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THE

DIA SPORA

SPOTLIGHT

From

DIASPORA
INVESTMENT
DESK, GIPC

THE DEVTRACO PLUS *Journey*

ISSUE 2



GHANA
INVESTMENT
PROMOTION
CENTRE

Kindly introduce yourself and your business.

Hello! My name is Joseph Seth Aidoo Jnr, and I am the Executive Director of Devtraco Group, and founder of Devtraco Plus. Devtraco Group (one of Ghana's largest real estate developers) includes;

Devtraco Limited which is focused on middle income earners in Ghana, Devtraco Plus which is focused on high-end housing developments and Fabrico Builders which is centered on real estate construction projects.

When did you start your business?

Devtraco Plus started in 2011. Since its inception, we have developed the following projects:

- PALMERS PLACE
- ACASIA DEVELOPMENT
- HENRIETTA'S PLACE
- THE EDGE
- NIIYO
- AVANT GARDE

What motivated you to start your business?

I decided to start the business as I saw a gap in the market within the luxury housing space. We wanted to provide housing at a standard of western developments, with a fusion of Afrocentric architecture.

I also believe that the investment terrain in Ghana provided security for potential business owners from a perspective of financial security, a mature business environment, as well as a terrain that provided comfortability for the diasporas.

What sector of Ghana's economy is your company focused on?

Devtraco Plus is focused on Property Development and Construction.

How many employees does your company employ?

In total, the Devtraco Group employs over 200 employees, this is inclusive of contractors.

What services/products does your company offer?

We offer Real Estate development and investment, construction, property management, facilities management, and a bespoke service for property advisory.





DID Do your services/products address any of the SDG's?

D+ Yes, our company is focused on SDGs 6 and 11. As a company, we firmly believe that clean water and sanitation, in addition to building sustainable communities are essential to the development of peace and prosperity for humans of all races and ethnic backgrounds.

DID Why did you choose to set up a business in Ghana?

D+ Ghana was primarily chosen because I am a proud Ghanaian. I also felt that investing in my home country would be highly beneficial to the economy as it will contribute to an increase in job creation for the youth.

Notwithstanding , Ghana has a few governmental agencies that aid potential investors, notably, the Ghana Investment Promotion Centre (GIPC), and the Ministry of Trade and Industry (MoTI).

DID What were the challenges you encountered while navigating Ghana's business ecosystem and how did you overcome them?

D+ Our main challenge so far is with sourcing the appropriate development partners to work with. However, we overcame this through a database provided by the government which contains information of all surveyors, architects, construction firms as well as a strong pool of readily accessible international real estate professionals.

DID Kindly send a word of encouragement to other diasporas looking to invest in Ghana to return home and invest in the limitless opportunities the country presents.

D+ I would certainly advocate that interested individuals from the

D+ diaspora explore the opportunity of investing in Ghana. The legal framework in Ghana provides for a safe and secure environment for capital intensive projects.

In addition, Ghana is ranked amongst African leading countries for financial activities and transactions. The opportunities are not just limited to corporate projects and endeavors but also opportunities are available within Agri-businesses, fashion, commodities, logistics, health and education, just to name a few.

To conclude, my word of encouragement would be , COME AND INVEST IN GHANA.

DEVTRACOPUS on SOCIAL MEDIA:

- @devtracoplus
- @DevtracoPlusProperties
- Devtraco Plus



- diasporaspotlight
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Grow in Ghana
Grow with Ghana



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GETTING TOUGH