



SMEGA

XIV

Third **SME Ghana Awards** ... celebrating Ghana's SMEs !



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SME GHANA AWARDS 2015



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P R O G R A M M E



Arrival and Guests Interaction 6.30

Opening Prayer 7.00

Purpose of Gathering 7.05

Special Recognitions

Addresses by -

SMEGA 7.10

Interlude - SMEGA Impact 7.20

Vodafone 7.35

Cultural Performance 7.40

Awards Selection Body 7.45

Special Remarks - Special Guest of Honour 7.55

Key Note Address - Guest Speaker 8.10

Cultural Performance 8.35

Presentation of Awards 8.40

- Confering of Special Recognitions Awards 9.10

Citation and Main Awards 9.15

Appreciation 9.30

Refreshment / Networking

Departure

M.C : Your Official MC

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SME GHANA AWARDS 2015
E V E N T M A G A Z I N E

Theme:

"Sustaining Ghana's SMEs in a Globally Competitive Market through the local support for Made-in-Ghana products."

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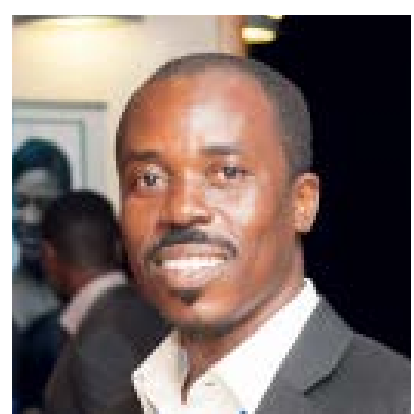
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&

Congratulations to all Winners
May the best candidates WIN

Long live the SMEGA
Long live SMEs, Long live GHANA



The SME Ghana Awards - SMEGA - is an initiative of **Imagine8**

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Office Location: Block 11, Room 1, Mensa Saba Road, Kokomlemle – Accra



THE SME GHANA AWARDS 2015



Mr Kwesi Ofori Jnr. Speaking at the launching of the 3rd SME Ghana Awards flanked by Nico Van Staaldunin - ED, EBO and Mr Ben Heh - Director, Industrial Development - MoTI

Awards for SMEs to empower players in the sector

SMALL and Medium Enterprises (SMEs) in Ghana are receiving some form of commendation following the success of an award scheme to identify and reward innovation, creativity, product quality, and competitiveness.

The SME Ghana Awards (SMEGA), currently in its third year, has not failed to live up to expectations in encouraging good management and corporate governance practices among SMEs in Ghana and to advocate for better business conditions and policies for them.

SMEGA has also positioned itself as a multi-functional platform for business promotion, collaboration and networking while advocating for quality standards of Made-in-Ghana products for global and local markets.

It is acknowledged worldwide that SMEs are the engines of economic development and industrial growth, solving the twin problems of unemployment and poverty. They are said to account for approximately 95 per cent of all the companies in the world.

In most countries, the contribution of small and medium manufacturing, service and business enterprises is significantly greater than that of large enterprises when it comes to innovations, productive employment and optimum utilization of latent resources.

Research shows that, SMEs contribute about 70-80 per cent of GDP. They give about 92 per cent employment to the citizenry and serves as the engine of growth to the economy. The sector also plays an important role in providing income for the people and gives additional revenue for the government.



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In Ghana, SMEs contribute immensely to the industrial output and export of goods and services. They constitute about 90 per cent of businesses in Ghana, and account for 85 per cent manufacturing employment and 75 per cent of general employment. However, the sector is not given the due recognition and needed support.

The full benefits of SMEs have not been realised in Ghana largely due to the difficulty SMEs have with accessing capital, high quality and affordable business development services, and the lack of entrepreneurial skills.



Erratic power supply, lack of adequate technical and management support services and limited access to information on market opportunities are other critical challenges SMEs in Ghana face.

As a matter of fact, SMEs in Ghana have not always obtained the required amount of support from concerned Ministries, Departments and Agencies as well as the banks, financial institutions and other bigger corporate entities. This lack of support has been a major hindrance to the development of SMEs to a position where they can be locally and globally competitive. This challenge is mainly being attributed to the fact that banks and financial institutions assess SMEs as being inherently more risky to do

business with because of their insufficient assets and low level of capitalization, vulnerability to market fluctuations and high mortality rates.

SMEs also suffer credit rationing from financial institutions due to their lack of reliable collateral or collateral mismatch between the type of assets held by SMEs and the type of assets required by banks for collateral and even in cases where SMEs are granted these credit facilities, they access them at comparatively high interest rates.

It is to strengthen SMEs and to encourage them to do more for Ghana that the SMEGA awards was established to complement government efforts.

The SME Ghana Awards (SMEGA)

The SME Ghana Awards (SMEGA) was instituted by Imagine8 Company Limited in 2013 as a National Award Scheme held annually to celebrate the country's best performing SMEs, individuals of entrepreneurial excellence and other sector support agencies.

The award is to motivate and challenge them (SMEs) to scale up their fields of operation and improve the quality of their products, render commendable service and determine to contribute to building the nation.

The award has travelled three years achieving its set objectives in 2014 and 2015 with an increased participation in applications and attendance. The 3rd edition will be held in September 2016.

SMEGA defines SMEs by employee numbers and annual turnover. Per its criteria, SMEs must be registered in Ghana with the Registrar General's Department, having employment



numbers ranging from 10-250 employees and they must have an annual turnover ranging from GH¢90,000 to GH¢45million.

The award is open to all SMEs (businesses) in Ghana that may satisfy the stated criteria and fulfill other statutory national obligations irrespective of where they are located. The SMEs are afforded a fair chance of participating and winning an award.

Qualification for selection is founded on Innovation & Creativity; Company size; Business Competitiveness, New Technology application, use of Information Communication Technology (ICT); Management Style; Corporate Governance;

and Corporate Social Initiative. The SME Ghana Awards was established to increase public awareness on the state of Ghana's SMEs nationwide and to encourage participation of SMEs from all regions across Ghana through the SMEGA Interact. This is a regional business promotional social intervention programme fashioned by the SMEGA Communication and PR machinery with the intent to connect with 1000+ SMEs all over Ghana.

SMEGA collaborated with Mindworks Ghana on their annual wellness conference & exhibition. The conference seeks to correct the anomaly of professionals working hard to neglect their health.

The WHEALTH Conference demonstrated how employees become more productive and organizations more profitable when stakeholders practice the WORKPLACE wellness culture.

WHO WINS ?

The Small and Medium Enterprises Ghana Awards (SMEGA) is conferred on deserving SMEs and individuals who have exhibited exemplary entrepreneurial excellence and demonstrated exceptional financial and managerial performance in their fields of operation among other peers. Awardees will also need to exhibit excellence in quality products, services and/or activities that define them as outstanding entities.







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SME GHANA AWARDS 2014



Angela Mensah-Poku

Director, Vodafone Business Solutions

We live in an increasingly dynamic and evolving world – dictated by the pace of technological growth and advancement.

SMEs the world over, unlike large corporations, stand the most to gain from this changing spectacle. A key advantage these companies have is the ability to make quick turnarounds and take advantage of opportunities very quickly.

The advent of new technology, such as mobile devices, IoT (Internet of Things) and unified communications, means SMEs can respond rapidly to change and create a competitive advantage. To win in a sustainable way, SMEs require tools that will help their businesses become more agile and responsive to the increasing needs of customers. By embracing technology, SMEs can create a more collaborative and flexible working culture, enabling employees to work from anywhere and stay productive.

Utilizing technology is a fantastic opportunity for SMEs to get ahead, build their businesses and invest profits in new growth areas. The advancement in technology is already enabling some SMEs to get ahead. The last ten years have shown that single ideas can transform businesses from start-ups to multi-billion pound valuation within short periods of time.

As we look ahead, technology will be fundamental to the future of most SME businesses. It will enable SMEs to compete in the global space. However, the businesses that innovate and can adapt quickly to change will gain a competitive edge and become the next big success story.

Best of luck to all nominees!

Are you Ready and confidently connected? Talk to us on 0302 334040



Imagine8

Imagine8 is a limited liability company, incorporated under the Ghana Company's Act. Our primary businesses are Event Management, Professional SME support programmes, Investment Advisory Services, Book-keeping, Final Account Preparation and Concept & Proposal Development.

Other areas include:

Theatre Production
Graphic Designing
Print-Media Advertising

We are credited with the SME GHANA AWARDS (SMEGA), a national award scheme instituted to award SMEs and individuals of entrepreneurial excellence.

OBJECTIVES

- To provide the necessary expertise in organizing and managing events.
- To encourage innovation & creativity among businesses

- To create a business network of entrepreneurs and businesses for business growth

We impact people and organizations through innovation, creativity and networking to actuate concepts that reach prospective and existing targets - bringing imaginations to life and turn dreams into reality.

With young talents, Imagine8 is diversified to handle all client requirements in a professional and effective manner focusing on corporate and individual unique brand and specifications. We provide quality and efficient service at all times and on time. Our services and productions are a mark of excellence. We simply deliver quality.

We have managed and coordinated series of events in the areas of Awards, Television & Radio Commercials, Radio Drama, Video Documentary and Press Printing. Through these, we seek to contribute our quota to the success of client objectives and to the development of our nation Ghana.

Vision

To become the motivational pivot for business growth through business development programmes and networking activities in Ghana and West Africa.

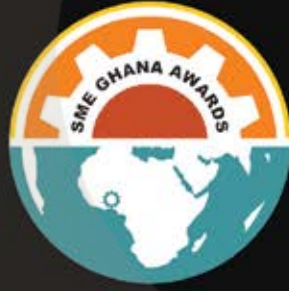
Mission Statement

To be leaders in business programme management, providing innovative solutions through quality service delivery and standard that focuses on the needs of our stakeholders.



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SMEGA INTERACT

**“Preparing SMEs to become
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The SMEGA Interact is an SME social intervention training programme designed to equip 1000+ SMEs across Ghana to attract investment.

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The SME Ghana Awards - SMEGA is an initiative of imagine8 organized in partnership with the Ministry of Trade and Industry, World Association for SMEs, GIPC, Graphic Communications Group & other stakeholder



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SME GHANA AWARDS 2014



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- ❖ Affiliated to Greenfields (UK), National Security Alliance (UK) and Insight Security (US)

We collaborate and work with the following organizations:

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Digital Marketing Advice For SME's



Digital marketing is becoming a bit of a hot topic, with the popularity of online and e-commerce services. If your small business is web-based, or simply in need of some digital marketing advice, we have some tips to help you make the most of your budget and improve your marketing strategy.

Personalise - You have to know your customers, what they like and what they do. Think about how they're most likely to find your business online. Make sure your content is tailored to specific groups of users, and that your website, marketing and advertising strategies are designed with your target market in mind. Google now tailors your search results based on your area and interests, and online adverts are based on your browsing history. Personalisation is being touted as the next big thing, so jump on the bandwagon.

If your business has photos worth sharing, then definitely upload them. This could be because you have nice premises, or because you're building a product people are interested in, or because you're meeting people that others are interested in. If there's a likeability factor – **share it!**

Do a few things well, rather than doing many things poorly. Make sure you have a good website, and then pick and choose. For instance, select one social platform and utilise it properly, rather than using multiple platforms halfheartedly and without much benefit. If you're a customer facing business, consider Facebook. If you're more in the business to business field, LinkedIn would be a better choice than either Facebook or Twitter, for example. Decide to run one campaign

online and then really focus on making it great, rather than coming up with multiple ideas and implementing an average one in a hurried manner.

Use SEO. If you don't know how to correctly tag all of your webpages with keywords and use them to drive visitors to your site, hire somebody to help or advise you. People will be finding you through Google, whether you like it or not, and making sure that Google will work to your advantage can only be a good thing for you.

Be polite and professional online. Just because the person on the other side of the screen isn't somebody you can see face to face, it doesn't mean you can treat them any differently. If you receive a private message, respond as promptly as you can. If you receive criticism on your public page, don't delete and ignore it. Instead, respond quickly and try to put things right in a courteous manner. You wouldn't ignore a customer complaining at your business premises, so don't do it online either. If you make potential and existing clients feel valued and important, and you are seen to practice good customer service, your reputation will be enhanced and you are more likely to build your customer base.

Finally, don't be afraid to **employ a good advertising or marketing specialist** and make use of their services. There is no shame in using professional help to your advantage. Sometimes the initial expenditure will seem a lot, but will more than pay for itself as well as saving you time and frustrations.

Sophie Baker

Ref: <https://www.biz4afrika.com/en/articles/Pages/Digital-Marketing-Advice-For-SMEs.aspx>



Mr Steve Kyerematen, MD.CEO

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THE MADE IN GHANA LOGO

The logo was launched in April 2015 to help consumers identify genuine and authentic Made in Ghana products. The mark symbolizes the optimism of producers, linking the everyday determination of Ghanaians with the aspiration of consumers everywhere to make a difference.

The design of the logo has a black background which symbolizes the African colour and the people. Its circular edge represents the trading wheel of the never-ending delivery of Ghanaian excellence. Inside it is a half star in the national colours from left red, yellow and green with inscription 'Made in Ghana' in between the star. Underneath, is written premium quality, assuring consumers of the worth of their money.

The Made in Ghana logo is a challenge to think quality first, embrace productivity and create business results.

The logo is meant to act as a seal on goods that have been certified and accepted as meeting the Made in Ghana standards which has been produced to a premium quality standard.

Buying a premium Made-in-Ghana product supports the local companies that employ young people to earn a decent living, thereby contributing to the economic development of our country.

"YOUR BRAND IS WHAT PEOPLE SAY ABOUT YOU WHEN YOU ARE NOT IN THE ROOM" - Jeff Bezos



The end goal is to build relationships which can help SMEs create new customers, retain existing ones and identify new selling opportunities. It also creates a positive reputation which is needed for a business to grow.

CRM is therefore an accessible tool for SMEs to survive and grow in an increasingly competitive environment. Globally, there are a large number of service providers who can implement CRM systems for an SME at highly competitive rates.

GREATER ACCRA POULTRY FARMERS ASSOCIATION



Profile

GAPFA DRUG STORE



At the Drug Store

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