



GHANA
INVESTMENT
PROMOTION
CENTRE



HIGHLIGHT
ON GHANA'S

ICT

SECTOR

Ghana is home to some of the continent's fastest-growing fin-tech companies, which are expanding and attracting investments from around the world.



OVERVIEW

Ghana's ICT sector is attracting global tech corporations, including some of the world's largest, such as

Google & **twitter** 

due to the country's strong commitment to



Ghana's ICT sector is estimated to be **US\$1Bn** and is projected to grow to **\$5 billion by 2030**

Mobile Network Operator
VOICE SUBSCRIPTION ANALYSIS:

40,769,344
SUBSCRIBERS &
A PENETRATION RATE OF
132.4%

as of Dec 2021, Ghana has **one of the highest in Sub-Saharan Africa.**



MARKET PERFORMANCE & SIZE

DATA SUBSCRIPTION ANALYSIS:

As of DEC 2021, Ghana had

23,578,963

TOTAL DATA SUBSCRIBERS with a
PENETRATION RATE of

76.57% (source NCA)



INTERNET SPEED:

Ghana is ranked the
#1 IN AFRICA with the
fastest internet speed
according to Speedtest Global Index



The expansion of internet networks and smartphone ownership has supported a

RAPID RISE IN DIGITAL SERVICES & THE APPLICATION OF DIGITAL TECHNOLOGY to business practices.

The financial services sector is one of the areas that has seen massive development as a result of the digital era.



MOBILE MONEY TRANSACTIONS DRIVE THE INDUSTRY

as transaction values rise rapidly, particularly during the Covid19 pandemic.

DIGITAL TECHNOLOGY & FINTECH DEVELOPMENT

The total value of mobile money transactions for 2021 was



GH¢905.1 B and estimated to hit a **trillion Ghana cedis in 2022**

Ghana already has a



BURGEONING START-UP SCENE, with international investors acquiring or financing a variety of local start-ups.



These startups benefit from several incentives including a 7-year tax exemption.



EatonTowers

SIEMENS



IS. internet solutions

Google



KEY PLAYERS IN GHANA'S ICT SPACE:



expressPay



A variety of factors will drive growth in Ghana's ICT sector, including the government's



DIGITIZATION PROGRAM

OUTLOOK AND OPPORTUNITIES

This will aid in the integration of modern ICT into:

HEALTH



EDUCATION



PUBLIC ADMINISTRATION



AGRICULTURE





The Ghana COVID 19 Alleviation of Enterprises and Revitalization of Enterprises (CARES) Programme is a **100 billion Ghana Cedis** economic response programme that will support the private sector in targeted sectors to accelerate growth, stabilize, revitalize, and transform the Ghanaian economy.



GHANA CARES AND ICT:

Immediate action to build infrastructure and drive growth in the sector through the Ghana CARES Program are:

A

Government **support for entrepreneurs in ICT/digital economy businesses** such as tech start-ups, fintechs, developers of apps for agriculture, Business Process Outsourcing (BPOs), etc.

B

The **implementation of government digital initiatives** such as the National ID, digital address systems, land records digitization, Ghana. Gov etc.

C

Strengthening and expansion of the **national fiber network backbone** in order to expand and improve internet connectivity.




D


Promotion and increase of **digital literacy**; etc.



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Grow *in* **Ghana**
Grow *with*