

ACCESS BANK CHAMPIONS SMEs GROWTH THROUGH DIGITALIZATION WORKSHOPS



Access Bank Ghana Plc has held a training on digitalization for SMEs in Kasoa to equip them to leverage technology for their business success and growth.

The capacity building workshop which was in partnership with Development Bank Ghana and Open Labs was on the theme, 'Boosting Digital Skills For Emerging Opportunities'. It was the third of its kind organized by Access Bank in the year; first two were held in Tamale and Techiman.

In an interview with the Managing Director of Access Bank Ghana ahead of the workshop, Olumide Olatunji said, Access Bank believes in the prospects of SMEs and assured of the Bank's support towards their progress and success. "Supporting SMEs to positively impact Ghana's economy is a mandate our Bank holds dear. They are a major employer in Ghana and when given the right support, Ghana's economy will do well", he noted. He called on SMEs in the country to contact any of the branches of Access Bank to get support for their businesses.

Addressing the over 100 participants at the workshop, the Group Head of Retail Banking for Access Bank, Matilda Asante Asiedu said building the capacity of SMEs is in line with Access Bank's goal of becoming the Bank of choice for SMEs in Ghana. "As important stakeholders to the sustenance of Ghana's economy, SMEs deserve to be supported to

Press Release

make the necessary impact and we are pleased to be partners of this agenda", Matilda noted.

She shared some findings on SMEs' contribution to Ghana's economy. "Research reveals that Ghana's private sector is dominated by Small and Medium-sized Enterprises (SMEs) by a little over 90% of the market share. SMEs employ 60% of the labour force and add 70% to Ghana's Gross Domestic Product (GDP)". Despite the enormous contribution SMEs make to employment and GDP, they are saddled with the critical challenge of funding, training, and advisory services among others (Kumaza A. 2021, Growing the Small and Medium Sized Enterprises in Ghana, Ghanaian Times).

Also speaking on Access Bank's dedication to SMEs, Group Head of Business Banking for Access Bank Ghana Kafui Bimpe, explained that Access Bank's growing commitment to SMEs is to equip them to leverage available technology to derive all the benefits the digital space provides.

--MORE--

"Within these past two years, we have championed SMEs' digitalization through our capacity building sessions, access to loans for business expansion, advisory services, and other tailor- made products to help your businesses. When SMEs succeed our economy will also do well ", Kafui noted.

Facilitating the workshop, Peniel Amankwah of Open Labs took participants through effective bookkeeping, tracking sales and leveraging social media for business growth. She advised participants to utilize their mobile phones in reaching the world with their businesses.

Madam Phyllis Rose Asante an entrepreneur in the juice processing industry in Millennium City, Kasoa was happy about her business prospects with the new information she had acquired.

She said her business will no longer be kept in the boundaries of its physical space but will move beyond the shores of Ghana.

"I am grateful to be part of this training. I have been enlightened and empowered. I didn't know my phone was so powerful to make my business go international. I really thank Access Bank for this opportunity", Madam Phyllis shared.

Access Bank remains committed to giving customers more than banking. The Bank has over the years developed a deep understanding of customers' needs, delivering excellent service and empowering them to achieve more through financial inclusion.



1st June, 2022

Press Release

END

For further information, contact Oluwaseun David-Akindele
Ag. Head, Corporate Communications and Brands Management
Email: Oluwaseun.David-Akindele@accessbankplc.com