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# DIA SPORA RA

SPOTLIGHT

ISSUE 6

*Edma*

LAWYER



GHANA  
INVESTMENT  
PROMOTION  
CENTRE



**Kindly introduce yourself and your business**

My name is Edma Ohemaa Lawer, a French young lady of Ghanaian descent and I am the founder and CEO of YEWGlobal a registered NGO that creates, promotes, and finds opportunities for young entrepreneurs and ELO Petroleum an oil & gas service company located in Ghana, Accra.

**What motivated you to start your business?**

I initially created YEWGlobal as a blog on my website which I'd blog about young entrepreneurs across the globe doing something great to impact their communities, societies, and countries. I believed many young individuals were changing the narratives by breaking all odds across the world and their journey needed to be heard to motivated other young people. When I moved to Ghana, I then registered it as an NGO that will promote and help find opportunities for young individuals.

**When did you start your business?**

In 2017 while at the university studying for my Master's degree, I created YEWGlobal (Youth Empowerment Wave Global), a blog that promotes young entrepreneurs. A year later when I moved to Ghana, I established it as an NGO with a team of talented young individuals. Fast forward 3 years later, I setup ELO Petroleum an oil & gas service company that supports operations with the highest level of quality services.

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

Our services are solely needed in the oil & gas sector for ELO Petroleum and the voluntary sector as a non-governmental organization for YEWGlobal.

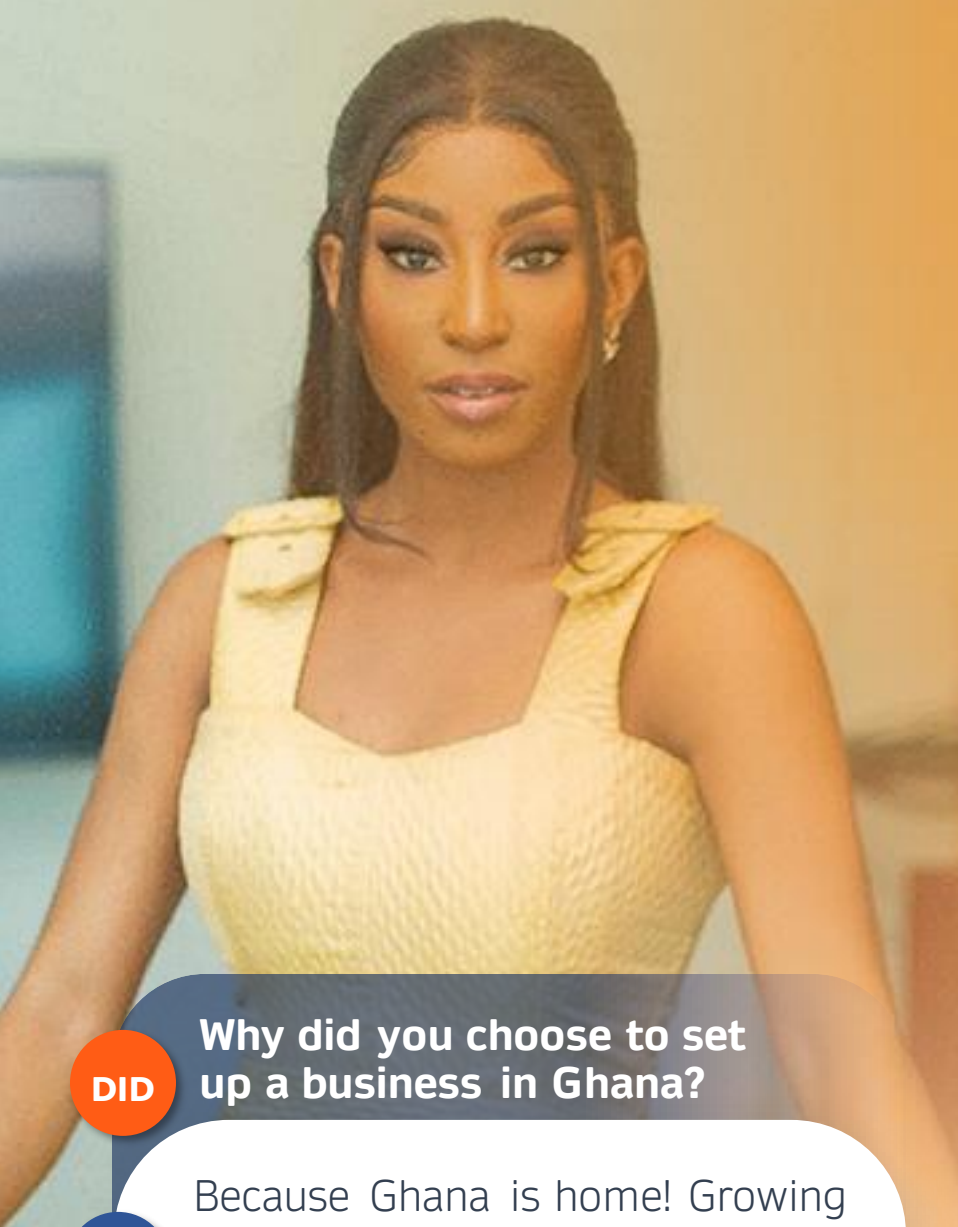
**How many employees does your company employ?**

At the moment we are a team of 4 people for ELO Petroleum and a team of 5 people for YEWGlobal.

**What services/products does your company offer?**

ELO Petroleum is a service company specialized in drilling and production services that supports oil & gas companies with many other services such as procurement and logistics. YEWGlobal aims to empower the youth across the globe on their quest for success by promoting and creating opportunities for them.





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

**D+** Because Ghana is home! Growing up, Ghana was a place my mother made sure my siblings and I visited every summer holidays. So, I grew fond of this amazing country and over the years I knew I would eventually relocate to Ghana to establish myself because of the open opportunities I noticed whenever I visited the country.

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

**D+** Moving from a country where the implementation of procedures to obtain something as simple as a document is made extremely easy, I noticed procedures take much longer here in Ghana which slows down the pace of productivity. There is a lack of financial opportunities for young people and raising funds for YEW Global has also been challenging. However, networking and expanding our contacts including knowing how to confidentially pitch ideas to investors has helped us overcome many challenges.

**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 will like tell anyone wanting return home to stop procrastinating and take the risk with caution by firstly researching on the sector they would want to invest in and them relocate back home.

Always have a purpose driving ideas that will birth solutions and solve problems in the country. There will be hard times and days that they would want to give up, however, nothing great comes easy. There are countless opportunities in Ghana all they need to do is find it, research about it, and invest in it.

**DID** What are the positive outcomes so far in investing in Ghana?

**D+** I think knowing that we have positively impacted people's lives by providing opportunities for them and also building a growing company that in the near future will create more jobs for the youth by God's grace, is so far the most positive outcome of investing in Ghana.

**EDMA LAWER on SOCIAL MEDIA:**

- @yewglobal/ edmalawer
- @YEWGlobal
- Edma Lawer



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Grow with **Ghana**



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