



SOCIAL & ENVIRONMENTAL VALUE



EY with Invest in Africa

As the world's fastest-growing continent, Africa offers huge opportunities for businesses, both local and international. However, businesses operating in Africa face multiple challenges, including gaining access to credible domestic suppliers and partners, and building long-term capacity locally.

Invest in Africa (IIA) is a non-profit organisation that brings together companies that are working to address these challenges. From a research study in Ghana, IIA identified an information gap between large buying corporations and SMEs. Large corporations do not have reliable ways of identifying suitable local suppliers, while SMEs lack access to information about tenders and have limited opportunities to market themselves to buyers.

To address this issue, IIA, with the support of EY's Enterprise Growth Services – a new subsidised extension of EY's core business, which was set up to serve socially impactful clients in developing countries – has created an online business directory in Ghana. The African Partner Pool is an innovative new project that aims to help international and domestic businesses to work together to build local capacity, transfer knowledge and skills, and create jobs in Ghana. To date, 450 SMEs and 11 multinationals have signed up to the scheme, with the aim for this to grow to 2,000 suppliers and 22 buyers in the next three years.

Through the African Partner Pool, IIA will support the Ghanaian government in its quest to strengthen home-growth employment and, by doing so, attract inward investment to its fast-changing economy.

The initiative was launched at the Ghana/UK Trade & Investment Summit in October 2014 with a ringing endorsement and special mention by the Minister of Foreign Affairs, Hannah Tetteh.

EY's contribution to this project is part of its commitment to building a better working world by creating sustainable and inclusive growth. The African Partner Pool will be rolled out across other African countries, using expertise transferred from EY.