

BY Samuel Boadi

UNILEVER GHANA'S skin cleansing brand, Geisha Soap, is continuing its focus of being a 'strong soap for long lasting care' for all, particularly, women and mothers.

This commitment was emphasised at the 6th edition of the National Women's Summit & Expo, where Geisha Soap was the title sponsor for the second year running at the Accra International Conference Centre on International Women's Day.

The event, organised by Charterhouse, was under the theme, "Inspiring Inclusion." It brought together some of Ghana's most eminent women in the workplace, in leadership, and in the creative industry, with women from all walks of life.

Additionally, it served as an opportunity for learning, networking, and mentoring for the students from selected girls' senior high schools in attendance.

Marketing Director for Beauty, Wellbeing and Personal Care, Unilever Ghana and Francophone Africa, Nana Yaa Owusu-Ansah, expressed excitement that Geisha was continuing with its partnership with the National Women's Summit & Expo.

"Our purposeful brand, Geisha, is deeply rooted in and embodies the values of strength and resilience, and is testament to the power of

Geisha Headlines 6th National Women's Summit & Expo



Guests at the event

inclusion. Geisha is focused on empowering women to unleash their potential and contribute to building their societies."

For her, the theme was fitting, because inclusion was a fundamental principle that promoted prosperity in society.

Mrs. Owusu-Ansah, who is also a member of the Board of Directors for Unilever Ghana PLC and the Founder of Super Moms Club in Unilever, mentioned that Geisha's partnership was beneficial because the brand got to "shine the spotlight on the remarkable achievement of women and to celebrate the strength, resilience and determination of women."

Category Marketing

Manager for Skin Cleansing, Frederick Asare, expanded on why Geisha Soap was partnering on this annual event again, "This is one of the occasions that, as a brand, we seek to demonstrate our brand purpose. We believe that Geisha is in the position to support women to teach children to be strong and resilient. We will use our platform to encourage young ladies to come to the table and to have their voices heard."

Keynote speaker for the 6th National Women's Summit & Expo, Prof. Nana Aba Appiah Amfo, first female Vice-Chancellor of the University of Ghana, encouraged women to endeavour to rise to leadership posi-

tions in corporate Ghana and on the national stage. She also lent her support to the Affirmative Action Bill, which is before Parliament.

Geisha honoured and awarded female key distributors including Pappita Dayal Lalwani (Lucky Bazaar Ltd), Nana Ama Agyapong (Y&K investments Ltd), Mercy Adochim (Awen Yami Enterprise), Adelaide Ahwereng (Fio Enterprise), Felicia Logo (Marksussie Enterprise), and Najat Mukhtat (NJ Ventures).

In the run up to the event, Geisha Soap held an event at Wesley Grammar School, where it interacted with the students and had a fun day with them.