Accra to host 2011 SME event

Accra, Ghana will be hosting an international business conference and exhibition aimed at growing businesses, promoting an enabling environment for the private sector as well as creati jobs and alleviating poverty. The event, Business Sense 2011 takes place at the Accra International Conference Centre from 25-26 February 2011.

Under the theme, 'Turning ideas into profitable businesess to improve the private sector', the event is expected to attract over 100 exhibitors, 200 conference delegates made up of MDs, CEOs, business consultants, business development managers, entrepreneurs and people who want to start their own businesses.

Stimulating Ghana business

Speaking on behalf of the organisers, Paul Asinor, the event director of OML Africa said, "Business Sense 2011 is essentially a three-prong solution that is aimed at stimulating the Ghanaian business sector with emphasis on SMEs which make 90% of our economy and yet are often neglected when it comes to the provision of capital, business advisory support, etc. Business Sense 2011 is made up of a two-day exhibition and conference as well as a business plan competition where viable business plans will be selected by an independent panel of imminent judges and announced as a climax to the event."

Accessing funds

"Business Sense 2011 will also provide participants with access to capital funds, promote linkages betwe small and large organisations whilst creating a conducive environment for business networking and growth Exhibitors will have the opportunity to showcase their latest products and services whilst building new sale leads. We are currently in harsh global economic climate and business is rough but imagine over 5,000 potential clients walking through your front desk over two days, ready to do business with you. That is what Business Sense 2011 is all about." he added.

Speaker lineup

The conference will addressed by local and international business experts including Kojo Amissah, lead executive of Commonwealth Institute of Technology and Management; Jeanine Bowen, VC, Ghana South Africa, Chamber of Commerce and founder of ProCall Solutions; and Dr Gilbert Alaba Olusemore, renowned Nigerian banking expert and author of award-winning books *Essentials of Small Business Management* and *Minding Your Vault*.

Other business experts speaking at Business Sense 2011 are Matthew Boadu Adjei, CEO of Oasis Capit Ghana; Olawale Olutayo, Chareted Institute of Personnel Management, Nigeria; and Peter Gyateng, GM o Kingdom Books Limited who will share their experience and best practice with delegates. Officials from th Ghana National Chamber of Commerce and Industry, VAT Service, Registrar General's Department, Gha Investment Promotion Council, Enablis and Ghana Labour Commission are also expected to deliver presentations at the conference which will comprise lectures, practical workshops and plenary sessions.

Business plan competition

The business plan competition is aimed at Ghanaian citizens, aged 18 years and above and who have run small or medium-scale enterprise for at least two years. Winners will be rewarded with fantastic prizes fror access to capital funds, business advisory services, mentoring from top business experts, business products and services like building of websites, etc at the cocktail ceremony that will climax the event.

For more information on Business Sense 2011 and registration, either as a conference delegate, exhibito to participate in the business plan competition or sponsorship opportunities, email paul@hr-oml.co.uk or paakwesi@hr-oml.co.uk or enquiries@hr-oml.co.uk.

For more information, go to www.businesssensegh.com.

For more, visit: https://www.bizcommunity.com