

Ghanaian Business



Overview

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Key Takeaways

Ghana's business environment is stabilizing, with growing investment opportunities, export growth, and technological adoption across sectors.

Economic Recovery and Investment Climate

Ghana's economy is showing signs of steady recovery, with improvements in GDP growth, inflation, and macroeconomic stability. President John Dramani Mahama highlighted that the country is open for business, emphasizing a favorable investment climate and collaboration with the private sector to drive economic growth . The private sector is being urged to take a leading role in translating macroeconomic gains into tangible outcomes, including industrialisation, value addition, and job creation . Ghana's GDP grew by 5.9% in 2025, and inflation has been easing, signaling stabilisation .

Key Sectors and Export Performance



Ghana has recorded a significant increase in non-traditional exports, reaching \$5.006 billion in 2025, up over 30% from 2024 . Key sectors include agriculture, mining, and manufacturing, with cocoa paste, processed foods, and other value-added products driving export growth . The country is also leveraging its strategic location and population of over 30 million to attract investment under the African Continental Free Trade Area framework .

SMEs and Technological Adoption

Small and medium-sized enterprises (SMEs) in Ghana are increasingly adopting digital tools and AI solutions to enhance operations, marketing, accounting, and customer engagement. Practical applications include WhatsApp chatbots, automated accounting systems, and AI-driven marketing strategies, making technology accessible and affordable for local businesses . Additionally, Ghana is positioning itself as a hub for innovation and entrepreneurship, attracting international interest through initiatives like the Global Conference Alliance .

Policy and Strategic Initiatives

Government and private sector collaboration is central to Ghana's business strategy. Initiatives include the 24-hour economy, infrastructure development, and AI integration across education and industry . Business leaders are encouraged to move from policy discussions to execution, focusing on industrialisation, investment, and job creation . The upcoming Ghana CEO Summit 2026 aims to align national policy with private sector priorities, fostering measurable outcomes for economic transformation .

Opportunities and Challenges

Ghana offers opportunities in industrialisation, value addition, technology adoption, and export diversification. However, businesses must navigate global uncertainties, energy supply challenges, and the need for efficient execution to fully capitalize on these opportunities . Strategic planning, innovation, and adaptability are key for success in the evolving Ghanaian business landscape.

Ghanaian businesses today are thus operating in a dynamic environment with strong growth potential, supported by government initiatives, technological adoption, and expanding export markets, making it an attractive destination for both local and international investors .

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10 influential Ghanaian business moguls who are shaping Africa's future

10 influential Ghanaian business moguls who are shaping Africa's future Beyond their corporate success, many of

Ghana

The Ghanaian business environment is unique, and legal guidance can be extremely helpful. In some cases, a foreign investment

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List of companies of Ghana Location of Ghana Ghana is a unitary presidential constitutional democracy, located along the Gulf of

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