



COVID-19 and SME Trainings

Webinars to Support the Resilience and Recovery of Women-Owned Businesses in the Shea Sector

June 3 - August 5, 2020

From June 3 to August 5, ITC She Trades in the Commonwealth Ghana and the Global Shea Alliance will offer webinars to women-owned businesses (WoBs) in the shea sector in Ghana and Nigeria.

Given the current COVID-19 pandemic climate, trainings will aim to build the resilience and support the recovery of impacted WoBs. The webinar format will include a combination of formal presentations, question & answer sessions, practical exercises and pre-recorded content.

Presentations and trainings manuals will be available to interested participants in advance. Options for follow-up debrief sessions and one-on-one coaching will also be available for participants.

June 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1		June 3 2pm – 3:30 pm			
7		8	June 10 2pm – 3:30 pm		11	12
14	15	16	June 17 2pm – 3:30 pm	18	19	20
21	22	23	June 24 2pm – 3:30 pm	25	26	27
28	29	30				

Covid-19 Impact on Business and Available Government Support to Maximize Business Survival

Aaron Adu & Kosi Antwiwaa Yankey

Limiting the Negative Impact of Covid-19 on SME Finances

Yaw Lartey

Improving Cash Flow Management

Bright Evans Darko

Developing and Implementing New Sales Tool in Areas of Social Distancing

Eli Daniel-Wilson

July 2020

Developing and Implementing New Sales Tool in Areas of Social Distancing

Eli Daniel-Wilson

Engaging Customers Virtually to Support Recovery

Jemila Abdulai

Leveraging a Time with Less Activity to Improve Product Quality and Support Recovery

Tchala Kazia

Developing New and Improved Products to Support Recovery - Part 1

Betty Agbodzie

Developing New and Improved Products to Support Recovery - Part 2

Betty Agbodzie

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			July 1 2pm – 3:30 pm	1	2	3
	5	6	July 8 2pm – 3:30 pm	8	9	10
	12	13	July 15 2pm – 3:30 pm	15	16	17
	19	20	July 22 2pm – 3:30 pm	22	23	24
	26	27	July 29 2pm – 3:30 pm	29	30	31

August 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			Aug. 5 2pm – 3:30 pm			1
2	3	4		5	6	7
9	10	11		12	13	14
16	17	18		19	20	21
23	24	25		26	27	28
						29

Accessing New Markets to Support Recovery

Tchala Kazia & Mirabelle Moreaux

Meet our Speakers

<p>Aaron Adu <i>Global Shea Alliance</i></p>	<p>Aaron leads the organization development efforts of the Global Shea Alliance including strategic planning, membership expansion, collaboration, and fundraising. He also oversees secretariat activities related to sustainability, quality, policy advocacy, and promotion.</p>	
<p>Kosi Antwiwaa Yankey <i>National Board for Small Scale Industries</i></p>	<p>Antwiwaa is the first female Executive Director for the National Board for Small Scale Industries (NBSSI), appointed in March 2017. Before her appointment at NBSSI, Kosi was a founding and managing partner for an international development-consulting firm. Ms. Yankey graduated from Harvard University, USA, with a Master's in Public Administration and Public Policy from the John F. Kennedy School of Government.</p>	
<p>Yaw Lartey <i>Deloitte Ghana</i></p>	<p>Yaw is the leader for the Financial Advisory unit in Deloitte Ghana. He has over 12 years "top 4" accounting firm (Deloitte, PwC and Ernst & Young) experience in providing advisory services in due diligence review, M&A transactions, financial modelling, restructuring, business valuations, investment appraisal, deal structuring, negotiation support and implementation.</p>	
<p>Bright Evans Darko <i>EXIM Bank Ghana</i></p>	<p>Bright is the Head, Business Development & Projects of Ghana Export & Import Bank. He has 15 years of Banking experience mainly in Corporate Banking, Export Finance and Credit. He has worked with 3 international Banks gaining rich experience in International trade finance.</p>	
<p>Eli Daniel-Wilson <i>Marketing and Digital Expert</i></p>	<p>Eli is a digital marketing expert, whose expertise includes; developing and executing digital-led strategies for brands, digital transformation leadership, content development, and training. He holds a Bachelor Degree in Computer Science and Statistics from the University of Ghana. He continued to do his Post Graduate Diploma in Digital Marketing at the Chartered Institute of Marketing Ghana (CIMG).</p>	
<p>Jemila Abdulai <i>Founding Editor, Circumspecte</i></p>	<p>Jemila is the creative director and editor of the multiple award-winning Circumspecte.com; a digital platform and company dedicated to meaningful insights, interaction and creative action related to Africa and Africans. An economist by training and a self-proclaimed wordsmith, she has been writing since the age of 10 and uses digital technologies to explore the nuances and interactions between African culture, policy, philosophy and human-interest issues.</p>	
<p>Tchala Kazia <i>Trade Consultant</i></p>	<p>Tchala is a specialist in quality and conformity assessment of foods, medicines and cosmetics. He directed for 15 years the quality control laboratory of the Togolese Institute of Agricultural Research. He also led the team responsible for developing the ECOWAS Action Plan on Gender and Processing of Agricultural, Fishery and Artisanal Products.</p>	
<p>Mirabelle Moreaux <i>SeKaf Ghana Limited</i></p>	<p>Mirabelle's career spans over a decade in private equity and management consulting. She is the Investment Director of Injaro Investments Limited where she is responsible for identifying and assessing viable companies as well as managing them for optimum growth. She is an Executive Director with GSA member, SeKaf Ghana Limited. Her previous experience involved advising top businesses, governments and organizations in the USA, Middle East and North Africa.</p>	
<p>Betty Agbodzie <i>Nature's Genesis Enterprise</i></p>	<p>Betty is the Founder of Nature's Genesis Enterprise, where she oversees skin and hair care formulation, as well as quality control. She is a trained cosmetologist with over 5 years' experience in natural and organic ingredients research and development in cosmetic product efficacy. Betty is also a member of the Technical and training team for AGI (Association of Ghana Industries) cosmetic and toiletries sector.</p>	