

## Press Release

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### **SOCIETE GENERALE GHANA RELAUNCHES ITS HOME OF BUSINESS TO SUPPORT LOCAL BUSINESSES**

Accra - Ghana, 21<sup>st</sup> July, 2022

Societe Generale Ghana PLC relaunched its Home of Business under the theme 'Developing Business through Partnerships'.

Held on Thursday, 21<sup>st</sup> July 2022, at the state-of-art Home of Business premises located on the Oxford Street, Osu, Accra, the event was attended by key business partners of the Home of Business Centre, the SG Ghana management team, and the media.



**Figure 1: Management of SG Ghana & the SG Ghana Homes of Business (HoB) Team with the HUB's Partners**

The SG Ghana Home of Business was setup in 2019 as part of the SG Group's 'Grow with Africa' programme. The purpose of this programme is to help foster development with the economies and populations in subsidiary countries. The Home of Business provides a networking platform for businesses and business owners to facilitate their development and growth.

The centre provides advisory services to promote business growth through the support of key partners who are experts in their respective fields. The centre has partnered Ghana Revenue Authority (GRA) and Registrar General Department (RGD), amongst many others.

Whatever your business needs or requirements, there is an expert at the SG Ghana Home of Business available to assist and what's more, all the services are absolutely free.

Mr. Francois Pousse, the Deputy Managing Director for the bank, thanked the various partners of the SG Ghana Home of Business for their continued support over the years.

The event marked the bank's effort to take a step back and evaluate the achievement of the past 2 years of operations by the HoB and the future. In just 2 years, 19 partnerships have been agreed, hundreds of SMEs have physically engaged with the HoB, resulting successful onboardings.

Mr. Pousse highlighted some of the successes achieved by the HoB, including the restructuring of client businesses and the development of business plans, which enabled many of these businesses to obtain significant financing. He added that, "indeed, real-life success stories are better than numbers", in describing the impact of the work of the HoB. He told the story of an entrepreneur in the transport sector who came to the HoB with a business idea and a strong desire to succeed. The HoB team provided coaching on how to pitch ideas to partners and to build a convincing business plan. With this business plan, the client was able to access a facility worth 1.4million.

The Deputy Managing Director reminded businesses about the Bank's recently launched SG Bofofo Loan offer. The offer, he stated, is "designed to provide collateral-free facilities for micro, small, medium-sized enterprises. The SG Ghana offer allows clients to take up to GHS 600,000 and repay comfortably over 12 months".

Clients interested in this offer may take advantage of the services of the HoB to improve their eligibility to access the loan.

Mr. Bernard Gyimah, Head, SG Ghana Home of Business, listed some of the programmes and activities planned for businesses, and the strategy to build more partnerships this year.

Mr. Gyimah also mentioned the changes both the partners and patrons can expect from the centre's activities going forward. He encouraged all burgeoning businesses to join the centre, to take their businesses to the next level.

Societe Generale Ghana... The Future is You!



**Figure 2: Mr. Francoise Pousse – DMD @ SG Ghana being interview after the event by the Media**

### **Societe Generale Ghana Plc**

Societe Generale Ghana is one of the leading banks in Ghana with 40-networked branches and outlets across the country. The Bank provides Retail and Corporate clients with dedicated innovative products and services aimed at satisfying and anticipating customers' needs.

The Bank is recognized for supporting individuals and businesses of various sizes and backgrounds to achieve their full potential. The Bank is the foremost innovator in the Banking industry spearheading key reforms such as Factoring, Cash Management, Foreign Exchange and Commodity Hedging, Consumer Credit Loan and Bill Payments to meet its customers' needs.

For more information, you can visit our website [www.societegenerale.com.gh](http://www.societegenerale.com.gh) or any of our Branches or call our Contact Centre on **0302 214 314** or Facebook at [www.facebook.com/societegeneralegh](http://www.facebook.com/societegeneralegh) or email [sgghana.info@socgen.com](mailto:sgghana.info@socgen.com)

### **Societe Generale**

Societe Generale is one of the leading European financial services groups. Based on a diversified and integrated banking model, the Group combines financial strength and proven expertise in innovation with a strategy of sustainable growth. Committed to the positive transformations of the world's societies and economies, Societe Generale and its teams seek to build, day after day, together with its clients, a better and sustainable future through responsible and innovative financial solutions.

Active in the real economy for over 150 years, with a solid position in Europe and connected to the rest of the world, Societe Generale has over 133,000 members of staff in 61 countries and supports daily 30 million individual clients, businesses, and institutional investors around the world by offering a wide range of advisory services and tailored financial solutions. The Group is built on three complementary core businesses:



## SOCIETE GENERALE GHANA

- French Retail Banking, which encompasses the Societe Generale, Crédit du Nord and Boursorama brands. Each offers a full range of financial services with omnichannel products at the cutting edge of digital innovation.
- International Retail Banking, Insurance and Financial Services to Corporates, with networks in Africa, Russia, Central and Eastern Europe and specialised businesses that are leaders in their markets;
- Global Banking and Investor Solutions, which offers recognised expertise, key international locations and integrated solutions.

Societe Generale is included in the principal socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Bloomberg Gender-Equality Index, Refinitiv Diversity and Inclusion Index, Euronext Vigeo (Europe and Eurozone), STOXX Global ESG Leaders indexes, and the MSCI Low Carbon Leaders Index (World and Europe).

For more information, you can follow us on twitter @societegenerale or visit our website [www.societegenerale.com](http://www.societegenerale.com)

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