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SPOTLIGHT

From

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DESK, GIPC

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Bridge
Partners X GINGÁ

TERRY AFRAM



Kindly introduce yourself and your business

DID

I'm Terry Afram, the Founder and Managing Director of Bridge Partners. Bridge Partners is a consultancy firm functioning as a local partner for businesses between Western Europe and West Africa, helping our clients grow commercially. We also help the African Diaspora invest in the Motherland (mainly real estate) and are known for our annual flagship conference *The Ghanaian Dream Diaspora Investment Forum*.

I also founded the luxury clothing brand called GINGÁ, which crafts the highest quality made-to-measure kaftans and other Afropolitan suits, right here in our factory in Accra, using the finest Italian fabrics.



When did you start your business?

DID

Bridge Partners and GINGÁ have both been operational since 2018.

What was your motive for starting your business?

DID

I started my career in sales in Amsterdam, then became an investment banker with Goldman Sachs, and eventually got to Ghana as country director at the first tech unicorn active in Africa. Throughout my career, it was identifying and leveraging commercial opportunities I knew how to do best, so I started helping other businesses on the continent grow commercially, and that's how Bridge Partners got started.

GINGÁ was started as a luxury, modern- and pragmatic African answer to the business casual dress code. Our Afropolitan kaftan suits are minimalist and can practically be worn in both formal- and informal settings. We set out to provide the world a luxurious, Made-in-Africa experience.

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

DID

Bridge Partners is industry agnostic, but it provides consultancy services and training. GINGÁ is into manufacturing.

How many employees does your company have?

DID

Bridge Partners has 3 employees, and GINGÁ has 6.

What services/products does your company offer?

DID

Bridge Partners provides consultancy services helping companies grow and enter markets between Western Europe and West Africa. We also provide commercial skills training to elevate teams' ability to increase sales. Bridge Partners finally also assists particularly the Diaspora in their real estate investment aspirations in Ghana.

GINGÁ crafts luxury, Afropolitan, made-to-measure clothing.

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

T Ghana is a peaceful and politically stable country with great commercial opportunities. Being of Ghanaian descent, I always knew I would one day return to Ghana to do something and being of Kwahu-descent I knew it would be business. I used to get bothered by so many things I found lacking in the country, and my mother would always tell me that if something bothers me in life, that is God's way of electing me to go and fix the issue. It may sound overly hopeful, but it's always more impactful than doing nothing.

With regards to GINGÁ for instance, the world typically manufactures products outside of Africa, using African resources, denying Africa the value-addition it needs. We flip it around and source the best global resources but rather add value in Ghana to provide employment, and also to show the world that it's really possible to produce internationally-competitive, high-quality products in Ghana. In all honesty, producing in Ghana has not been easy, but it has definitely been worth it.

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

T Coming from a fast-paced environment, I found the slow pace of processes particularly challenging. I've really had to learn how to be extra patient, but also to put contingency plans in place to manage expectations of all stakeholders in a value transaction.

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

T Ghana has definitely provided great financial returns, much higher than one could expect in particularly more developed markets. If you can navigate the risks, double and even triple digit returns are not rare.

More important than the financial returns, however, is the great sense of fulfillment investing because of the greater impact one can make here, and because of the ability to freely write your own story, build a lasting legacy, and play a significant role in the country's growth story.

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

T I'd always say, "the best time to invest in the Motherland was Yesterday, the next best time is now".

Opportunities are endless, potential impact and returns are great, and the risks are manageable with the right kind of research and network. Reaching out to the GIPC will be very helpful in connecting with and learning from Ghanaians in the homeland and diaspora alike, who have made similar moves to the ones you're anticipating. With the right kind of knowledge, mindset and expectations, Ghana can really become your land of freedom.

TERRY AFRAM on SOCIAL MEDIA:

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Grow in Ghana
Grow with Ghana



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GETTING TOUGH