

BACKGROUND

Micro, small and medium enterprises (MSMEs) play a central role in economic activities in developing economies. In Ghana, they contribute to about 80% of the private sector and also account for businesses in Ghana. A number of these enterprises have evolved or are evolving to become key players in the value chain, delivering supplies, products and services to large companies. Despite their contribution, these enterprises often score poorly on sustainability. Enterprises surviving beyond the first 42 months (nascent and new business phases) in Africa are 13% and that Ghana is 38%.

There are a number of barriers which these firms encounter in their business operations. Poor infrastructure, cumbersome legal, financial and regulatory requirements, limited access to credit and in some cases cultural notions of failure limit creativity and innovation. These inherent challenges threaten their ability to survive and thus, lessen the sustainability of their impact on the economy. To this effect, providing micro-entrepreneurs with innovation and strategies to build sustainable enterprises is of prime necessity.



THE PITCH

SECOND EDITION

Theme: SME Development – Barriers to Growth

Date

6th – 7th August 2015

Venue

University of Ghana Business School
Accra, Ghana

Headline sponsor

Ecobank
The Pan African Bank



CONTACT

US

Dr. Richard Boateng,
UGBS
Tel: 0248852426
Email: richboateng@ug.edu.gh

Mr. Eric Ansong,
UGBS
Tel: 0543990314

Miss Anne Renner,
UGBS
Tel: 0242908870

DAY 2 - AUGUST 7, 2015

TIME: 2:00 PM - 6:00 PM

DAY 1 - AUGUST 6, 2015

TIME: 2:00 PM - 6:00 PM

CHAIR: DR. BEDMAN NARTEY, UGBS

MC: DR. IBRAHIM BEDI, UGBS

CHAIR: DR. DANIEL QUAYE, UGBS

MC: DR. IBRAHIM BEDI, UGBS

1400 -1410 WELCOME

1410 - 1440 CLIQAFRICA

1450 -1520 PROJECT ASSIST GLOBAL

1520 -1550 ECOBANK

1600 - 1640 TIME WITH OKYEAME KWAME

1650 - 1720 REMARKS

1730 - 1800 CHAIRMAN REMARKS

1400 -1410 WELCOME AND PURPOSE OF GATHERING -
PROF. JOSHUA Y. ABOR, DEAN, UGBS

1410 - 1440 NBSSI

1450 -1520 CONTINENTAL CHRISTIAN TRADERS
(CCT - FISHERMAN FRIEND)

1520 -1550 TURNAROUND HELP

1600 - 1640 CALBANK

1650 - 1720 JAPAN MOTORS

1730 - 1800 CHAIRMAN REMARKS