in that statement. The person openly acknowledged the paved road and honestly shared that they are still figuring out their next steps. This was a timely

reminder.

That tension between advantage and effort is a debate entrepreneurs everywhere must face. But for young entrepreneurs in Ghana, it adds an extra layer of complexity. Because the hard truth we rarely say out loud is that no matter who you are, or where you were born, even when the road is paved, someone still has to walk it. And sometimes, that same paved road is even different depending on who you are. Entrepreneurship culture, especially with social media in the mix, often highlights the inspiring myth of the truly self-made individual. It's about the founder who began with nothing, the billionaire who crafted an empire from a simple dorm room, and the hustler who succeeded thanks to relentless grit.

These stories often have more to them than meets the eye.

Behind every "self-made" entrepreneur, there's a rich story of circumstances: family background, educational access, networks, geography, timing, policy, and sometimes sheer luck. Each of these elements plays a part in shaping their journey, reminding us that success is rarely a solo achievement.

None of this diminishes the hard work involved. But they shape the path.

In Ghana, for example, two young people might both be excited to start a technology company. One could grow up in Accra, where they have easy access to fast internet, helpful mentors, and exposure to international markets. On the other hand, someone from a smaller town might see entrepreneurship as trading goods rather than creating digital platforms. This difference highlights how opportunities can vary depending on where someone grows up.

Both are talented and ambitious individuals. While they begin their journeys from different points, understanding this difference doesn't lessen their potential for success. Instead, it helps us see the path ahead more clearly.

In many conversations, the word "privilege" can sometimes feel like an accusation, making people instinctively defensive. But privilege, properly understood, is not a moral judgement. Instead, it's simply a way to describe starting conditions.

Growing up in a household that values education can set a strong foundation. Attending a school where teachers nurture curiosity is also a wonderful opportunity. Additionally, having parents who introduce you to influential networks can open many doors. All these factors together can really give someone a positive start in life.

Acknowledging these advantages does not erase the effort needed to succeed. It's a warm reminder that everyone begins the race from different points in life, and that's perfectly okay. The truth remains that even when the path is easier, the journey still calls for momentum and perseverance.

Ghana has its own versions of structural advantages and disadvantages. Consider where someone is born.

A young person growing up in Accra, Kumasi, or Takoradi usually has more opportunities to connect with business environments compared to someone in a rural district. Access to reliable electricity, access to banks, incubators, and investors can really open up more possibilities for entrepreneurs.

Consider education.

Students at prestigious secondary schools or universities often find themselves connected to networks that gently guide their careers in

meaningful ways. A simple chat in a university dorm can blossom into a startup partnership that lasts for decades, showcasing how valuable these early connections can be.

Consider family exposure.

Some individuals grow up watching their relatives run businesses. They get to see negotiations, managing inventory, providing customer service, and taking risks up close. For them, entrepreneurship feels like a natural part of life.

People come from all sorts of backgrounds, and for some, stability is about landing a government job, while others see owning a business as risky or even irresponsible. But no matter where we come from, these choices don't determine our destiny; they just shape the landscape of our lives.

Earlier this year, a talented Ghanaian friend living abroad shared her experience with me, noting that, despite her academic achievements and economic advantages, society often views her through certain assumptions. She said people tend to judge her before she even has a chance to speak.

This reality resonates beyond race and gender. Across many communities, including ours, folks are often seen through perspectives that don't truly reflect their abilities, which can be unfair and limiting.

In Ghana, young entrepreneurs often face quiet challenges that aren't immediately visible. A young founder might be overlooked because of their age, and a female entrepreneur could be underestimated in industries

dominated by men. Someone from a modest background might find it harder to be taken seriously among the elite. These stories remind us of the resilience needed to break barriers and pursue dreams.

These judgments rarely appear in official documents. They quietly influence conversations, negotiations, and expectations. Yet, they shape opportunities. Entrepreneurship is not just about ideas or capital; it is also about perception too. Who is trusted. Who is listened to. Who is assumed to belong. And that fact is undeniable.

None of this means that success is predetermined. If it were, no entrepreneur starting from a humble background would ever find their way to success. But history, both around the world and here in Ghana, tells a different story.

Many of the country's most influential business leaders started out with modest resources. They grew their companies through persistence, adaptability, and a continuous desire to learn. Recognising structural realities can help us understand why some journeys are more challenging than others. Two entrepreneurs might put in the same amount of hard work, but one could encounter fewer obstacles along the way. Recognising this doesn't take away from their achievements. In fact, it fosters humility and a deeper appreciation for everyone's unique path. Everyone's efforts are valuable, and understanding these differences helps us stay humble and respectful of each other's journeys.

Humility might just be the most overlooked quality in entrepreneurship. While we often cheer for confidence, vision, and boldness, it's humility that offers

something even more valuable: a broader perspective that keeps us grounded and open to growth.

When entrepreneurs understand how circumstances have shaped their journeys, they tend to become more compassionate and thoughtful leaders. They create companies that welcome others in, mentor aspiring younger founders, and invest in ecosystems that once supported them along the way.

When we embrace humility, success feels more like a shared journey than a solo achievement. It reminds us to stay grounded and grateful for our accomplishments. Without humility, success easily turns into arrogance, making us believe that our achievements are solely due to our own brilliance. But with humility, success becomes a meaningful responsibility we carry with care and respect.

Entrepreneurship is all about stories that inspire us. Investors are drawn to compelling narratives, and the media often helps share these stories with a wider audience. Founders also put a lot of heart into shaping the stories about their companies. But it's important to remember that overly simple stories can sometimes be misleading or even dangerous.

Believing that success is just about hard work might cause us to

overlook some bigger systemic barriers that exist. On the other hand, thinking that success comes only from privilege can make us forget about the power of individual effort and choice. Recognising both sides helps us see a fuller picture and appreciate the complex factors behind success. Reality sits somewhere between these extremes.

Hard work matters. Opportunity matters. Timing matters. Networks matter. The road and the car both matter.

So what should a young entrepreneur in Ghana take from all this?

First, understand your starting point. Every entrepreneur begins somewhere. Some start with financial backing. Others start with little more than determination and a borrowed laptop. Both journeys are valid. What matters is clarity about the terrain.

Second, build networks intentionally. Entrepreneurship is rarely a solo endeavour. The relationships you cultivate with mentors, with collaborators, with advisors, these often shape the opportunities you encounter.

Third, remain intellectually curious. Exposure matters. Read widely. Travel when possible. Learn about industries beyond your immediate environment. Ideas rarely emerge

from isolation.

Fourth, extend opportunity to others when you can. If you find yourself on a paved road, remember that someone else may still be navigating rocky terrain. A recommendation, an introduction, or mentorship can change the trajectory of another entrepreneur's life.

Perhaps the most powerful lesson from my aforementioned conversations is not about privilege at all. Maybe it's about awareness. My friends did not deny the advantages they had. They simply added nuance to the story and I learnt from that.

Yes, the road may have been paved. But movement still required effort. In entrepreneurship, this balance is worth remembering. If you have advantages, acknowledge them. If you face obstacles, confront them with determination. And if you succeed, resist the temptation to believe that the journey was yours alone.

Because behind every entrepreneur, whether in Silicon Valley, Lagos, Nairobi, or Shashie, lies a complex intersection of effort, opportunity, timing, and community. Recognising that complexity does not weaken the story of your success. It deepens it.



Dr. Maxwell Ampong



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Vice President H.E. Naana Jane Opoku-Agyemang has been ranked among the 2025 100 Most Influential African Women by Avance Media.

The annual ranking recognises African women whose leadership, influence, and accomplishments continue to shape decision-making at the highest levels locally and internationally.

Other Ghanaians on the list include: H.E. Amma Twum-Amoah, Major General Anita Asmah, H.E. Anita Kiki Gbeho, H.E. Hanna Serwaa Tetteh, H.E. Martha Ama Akyaa Pobee, Shirley Ayorkor Botchwey and Adelaide Siaw Agyepong.

The ranking, which is also in its seventh (7th) year, highlights women who have risen through corporate leadership, founded impactful institutions, influenced policy, and set global standards across governance, diplomacy, business, media, climate change, civil society, philanthropy, sports, and the creative industries.

The 2025 publication features influential women drawn from 32 African countries, reflecting the depth and diversity of female leadership across the continent. Nigeria emerged as the most represented country on the list with 20 women, followed by South Africa (8), Ghana (8), Kenya (8), Zimbabwe (6) and Egypt (5), making up the top countries with the highest number of featured women. Collectively, these countries account for a significant proportion of Africa's female leaders operating at national, regional, and global levels.

A strong political presence defines this year's ranking, with two sitting Presidents and one former President featured. They include H.E. Samia Suluhu Hassan of Tanzania, H.E. Ndemupelila Netumbo Nandi-Ndaitwah of Namibia, and H.E. Ellen Johnson Sirleaf, former President of Liberia. The list also recognises eight Vice Presidents, among them H.E. Jane Naana Opoku-Agyemang of Ghana, H.E. Jessica Alupo of Uganda, H.E. Esperança da Costa of Angola, H.E. Mariam Chabi Talata of Benin, H.E. Mutale Nalumango of Zambia, and H.E. Rebecca Nyandeng De Mabior of South Sudan, underscoring the growing role of women in executive political leadership across Africa.

Global governance and multilateral institutions feature prominently in the ranking, with several women holding senior leadership positions at the United Nations, the African Union, ECOWAS, the Commonwealth, the African Development Bank Group, the World Trade Organisation, and other international bodies. Notable figures include H.E. Amina J. Mohammed, Deputy Secretary-General of the United Nations; H.E. Ahunna Eziakonwa, UNDP Regional Director for Africa; Hon. Shirley Ayorkor Botchwey, Secretary-General of

the Commonwealth; Ngozi Okonjo-Iweala, Director-General of the World Trade Organisation; and H.E. Martha Ama Akyaa Pobee, United Nations Assistant Secretary-General for Africa.

Beyond governance and diplomacy, corporate leadership is represented by women such as Dr. Owen Omogiafo, Folorunso Alakija, Mpumi Madisa and Delphine Traoré Maidou, while media influence is reflected through global journalists including Nima Elbagir, Anne Soy, and Salma Abdelaziz. In arts, entertainment, and sports, the list features internationally celebrated figures such as Angélique Kidjo, Tems, Ayra Starr, Tiwa Savage, Tyla, and Olympic champion-turned-IOC President Kirsty Coventry. Civil society, climate advocacy, and philanthropy remain key pillars of influence within the ranking. Women such as Dr. Rasha Kelej, Graça Machel, Tsitsi Masiyiwa, Jaha Dukureh, and Zouera Youssoufou are recognised for their sustained commitment to social justice, development financing, gender advocacy, and community transformation across Africa.

According to Avance Media, selection into the 100 Most Influential African Women ranking is based on excellence in leadership and performance, personal accomplishments, commitment to sharing knowledge, the ability to break the status quo, and demonstrable impact as accomplished African women operating at national, continental, and global levels.

Commenting on the release, Prince Akpah, Managing Director of Avance Media, said the ranking is part of the organisation's broader mission to reshape Africa's global narrative. "These women are not only breaking barriers; they are redefining power, leadership, and influence across Africa and the world. This publication documents their impact while inspiring the next generation of African women leaders to pursue excellence without limits," he said.

The 100 Most Influential African Women ranking serves as both a celebration of achievement and a record of contemporary African leadership, reaffirming the critical role women continue to play in shaping Africa's future and its engagement with the global community.

Below is Avance Media's 2025 100 Most Influential African Women, arranged in alphabetical order:

1. Adelaide Siaw Agyepong || CEO, African Agribusiness Consortium

2. Ahunna Eziakonwa (H.E.) || Regional Director for Africa, UNDP
3. Amina J. Mohammed (H.E.) || Deputy Secretary-General, United Nations
4. Amma Twum-Amoah (H.E.) || Commissioner for Health, Humanitarian Affairs and Social Development (HHS), African Union
5. Angeline Murimirwa || CEO, CAMFED
6. Angélique Kidjo || Singer & Songwriter
7. Anita Asmah (Major-General) || Head of Mission and Force Commander of UNDOF United Nations
8. Anita Kiki Gbeho (H.E.) || Deputy Special Representative in the United Nations Mission in South Sudan
9. Anna Mutavati (H.E.) || Regional Director (East and Southern Africa), UN Women
10. Anne Soy || Journalist & OAP, BBC
11. Ayisha Osori || CEO, Open Society Initiative for West Africa (OSIWA)
12. Ayra Starr || Singer & Songwriter
13. Beatrice Chebet || Athlete
14. Bimbo Ademoye || Actresses & Filmmaker
15. Bintou Keita (H.E.) || Special Representative of the Secretary-General in the DRC, United Nations
16. Bogolo Kenewendo || Minister of Minerals & Energy, Botswana
17. Boitumelo Mosako || CEO, Development Bank of Southern Africa
18. Claire Mawisa || Journalist & OAP, DSTV
19. Clare Akamanzi || CEO, NBA Africa
20. Clementine Nkweta-Salami || Assistant Secretary-General, Resident and Humanitarian Coordinator in Sudan, United Nations
21. Damtien L. Tchintchibidja (H.E.) || Vice-President, ECOWAS Commission
22. Delphine Traoré Maidou || CEO, Allianz Africa
23. Diene Keita (H.E.) || Executive Director, United Nations Population Fund (UNFPA)
24. Edith Kimani || Journalist & OAP, DW
25. Elizabeth Maruma Mrema (H.E.) || Deputy Executive Director, UNEP
26. Ellen Johnson Sirleaf (H.E.) || Former President, Republic of Liberia
27. Esperança da Costa (H.E.) || Vice-President, Angola
28. Fatima Maada Bio (H.E.) || First Lady, Sierra Leone
29. Fatou Jeng || Founder, Clean Earth Gambia
30. Fatou Sow Sarr (Prof) || Commissioner for Human Development and Social Affairs, ECOWAS
31. Foly Bah Thibault || Journalist & OAP, Al Jazeera
32. Folorunso Alakija || GMD, Rose of Sharon Group
33. Funke Akindele || Actress & Filmmaker
34. Ghizlane Chebbak || Footballer, Al Hilal SFC and the Morocco Women's National Team
35. Graça Machel || Founder, Graça Machel Trust
36. Hanan Morsy || Deputy Executive Secretary, United Nations Economic Commission for Africa
37. Hanna Serwaa Tetteh (H.E.) || Special Representative, USG & Head of UNSMIL (Libya), United Nations
38. Hannan Sulieman (H.E.) || Deputy Executive Director, UNICEF
39. Hassatou Diop N'Sele || Vice President, Finance & CFO, African Development Bank Group
40. Hend Sabry || Actress

41. Ireti Samuel-Ogbu || Board Chair, Africa Finance Corporation
42. Jaha Dukureh || Founder, Safe Hands for Girls
43. Jane Naana Opoku-Agyemang (H.E.) || Vice President, Ghana
44. Jessica Alupo (H.E.) || Vice President, Uganda
45. Joyce Cleopa Msuya Mpanju (H.E.) || Assistant Secretary-General for Humanitarian Affairs, United Nations
46. Judith Suminwa Tuluka || Prime Minister, DRC
47. Julia Sebutinde || Vice President, International Court of Justice
48. Julie Gichuru (Dr.) || Founder, Africa Leadership and Dialogue Institute (ALADI)
49. Kanayo Awani || Executive Vice President, Afreximbank
50. Kirsty Coventry || President, International Olympic Committee (IOC)
51. Leila Bendli || Minister of Energy Transition & Sustainable Development, Morocco
52. Lerato Dorothy Mataboge (H.E.) || Commissioner for Infrastructure and Energy, African Union
53. Mariam Chabi Talata (H.E.) || Vice President, Republic of Benin
54. Marie-Antoinette Rose Quatre (H.E.) || CEO, African Peer Review Mechanism
55. Martha Ama Akyaa Pobee (H.E.) || Assistant Secretary-General of the United Nations for Africa, United Nations
56. Mary-Jean Moyo || Chief of Staff, International Finance Corporation
57. Mo Abudu || CEO, Ebonylife Group
58. Mosun Layode || Executive Director, African Philanthropy Forum
59. Mpumi Madisa || CEO, Bidvest Group
60. Mutale Nalumango (H.E.) || Vice President, Zambia
61. Nardos Bekele-Thomas (H.E.) || CEO, AUDA-NEPAD
62. Ndemupelila Netumbo Nandi-

- Ndaitwah (H.E.) || President, Republic of Namibia
63. Ngozi Okonjo-Iweala (Dr.) || Director General, World Trade Organisation
64. Nima Elbagir || Chief International Investigative Correspondent, CNN
65. Nnenna Lily Nwabufo || Vice President for Regional Development, Integration and Business Delivery, African Development Bank Group
66. Nomsa Philiso || Director, Content General Entertainment, Canal+ Africa
67. Nyaradzayi Gumbonzvanda || Deputy Executive Director, UN Women
68. Oluwatoyin Sanni (Dr.) || CEO, Emerging Africa Group
69. Omoni Oboli || Actress & Filmmaker
70. Oulie Keita (Dr.) || Executive Director, Greenpeace Africa
71. Owen Omogiafo (Dr.) || Group CEO, Transcorp
72. Phoebe N. Okowa || Judge, International Court of Justice
73. Priscillah Mabelane || Executive Vice President, Sasol
74. Rasha Kelej (Dr.) || CEO, Merck Foundation
75. Rebecca Nyandeng De Mabior (H.E.) || Vice President, South Sudan
76. Rica Rwigamba || Country Director, Ghana Programs, Mastercard Foundation
77. Rose Mwebaza (H.E.) || Regional Director for Africa, UNEP
78. Saara Kuugongelwa-Amadhila || Speaker, National Assembly of Namibia
79. Salma Abdelaziz || OAP & Correspondent, CNN
80. Samia Suluhu Hassan (H.E.) || President, United Republic of

- Tanzania
81. Sanda Ojiambo (H.E.) || Assistant Secretary-General, United Nations Global Compact
82. Selma Malika Haddadi (H.E.) || Deputy Chairperson, African Union
83. Shirley Ayorkor Botchwey (Hon) || Secretary-General, Commonwealth
84. Somachi Chris-Asoluka || CEO, The Tony Elumelu Foundation
85. Souad Abderrahim || Mayor, Municipality of Tunis
86. Taaka Awori || CEO, Busara Africa
87. Tems || Singer & Songwriter
88. Tiwa Savage || Singer & Songwriter
89. Tsitsi Masiyiwa || Co-founder, Higherlife Foundation
90. Tyla || Singer & Songwriter
91. Valentine Rugwabiza (H.E.) || Special Representative of the Secretary-General for the Central African Republic, United Nations
92. Vera Daves de Sousa || Minister of Finance, Angola
93. Vera Songwe (Dr.) || Chair & Founder, Liquidity and Sustainability Facility
94. Veronica Mueni Nduva (H.E.) || Secretary General, East African Community (EAC)
95. Winnie Byanyima (H.E.) || Executive Director, UNAIDS
96. Yasmine Fouad (H.E.) || Under-Secretary-General & Executive Secretary, UNCCD
97. Yasmine Sabri || Actress
98. Zainab Hawa Bangura (H.E.) || Director General, United Nations Office at Nairobi
99. Zanele Mholi || Activist
100. Zouera Youssoufou || CEO, Aliko Dangote Foundation

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SHE DARES TO LEAD (SDL)

SHE DARES TO LEAD (SDL) NGO is a youth-focused leadership and empowerment organization legally registered in 2019, with a core mandate to unlock the leadership potential of young women and girls, while promoting inclusive participation of all young people in national development.

The organization exists to address persistent gaps in access, mentorship, leadership exposure, and practical skills development that limit the ability of young women to transition confidently into leadership, entrepreneurship, governance, and innovation

spaces. Through structured mentorship, training, advocacy, and community impact initiatives, SHE DARES TO LEAD cultivates confident, ethical, and purpose-driven leaders equipped to contribute meaningfully to society.

Guided by the values of Develop, Aspire, Rise, and Empower (DARE), the NGO operates at the intersection of leadership development, social impact, and youth empowerment – building pathways from potential to performance.



**Anita Nhyira Bondzie ,
Curator - She Dares to Lead**

The SHE DARES TO LEAD Mentorship Programme

The SHE DARES TO LEAD Mentorship Programme is a structured, year-long leadership development initiative designed to equip mentees with practical skills, confidence, exposure, and mentorship across diverse leadership domains.

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- Skills-based workshops
- Track-specific projects
- Community impact engagements
- Career guidance and psychosocial support

Mentees are guided by experienced professionals, subject-matter experts, and peer leaders, ensuring both technical growth and personal development.

DARE TO LEAD CONFERENCE 2026

Theme Exposition
“Ready to Lead the Future: From Barriers to Breakthroughs”

The 2026 DARE TO LEAD Conference theme, “Ready to Lead the Future: From Barriers to Breakthroughs,” reflects an urgent call for women to transcend limitations that hinder their leadership journeys and redefine influence in the modern world. It emphasizes readiness – the proactive cultivation of confidence, creativity, and competence to navigate an increasingly complex and interconnected global environment.

Persistent Gaps and Challenges

While remarkable progress has been made in advancing women's leadership globally, persistent systemic barriers continue to limit full participation and potential impact. Women today constitute nearly half of the world's population, yet they remain significantly underrepresented in positions of power and influence. Globally, women account for only 27% of national parliamentarians and about 23% of Cabinet ministers (UN Women, 2025). Despite gradual increases in representation since 1995, projections suggest it may take until 2063 to achieve equal representation in parliaments worldwide (UN Women, 2025).

In the corporate sphere, women hold approximately 32% of senior leadership positions, yet only 10–11% of Fortune 500 companies are led by women CEOs (Sci-Tech-Today, 2024). Similarly, while women comprise nearly 46% of public administrators globally, they occupy just 31% of senior management positions (United Nations Development Programme [UNDP], 2024). These disparities illustrate a systemic bottleneck preventing women from ascending to top leadership roles, despite evident capability and ambition.

Across sectors, women are demonstrating both resilience and innovation. Globally, over 250 million women are engaged in entrepreneurship, representing approximately 36% of all business ownership (Global Entrepreneurship Monitor [GEM], 2019). Yet, women entrepreneurs continue to face systemic obstacles such as limited access to finance, markets, and mentorship – barriers that constrain business growth and leadership opportunities (GEM, 2019; World Metrics, 2024). In trade, more than 53% of women's entrepreneurial activity occurs in wholesale and retail sectors, underscoring their strong participation but also their concentration in lower-margin industries (GEM, 2019).

In healthcare and social work, women comprise nearly 67% of the global workforce (World Health Organization [WHO], 2021). Despite their overwhelming presence, they remain underrepresented in decision-making and policy-shaping roles (WHO, 2021). Similarly, in arts, culture, and entertainment, women's participation averages 48%, yet power and leadership remain unevenly distributed, particularly in management, production, and executive roles (World Economic Forum [WEF], 2023; López-Feria et al., 2023).

These disparities are not merely statistical—they expose structural barriers that persist across industries. Whether in business, creative economies, or health services, women continue to push boundaries, innovate, and create new

pathways to leadership. Transforming these barriers into breakthroughs requires investment in leadership development, digital inclusion, and equitable access to opportunities that foster agency and influence.

Key Focus Areas for Overcoming Challenges:

- Dismantling limiting beliefs and mindsets
- Addressing systemic inequalities in leadership structures
- Overcoming fear of failure and risk aversion
- Breaking through communication and representation barriers

Opportunities and Readiness for Change

Empowering women to lead is not merely a moral imperative – it is an economic and developmental necessity. A McKinsey Global Institute (2024) report estimates that advancing gender equality could add up to \$28 trillion to global GDP by 2025, representing a 26% boost to the world economy. Even achieving “best-in-region” gender parity could increase annual global GDP by \$12 trillion (McKinsey Global Institute, 2024).

Gender-balanced leadership, therefore, is not just a social goal but a strategic advantage that fosters innovation, growth, and sustainability. Organizations and nations that invest in women's leadership development are, in effect, investing in collective prosperity and the future of inclusive progress.

Emerging Areas of Focus for the Future:

- Digital transformation and leadership in technology-driven sectors
- Leading with resilience in uncertainty and ambiguity
- Sustainable and ethical decision-making
- Cross-cultural and remote team leadership

The Call to Action

The DARE TO LEAD Conference 2026 seeks to create a transformative space where women leaders can access mentorship, build strategic networks, and amplify their influence. It reaffirms that the future belongs not just to those who dream, but to those who are prepared, equipped, and bold enough to lead with authenticity, innovation, and purpose.

The theme embodies a vision of transformation: empowering women to move from the margins to the center of leadership – to lead not only in numbers but in impact. It calls on leaders, institutions, and partners to champion inclusivity, resilience, and innovation as the foundation for a future led by empowered women – ready to Lead, ready to Reform, and Ready to breakthrough.

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DARE TO LEAD Conference 2026 Bios of Guest Speakers



Dr. Mary Asabea Ashun

Dr. Mary Asabea Ashun is an education leader, institution builder, and author with over three decades of experience in school leadership, system design, and international education. She currently serves as the Chief Executive Officer of Ghana International School (GIS), having previously led the school as Principal, where she guided significant academic, cultural, and strategic transformation. Her leadership is grounded in building resilient institutions, strengthening leadership capacity at all levels, and aligning vision with operational excellence.

In 2023, Dr. Ashun was a finalist for the Africa Education Medal, recognizing her contribution to educational leadership and impact across the continent. Her work emphasizes how leaders craft systems and cultures that endure, with particular attention to the "middle layer" of leadership where strategy becomes practice. She advocates for human-centred leadership, relational trust, and sustainable design in education and organizational life.

A sought-after speaker and thinker, Dr. Ashun writes and shares widely on leadership, governance, organizational culture, and purpose-driven change. Her professional essays and reflections engage a global audience of educators, leaders, and governance practitioners.



Dr. Sangu Delle

Dr. Sangu Delle is Chairman and CEO of CarePoint, a tech forward healthcare group focused on "building Africa's healthcare future." He is also Founder & Executive Chairman of Golden Palm Investments Corporation, one of Africa's leading venture capital firms. Delle has been named a World Economic Forum Young Global Leader, a 2022 Eisenhower Fellow, Africa's "Young Person of the Year", a 2014 TEDGlobal Fellow, a 2013 Soros Fellow, one of Forbes' top 30 most promising entrepreneurs in Africa, and one of Euromoney's "Africa's Rising Stars".

Sangu is a member of Harvard University's governing Board of Overseers Center and a board member of Ashesi University and Ghana International School. Sangu graduated with a BA, a JD, and an MBA from Harvard University, a Masters from Oxford University and a PhD from the University of Birmingham (UK). Sangu is the author of "Making Futures: Young Entrepreneurs in a Dynamic Africa" which was published in September 2019. He is a mental health activist with a TED Talk on the stigma of mental health which has garnered over 2 million views.



Nana Darkowaa Ampem Kyerewaa II is the Paramount Queen of Yamfo State in the Ahafo Province of the Asante Kingdom and one of the youngest Queenmothers in the Ashanti Kingdom. For five years, she has led with courage, grace, and a deep commitment to her people.

Beyond the stool, she is the CEO of Ohemaa Darkowaa Ltd and Ohemaa Darkowaa Foundation. She holds an HND in Procurement from Kumasi Technical University, a BSc in Logistics and Supply Chain Management, and an MSc in Project Management from Kwame Nkrumah University of Science and Technology.

A proud Catholic and a passionate advocate for education, she is deeply involved in promoting girl-child education in Yamfo and its surrounding communities, using her platform to create opportunity and hope for the next generation of young women.



Juliet Ibrahim

Juliet Ibrahim is an award-winning Ghanaian-Liberian actress, film producer, author, and humanitarian. Recognized as one of Africa's most influential entertainment figures, she has starred in numerous African films and television productions while using her platform to advocate for women's empowerment and social change. She is the President of Women in Film, TV, and Media Ghana (WIFT Ghana) and founder of the Juliet Ibrahim Foundation, which campaigns against gender-based violence. Through storytelling, media, and advocacy, she inspires young women to pursue their ambitions while maintaining purpose, discipline, and impact.



Dr. Kobbina Awuah

Dr. Kobbina Awuah is a development economist, entrepreneur, and financial inclusion advocate. He is the Director and Co-Founder of OYA Microcredit Group, a financial services institution supporting small businesses and entrepreneurs across Ghana. With a background in economics, policy, and development finance, Dr. Awuah works to expand access to capital, empower youth entrepreneurship, and strengthen inclusive economic growth. His work focuses on equipping young people with the tools, financial literacy, and opportunities needed to build sustainable enterprises and contribute to national development.



Geena Malkani

Geena Malkani is a respected business executive and energy sector leader serving as Director and Chief Operating Officer of Springfield Exploration and Production Limited (SEP), one of Ghana's leading indigenous oil and gas exploration companies. She has played a significant role in the growth of the company and in advancing Ghana's participation in the global energy industry. With experience in corporate leadership, strategic management, and investment, she is passionate about mentorship and empowering women to pursue leadership careers in traditionally male-dominated industries such as energy, engineering, and business.



Joyce Bawa Mogtari

Joyce Bawa Mogtari is a Ghanaian lawyer, governance advocate, and public policy leader currently serving as Presidential Adviser and Special Aide to H.E. John Dramani Mahama, former President of the Republic of Ghana. She previously served as Deputy Minister for Transport and has played key roles in governance, policy development, and political communication in Ghana. A strong advocate for women's leadership, democratic governance, and youth participation in public service, she continues to inspire young leaders to actively engage in nation-building and responsible leadership.



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