

Google launches online marketplace for Ghana

ACCRA: Google announced yesterday, 2 December 2010, the launch of Google Trader for Ghana highlighting the entrepreneurial opportunities presented by the internet. Trader is a free online classifieds service that allows Ghanaians to buy and sell products and services, as well search for jobs among other things.

Trader can be used by anyone in Ghana, but is expected to have the biggest uptake in major towns and cities across the country. Individuals can post short ads to buy and sell items and services, whilst businesses of any size can also use the site to reach more customers and increase their sales.

Google partners

Google has partnered with Airtel to have Trader accessible to users across Ghana, and Tigo to offer a free SMS option. Users can subscribe by texting START to 6007 on any Airtel or Tigo phone and can start posting and selling immediately.

Estelle Akofio-Sowah, country lead for Google Ghana said, "We are excited about Trader because its free, easy to use, and locally relevant. Having a web version, a mobile web version and an SMS option means that Trader is accessible to everyone, no matter where you are."

Google Trader for Ghana is available at www.google.com.gh/africa/trader.