



Ghana/Lebanon

Although the presence of the Lebanese community in Ghana goes as far back as a century ago, it is their contribution to Ghana's economic structure in recent times that is most celebrated and for which the Lebanese are increasingly becoming known. In this Special Report, we look at the different aspects of this contribution and the fruits it has borne. And as **Stephen Gyasi** reports in this introduction, the major role that the Lebanese play in Ghana cannot be doubted.

The Lebanese effect in Ghana

They are usually very quiet and hardly heard, but in reality, the contribution of the Lebanese to Ghana's economic development is rather deafening. They are indeed major players in driving the development of the Ghanaian economy through their involvement and investment in major areas such as, the car industry and the hospitality, real estate and commercial sectors, in which they have generated vital employment for many Ghanaians.

"Ghanaians and the Lebanese started their relations long before the modern states of Lebanon and Ghana came into being. It is a very close relationship dating back more than 100 years. It is a relationship between the people themselves. They have lived together, married among themselves, suffered together and enjoyed success together. The Lebanese have participated a lot in the economic development of

Ghana and are part of this country's society and many of them consider themselves to be more Ghanaian than they are Lebanese. This relationship [between Ghanaians and the Lebanese] is very strong because it started with no official mediation and before the diplomatic relations between the two countries, but just between the people themselves," says Ahmad Soueidan, the chargé d'affaires of the Lebanese embassy in Ghana.

It is estimated that there are over 10,000 Lebanese people in Ghana, many of whom have acquired Ghanaian nationality.

And indeed if it was not for the colour of their skin, one would have great difficulty differentiating between some Ghanaians of Lebanese descent and their indigenous countrymen when it comes to speaking local languages – many Lebanese have mastered Ghanaian Twi even better than some indigenes. They enjoy Ghanaian cuisine, music and fraternise freely. Some have married

local women and there are increasingly a growing number of children of Ghanaian/Lebanese heritage.

But most important is their contribution to Ghana's economic performance, especially job creation. Apart from traditional industries such as food processing, Ghana also has a large number of long-established large and medium-sized manufacturing enterprises. The large-scale manufacturing sector includes textiles, drinks, food, plastics, vehicle assembly, and aluminium processing. Many of these businesses are owned and managed by the Lebanese community, who ably compete with multinational companies such as Unilever and Valco.

When the Lebanese first arrived in Ghana, they formed various social clubs and societies in the country, including the Syrian Lebanese Benevolent Society in 1925, but unlike other foreign nationals, the Lebanese came to Ghana to settle and not to "pass through". Many now call Ghana home. ■



'Our long presence in Ghana has made us part of its history'

Lebanon's chargé d'affaires in Ghana, **Ahmad H. Soueidan** (pictured below), traces the history of the Lebanese community in the country and how it has impacted on its economic development.

Q Some Lebanese families in Ghana have been here for three or four generations; what are the historical routes of the Lebanese community in the country? Who are the oldest families?

A: The Lebanese presence in Ghana dates back to 1884; this is what the records say. They came to this country on their way to Latin America where we have a big population. For one reason or another, those people were dropped on the coast here. For some time some of them thought they were in Latin America but then they discovered they were actually in Africa. That is how it started; and they continued living in this country. They worked hard and managed to have some successes in business. They married and raised children here. Other Lebanese people joined them later.

The records show that the first Lebanese to come to Ghana was Melhem Shbib, in 1884. But many others came after five or six years, and they are amongst the oldest families, such as the Kalmoni family, Azar, Ashkar, Fattal, the Fakhrys, the Dakmak and Laba Captain; just to mention a few.

Q: How would you describe the relationship between Ghana and Lebanon and what is the embassy doing to tighten it?

A: Ghanaians and Lebanese started



their relations long before the modern states of Lebanon and Ghana came into being. It is a very close relationship dating back more than 100 years. It is a relationship between the peoples themselves; they were living together, marrying from each side, and enjoying success together.

The Lebanese participated in the economic development of Ghana and are part of its society too. Many of them even consider themselves to be more Ghanaian than Lebanese. So it is a very strong relationship because it started between the peoples themselves with no official mediation and long before the diplomatic relations between the two countries started.

Q: Which are the key sectors that the Lebanese community has

invested in and what is the current trend?

A: Well, globally the Lebanese are known to be good traders and messengers of peace and culture. However in Ghana, in the early 1980s, most of the Lebanese shifted towards various industries in conformity with the policy of the then government. They are still running these industries (plastics, automobile, ICT etc) which constitute the backbone of the Ghanaian economy.

Q: What are the current plans and objectives of the embassy?

A: We are trying to build on the long-standing relationship between the Lebanese and Ghanaians, and to develop the bilateral relations between the two governments. In fact, there is a lot to come in various fields. Personally, I believe in the driving force of the private sector. One of the things we are planning is to have a joint chamber of commerce between Lebanon and Ghana. This will happen very soon to bring together Lebanese and Ghanaian businesses, to try to develop and work together for the benefit and the development of Ghana. This is also good for our private sector, which is very active in the country. Ghana has a lot of opportunities to offer.

The process will start with a Lebanese Chamber of Commerce covering all economic sectors. This



PRODUCERS OF HIGH QUALITY PIPES & PROFILES

Ø20mm - 1000mm

Piping the Nations



INTERPLAST LIMITED

P.O. Box AD 330, Accra Ghana, West Africa
Tel: +233 03 2819000 Fax: +233 03 2813490
E-mail: pipes@interplastghana.com
www.interplastghana.com





chamber will be developed into a joint Lebanese-Ghanaian chamber acting within the framework of some bilateral conventions between the two countries that will be concluded very soon. Other Lebanese Chambers of Commerce will be formed in all African countries that have Lebanese communities. These chambers, with the one to be formed in Ghana, will constitute a union that will be the backbone for the functioning of the Arab-African forum declared by the Arab League summit to promote mutual cooperation between Arab and African countries and to serve the cause of sustainable development in Africa.

These projects and many others were discussed during the last five-day official visit of the Lebanese

minister of foreign affairs to Ghana, accompanied by a large high-ranking delegation. Coming out of this, the embassy will start organising official visits for ministers, officials and public personalities from both sides. These will cover all fields from agriculture to trade and industry, education, the banking sector and many other fields.

Also we are soon going to have the sod-cutting ceremony for a cultural, social and educational centre in East Legon, through which Lebanese and Ghanaians will be able to bring their cultures, leading institutions and talents closer. We are counting on this centre to develop our bilateral relations to the level Lebanese and Ghanaians are looking for.

Q: As the charge d'affaires of the Lebanese embassy, how would you evaluate the contribution that the Lebanese community has given and is giving to the economic and social development of Ghana?

A: I think our long presence in this country has made us part of its history, and our investments have and will continue to serve the welfare of the people and the sustainable development of Ghana.

Q: When your mandate comes to an end, what would you like to be remembered for?

A: I would like to be remembered as a friend of Ghana and Ghanaians; as part of the Lebanese community that came here long ago and has been part of the local life and growth. ■

The IT masters have arrived in town

Africa Business Engineering Ltd (ABE), headed by managing director Jad Mroue, wants to give Ghanaians a new deal in IT and electrical solutions.

Africa Business Engineering Ltd (ABE) started operating in October 2010 with the aim of becoming one of the major players in the IT markets for software and hardware solutions in Ghana. Its core business includes building and configuring solutions, supplying and installing IT and electrical products, offering maintenance and after-sales support, and providing clients with a post-sales service to ensure high and continuous productivity.

Its clients include corporate bodies, NGOs and government institutions. Alongside the core business, ABE aims to build a new retail concept in the country, which will

enable its costumers to experience shopping satisfaction.

It has already developed close relationships with other major players in the IT and electrical equipment/solutions sectors in West Africa. Through this cooperation, ABE and the other companies have introduced bundled solutions for their customers. ABE's first concern is to develop an in-depth knowledge of the IT and electrical solutions sector and ensure the best service to its customers. "He profits most who serves best" is the spirit of the company. And as customer satisfaction is its motto, ABE does everything possible to satisfy its clients even if it has to go the extra mile.

The company's long-term vision is to operate not only in Ghana but all over Africa, starting from West Africa. In Ghana, it has offices in Accra and Takoradi. As the official distributor of different brands that are 100% built for Africa, ABE offers warranties and sales/maintenance packages to its customers.

Mansell Ghana Ltd

Mansell Ghana Ltd, with a workforce of 45, is a major importer and wholesaler of rice, sugar and general merchandise. It services some of the largest companies in Ghana, such as Guinness Ghana Ltd, Nestle Ghana, Kasapreko Company, Unilever Ghana, and Cadbury Ghana.

Mansell is headed by Rami El-Ashkar as managing director, and has three other affiliate companies – Mansell Haulage Ltd (founded in 2007 to take up Mansell's hauling activities), Ashkar Properties Ltd, and Digital Document Services Ltd; all based in Accra.

Today, Ashkar Properties owns several warehouses and a number of housing estates in Accra and Tema, which are rented out to banks and large corporate bodies.

The company is now building three blocks of five-storey office complexes in the heart of Tema. Phase One of the project, made up of the first block, has already been completed, and the office space has been rented out.



It'll Never Leave You On The Road

Reliable, rugged, Unbreakable. The legendary Off-Roader capable of going anywhere, anytime. With its powerful but economical engine, superior towing power, roomy interior and sure-footed grip on the road less travelled, the Nissan Patrol (Y61) is the Ultimate 4X4 Workhorse. Visit Japan Motors today and encounter the durability and go-anywhere ability of the Nissan Patrol.

SHIFT the way you move



3 YEAR
WARRANTY
OR
100,000 KM
Whichever Comes First

- Fuel efficient and Powerful.
- Class leading interior space.

- Suspension for optimum durability and riding comfort.
- Sturdy, reinforced body with crushable zones and safety restraint zone.

**NISSAN
PATROL**

JAPAN MOTORS
Driven by Excellence

- Accra: 0302 682220
 - Tema: 0303 204169
 - Takoradi: 03120 31110
 - Silver Star Tower: 0302 768849-51
 - Kumasi: 03220 30200
 - Tamale: 03720 22125
- www.nissanghana.com www.japanmotors.com

LAKE SIDE ESTATE

HOMES YOU CAN AFFORD



Tel: (030) 277-5043
Email: sales@lakesideestate.com

THE REAL ESTATE CONSULTANTS



CONSULTANTS FOR

- Residential
- Commercial
- Development
- Property Management

Tel: (0302) 787 150

www.silverstartowers.com



So far I am very happy with choosing Ghana

Karim Ibrahim, the managing director of Dream Realty, one of the largest Lebanese-owned businesses in Ghana, talks about the company's new multi-million-dollar projects that are bound to change the face of the capital, Accra, and the way Ghanaians do business.

Q Could you give us a brief overview of your personal background and how and why you came to do business in Ghana?

A: We are one of the biggest developers in Beirut, Lebanon, mainly with properties on the seafront of Beirut. I joined the family business in 2004. Prior to that, I worked for four years with a property management company called Operators that had branches in Beirut, Dubai and Qatar. I established the real estate agency in Operators. My main task was sales and we did a great job.

At the end of 2006, we had a major war in Lebanon so we took the decision to find some good investment outside of Lebanon while keeping all the projects ongoing in Beirut. Looking for outside opportunities, I went everywhere. I went to the US, Romania, Qatar, Dubai, Bahrain, and Saudi Arabia. My two options were Jedda in Saudi Arabia and Bucharest in Romania.

Then I met Hayssam Fakhry, our present partner, in Lebanon. He is a Ghanaian and he asked me to come and see the situation in Ghana. That was at the end of 2006 or probably the beginning of 2007. Until then I had never thought of Ghana. So I came here on his recommendation. Because of my real estate background and my studies (I did a Masters in the Urban Economic Development of Capital Cities in Boston), I saw the potential in



Karim Ibrahim: "There are always risks involved in dealing with a country like Ghana, but so far I am very happy with my choice."

Ghana. Companies were coming in, and airlines were increasing so fast. There was even a political side to it: the US and China were planting themselves in Ghana. So we decided to cancel the two other options and concentrate on Ghana.

We acquired three major plots in Accra. That was in 2007; some time before the announcement of the oil find in Ghana. So the reason wasn't because of the oil.

"I saw the potential in Ghana. Companies were coming in, and airlines were increasing so fast."

We acquired these plots in Accra because, even in Beirut, we like to concentrate and work in the capital but not outside. To find good locations, undeveloped locations, of course: that is our aim. And this is where Dream Realty was established, which is half-owned by my family business in Beirut, Jamil Ibrahim Estates, the other half being owned by the Fakhry family (who also own the Interplast factory in Ghana).

Q: If you had to explain Dream Realty in a few words, what would you say is its mission, and what are its main objectives at the moment?

A: We are developers. You see, when you buy a large piece of land in the capital, the location of that piece of

**FREE CONSULTANCY**

land will tell what kind of development is to be made. Of the three projects we have in Accra, the first one is what we call *The Octagon*, and construction has commenced as we speak. It is at an excellent location, in Accra Central, at the heart of the downtown area. Around it, you have all the major banks, the Cidi House and all the ministries. You can also see two major developments coming up around it, the Ambassador Hotel by Movenpick and the Kempinsky Hotel.

There is a shortage of office accommodation in the downtown area, so we decided to develop the whole four acres as a business compound. We gave one acre to the Accra Metropolitan Assembly (AMA), where we will be building the City Hall of Accra.

Our project is going to be spread over three years. It consists of about 50,000 square metres of offices and showrooms, most of them for sale. It is divided into three main blocks; each of them with its own entrance, five elevators and all the amenities that a project like this would need.

The idea is to sell these offices and we are going to be targeting three kinds of businesses. First of all, there is the pre-sales where we are targeting investors. Today, the business climate in Accra is becoming so advanced that people have to start thinking of buying offices instead of renting. And prices, from our projections for the next four years, are on the rise.

So our first target is investors who could buy at least 1,000 square metres to later resell or rent out. Because we have just started development, we are considering starting the sales to investors by October this year.

Our second target is local businesses that are already established in Ghana: banks, insurance companies, etc; we are going to send direct mail



The Lebanese community in Ghana celebrates: "Maybe 20 years ago living here was a bit difficult; but today it is no longer so," says Karim Ibrahim

to all the companies who would like to relocate to a good environment downtown. The project has over 1,000 car park spaces.

Finally, we are going target small businesses who can buy 100 square metres of offices or a whole block. So we shall target businesses such as lawyers, doctors, or any other small business. For many of these businesses the address is very important. Today's small businesses in Accra are very difficult to get to. To direct a driver there or to know what corner and what the building is, is a problem. When this project is completed, the address will be easy to find. It will be The Octagon, Accra Central, Block A, Second Floor, for example.

This is basically our first project and, as I said earlier, it has commenced already and is due to be

delivered in three years from today. Of course, whoever would like to invest or buy into this project would start paying today and the payment would be spread over three years.

The second project is *The Riviera Hotel*. It is also in Accra Central, on the High Street, just a few minutes' walk away from *The Octagon* project site. It is on the seafront, on a wonderful piece of land and the location is very nice. This project will consist of four blocks of residential, and a boutique, hotel. It will be one of the signature hotels in Accra.

Most of the apartments here in Accra are small apartments. The idea is to introduce large apartments. We are talking about 400 square metres for each, all with a sea view, and independent staff quarters or guest rooms. Each building will have



"In the next five years Ghana may become the fastest growing economy in the world. We hope this is true, so we are trying to get ready for it."

its own swimming pool and car park, independent of the other buildings.

These are the two projects that are ready to go; one has already started and the other, *The Riviera*, will start in a year's time from today.

The third location we have is just before the *Golden Tulip Hotel*, in the airport area. We have six acres of land there, which most probably are going to be commercial, but we haven't really decided what to do with it. I know it is a wonderful piece of land in a wonderful location. Dream Realty has other projects too. We are looking at developing a small hotel in Elmina. We have invested in a restaurant at the Polo Club, and we are doing another restaurant in the airport area as well.

Q: The total estimated value of *The Octagon* project is US\$120m. What do you think will be the impact of your investment, in terms of an economic and social contribution to Ghana's development?

A: I think Ghanaians are not getting back what their money is worth in their investments. I look at rented offices and the amenities in the buildings, and they are very poor. You go into a building and they are asking so much for a square metre per month; and yet you get no – or not enough – parking space available, only one elevator, and so on and so forth. We are not looking at increasing prices at all; we will keep the same price but offer better services in a better environment.

To predict what is going to happen in Ghana, we are also thinking deeply, reflecting on what everybody

is saying; and we saw a report saying that in the next five years Ghana may become the fastest growing economy in the world. We hope this is true, so we are trying to get ready for it.

Real estate is extremely easy and extremely complicated at the same time. So you have to be careful with each step you take in your investment, because the market can be very good and it can stop at the blink of an eye due to political unrest or other economic instability worldwide. Well, we are hoping for the best.

In our projects, we usually start sales at the lowest prices and then the price increases with time as sales grow. What we do is we put a benchmark on the price to start with. After every 10% sale of the project, the prices will increase by between 10% and 20%, so people who invested at the beginning will have a better opportunity of profiting at the end of the project.

We also provide a very nice service for investors. If any investor comes and buys a whole floor, for example, which he may want to sell to small businesses after the project is completed, we can provide the resale service for the investor at whatever price a square metre fetches at the completion of the project. Our main aim is to improve the quality of service.

Q: As one of the Lebanese entrepreneurs who decided to invest in Ghana, how would you personally describe the country as a destination of business?

A: You see, we have already invested all this money in Ghana but we

haven't started selling at all. Though we have a good forecast as I told you, I cannot confirm anything, because honestly, we haven't started selling yet.

Construction takes time to start, especially for a big project like this. So I cannot answer this question before at least a year from today. I need to see how the feedback is. We are introducing a new concept in Ghana and a new concept in business can sometimes fly or not fly at all because of people's mentality.

Selling office units is a new concept in Ghana. I hope it is going to work and it should, because enterprises will start comparing rental prices today. You can get your money back in four to five years. But I can't answer the question until we get into business really.

Q: This report will reach 500,000 readers. What is your personal message to them? What would you like them to know about Dream Realty?

A: We are really trying to make a better product available in Accra. We have started with a small restaurant at the Polo Club. What we did is, we elevated the standard of restaurants in the city. At the same time we kept the same deal as to be found at any other restaurant; but we've proved that we can do it better, why not?

There is still the mentality of some people who think that this is Africa and you don't have to do very nice buildings or why invest so much in decorations. But things are changing. Maybe 20 years ago living here was a bit difficult; but today, it is no longer so. I don't see the difference any more in doing something like this emerging country and you always have risks involved in dealing with a country like Ghana, but so far I am very happy with my choice. ■



The Japan Motors group of companies

The Kalmoni family, one of the oldest Lebanese families in Ghana, will celebrate its centenary anniversary of business operations in the country in 2012.



Japan Motors' Silver Star Tower, one of the main landmarks at Airport City in Accra

Next year, the Japan Motors group of companies will celebrate 100 years in Ghana. The Kalmoni family is definitely one of the oldest Lebanese families in the country.

In 1912, prior to the First World War, the grandfather of the current managing director of Japan Motors Ghana, Salem Kalmoni, arrived in the country to start some small trading activities. His company, Kalmoni & Sons, soon branched into truck-boards, and in 1958 he imported the first Japanese car, a Datsun, a brand name which was later changed into the world-famous Nissan.

Kalmoni & Sons was renamed Japan Motors in 1965. Today it

has five branches across Ghana and employs 330 people.

The family now operates several companies not only in the automotive sector, but also in real estate and office automation products.

Salem Kalmoni and his cousin Nouhad Kalmoni work in the car industry, leading Japan Motors and Silver Star Auto, while the other Kalmoni brother, Salah, is in charge of the family's real estate companies, which include Advance Constructions, Lakeside Estates, and Silver Star Tower.

Their brilliant vision made them the first company in Accra to build an office tower to rent out in the now upmarket Airport City. The project was extremely successful; no

wonder it has now encouraged many similar projects in the same area.

Silver Star Tower has earned a place in business circles as the best office complex in Accra. The tower's elegant 10-storey structure has made it a prominent landmark on the Accra skyline. Silver Star Tower is also a business enterprise seeking to promote trade and development in Ghana, which is popularly referred to as the "Gateway to West Africa".

Asked why he chose to stay in Ghana, Salem Kalmoni said it was not just because he was born in Accra in 1966, but it was also because he saw a "very good opportunity in terms of market growth".

His family moved to Canada in 1980 but 10 years later, after completing his university education, Salem decided to take the challenge and come back to the country of his birth and become a young MD of Japan Motors.

"I saw a very good opportunity in terms of market growth in Ghana, and my forecast was confirmed year after year," he says. "Ghana is a stable country when it comes to politics, and attracts a lot of attention at the moment, especially for its oil sector. It is the place to be and it will keep on growing even faster than in the past." ■



Bringing World's favorite brands to Ghana...

KWATSONS (GH) LTD. is a pioneer and leader in import & distribution of premium brands of Food, Beverages & more. We are present nationwide, having distribution centers at Accra, Kumasi & Takoradi. We are the sole/chief Distributors of many popular brands from different parts of the world - making us a part and parcel of everyday life.

Other group companies



KWATSONS (GH) LTD.

74, Miamonaa Street, South Industrial Area, Accra - P. O. Box GP 800 Accra, Ghana

Tel: +233 (0) 302 679660 Fax: +233 (0) 302 679662/5 Website: www.kwatsons.com Email: kwatsons@kwatsons.com



RANA in the driving seat

Incorporated 30 years ago in Accra by its chairman, Mohammed Ahmed Odaymat, Rana Motors & Metal Works Eng. Co. Ltd is today one of the country's largest business groups and a leader in the manufacturing and franchise sectors with a turnover of over US\$100m per annum.

Rana Motors operates seven successful divisions comprising automotive; tyres, batteries lubricants; paints; food and consumables; industrial products, cranes and machinery; and bottled mineral water and printing, although the company's main focus is the automotive industry.

Automotive Division

The appointment of Rana Motors as the authorised distributor for Kia Motors in Ghana has given the company the opportunity to kick-start the operations of its Automotive Division in a big way. Showrooms and parts and service facilities were established to create a favourable image for Kia products.

A strategic and professional approach has helped Rana to become a leading distributor for Kia in the West African region. Our passion to have an increased participation in the automotive industry has seen us acquire the agency rights for Ashok Leyland commercial vehicles as well as Swaraj Mazda commercial vehicles and tractors, Yuejin commercial vehicles, and Suzuki motorcycles.

The automotive division has a turnover of about US\$45m per annum.

Tyres, Batteries & Lubricants Division

Winning the rights for the distributorship of the "Goodyear" brand of tyres in Ghana was a

feather in the cap of Rana Motors. Distribution facilities have been established countrywide, making the brand accessible everywhere.

Rana Motors currently imports the whole range of Goodyear tyres. In 1998 we were given the Best Distributor Award for having achieved the highest turnover for Goodyear tyres in the West African region. Since then we have more than doubled our turnover.

To upgrade standards of retailing in Ghana, we have initiated a franchise concept called the "VULCO from Goodyear Europe", through which there will be a series of concept shops all over West Africa. We are also well stocked with the whole range of automotive batteries.

Industrial products, cranes, machinery

CIDAT of Italy is the core supplier for our industrial, pneumatic, and other specialised hose related business.

Pal-Finger Cranes of Austria, the leader in truck-mounted cranes, has been our latest agency acquisition. We also market the Forech brand of conveyor belts. We are also dealers for Ashoke Leyland generators from India and have been installing them in all the rural banks in Ghana. Besides this we also deal in crushers and conveyer systems and forklifts.

Food and consumables

Our sister company, EAKAZA, which was established in

2000, trades in food and other consumables, and commands a sizeable market share in this segment.

Paints

The manufacture of the Leyland/Leylac brand of paints and allied products is our mainstay in the manufacturing sector. Our plant has a capacity of 12 million litres annually. We also produce specialised paints for roofing and road-marking, as well as marine paints, making us the market leaders.

Bottled mineral water

Highland Springs manufactures the Aqua-Fill brand of mineral water, which is a brand leader in the bottled water business. The plant in Ghana has a capacity of 20 million litres per year.

Printing

We have a modern printing press which services various corporate bodies across Ghana.

The staff

The company employs 500 people nationwide. The various business lines are managed by ambitious professionals drawn from amongst the best in the industry.

Our vision

We seek to provide professional sales and service in all our business lines to ensure consumer satisfaction. ■

RANAMOTORS

& METAL WORKS ENG. CO. LTD.

Graphic Road, P.O. Box 7617 AN, Accra - Ghana
Tel: +233-30-2221937 / 2221954 / 2221993 www.ranamotors.com



KIA MOTORS
The Power to Surprise™



Regional Distributor of

GOOD YEAR

O.T.R. Tyres for West Africa



ASHOK LEYLAND



HINDUJA GROUP



Diesel Generating Sets 10 - 3000 kVA



CPCB COMPLIANT

KELLY TIRES



ADVANCE



FALKEN



Chengshan



CMS



VIKRANT



ROCKET



GS OIL



VULCO

WE MAKE YOUR ROADS SAFER



RANA HYDRAULICS

THE PROFESSIONALS

**HOSE,
FITTINGS,
HOSE ASSEMBLIES**





Kwatsons contributes to a brighter future

Kwatsons (Gh) Ltd is a pioneer and leader in the import and distribution of premium brands. The company has nationwide presence, and has distribution centres in Accra, Kumasi and Takoradi.

Kwatsons' core business includes the distribution of food, beverages, personal care, toiletries and more. It is rightly said that "history belongs to dreamers". Twenty-six years ago, we started with a mission to give the Ghanaian market a taste of world-class products. Kwatsons (Gh) Ltd (or KGL) was thus incorporated in 1985 to bring world-renowned brands to Ghana; a mission we have lived up to, to date.

The beginning was modest but the road was paved with diligence and hard work. Just like the brands we represent, KGL has adhered to the attributes of quality and consistency. Today the company is proud to be counted amongst the leaders in Ghana, and has earned a good international reputation.

It is now the leading supplier of goods to all the major superstores, prestigious hotels and restaurants. The company has nationwide presence, and has distribution centres in Accra, Kumasi and Takoradi.

Being the sole or chief distributor of many popular brands from different parts of the world, KGL has a high market share of the distributive industry in Ghana. Over the years, the company has gained an eminent position in the food and beverage business in the country.

KGL employs over 600 workers. Its sales team has over 65 employees who are supported by a warehousing team of 250 people, backed by

a fleet of 45 delivery vehicles, including frozen vans. The marketing department is always on the move to explore new markets and meet new challenges. KGL has won the trust of global suppliers and Ghanaian customers by candid and transparent dealings. As such, the company contributes immensely to the growth of the Ghanaian economy, and will do so for a long time to come. There are more milestones to be achieved and more dreams to be accomplished!

Other Group companies:

Max Mart Family Shopping Centre:

Driven by the ambition to provide internationally acclaimed products and good service at affordable prices, in 2001 KGL group opened its first retail outlet, called Max Mart. Currently it is the most highly reputed chain of supermarkets in Ghana – offering an opportunity to buy everything you need under one roof.

Max Mart Bakery Ltd.

Max Mart Bakery is committed to giving its customers an international shopping experience in Ghana and keeping the promise of shopping excellence!

Kwatsons Electricals Ltd

Kwatsons Electricals Ltd is another flagship company of the Group. The company deals in the import and distribution of electrical goods and home appliances for prestigious brands like Kenwood, Sony, Indesit,

Panasonic etc, and has a large showroom for retail customers.

Kwatsons Computers Ltd

The company imports, distributes & retails the computer hardware and peripherals of reputed international makes such as HP, Dell, Compaq, Sony etc.

Corporate social responsibility

The company runs welfare schemes such as a clinic for staff members, and scholarships for employees' children, etc. Kwatsons also donates to orphanages and hospitals.

The Group demonstrates a genuine concern for the environment through Max Mart's association with Ghana's e-Tree programme, which makes a valuable contribution to preserve the country's plants and wildlife. The project is an attempt to reduce the use of paper and encourage online communication in order to get closer to customers.

Max Mart recently launched an "Organic Max Mart Going Green" campaign to express respect for the environment and the people within it. The food items sold under this programme are totally organic, ie, ecologically and ethically responsible healthy products for all family members!

For more information please visit www.kwatsons.com.

At Kwatsons (Gh) Ltd, we are committed to working for progress and a brighter future. ■



DREAMS BUILD REALITIES

FOR MORE INFO: WWW.DREAMREALTY.COM.GH TEL: 00-233-302-815299



Nobody beats Interplast

From a small operation in Ghana in 1971, Interplast Ltd has now grown into a multinational operation, providing high-density polyethylene products to Ghana and 20 other African countries.



Interplast products being readied for market

Said Fakhry, the founder of Interplast Ltd, was born at Nsawam, Ghana, in 1937. He was the owner and manager of Ghana Rubber Products for many years before he started Interplast in December 1971, to produce uPVC pipes for the Ghanaian market. In the following years, Interplast gathered a large group of agents and distributors who are still handling Interplast products in the local market today.

In the mid 1990s, Said Fakhry was joined by his son, Hayssam Fakhry, who became the managing director of Interplast. Hayssam was instrumental in the first export orders to Burkina Faso in 2000, and the following explosive growth to 20 other African countries as

Interplast introduced high-density polyethylene products into the African market.

Due to the continuous growth of the company, the original production facility proved too small, and in 2007 Interplast moved to its current factory in Spintex Road in Accra. Today, Interplast keeps on growing as its new products have been enthusiastically received by its Ghanaian and African consumers, making it the largest plastic pipe manufacturer in sub-Saharan Africa.

Q & A with Said Fakhry:

How would you describe Ghana as a business destination?

As in many African countries, Ghana is a land of opportunity. It is a safe, reasonably structured,

and politically stable country. As an English-speaking nation with trade agreements with other Ecowas countries, Ghana is a perfect base for business. With regular flights from Accra to the USA and Europe, and two major harbours, Ghana is the central gateway to West Africa. I would advise any potential investor to choose Ghana.

What would you like to be remembered for?

For having made a substantial difference in the infrastructure in West Africa. With Interplast, we have always tried to bring to Africa products and services that used to be imported. We have now shown that if you persevere with your original business plan, you can build a multinational operation with structural growth, while maintaining a sound social operating platform for your employees.

We are proud of what our company has achieved over the past 40 years. With our quality equipment, high-grade products, and continuous desire to produce quality goods, we have been able to create an organisation that can now be placed in any European country. Our never-ending desire to bring out new products will provide Ghana and other African countries with the opportunity to purchase quality "made in Ghana" plastics. ■