

8th Women's Expo Ghana 2024 inaugurated

By Gloria Apprey

THE 8th edition of the Women's Expo Ghana 2024 was recently inaugurated at the Atlantic Mall in Accra to mark International Women's Day.

The three-day event was held on the theme: "Elevating Visibility of Businesses of Emerging Women Entrepreneurs and Empowering Women's Choices in Health."

It was attended by young entrepreneurs, business women, students, health and financial experts, among others.

In her opening address, the Event Director, Nana Adwoa Kwegyir-Aggrey, said their aim was to help young women entrepreneurs showcase their businesses and make sales.

Activities featured included lectures on women reproductive health and family planning methods hosted by Lydia Contraceptives, free health screening, digital marketing, customer service, and how to plan for future finances.

While the discussions on family planning engaged participants in dialogues, shedding light on the crucial aspects of women's health often overlooked in traditional settings, sessions on digital and social media marketing equipped attendees with the necessary skills to enable them to promote their businesses effectively online.

Madam Kwegyir-Aggrey said with a goal to support young women entrepreneurs, her outfit sold the stands at very affordable rates.

"Since our inception eight years ago, we have done our best to contribute to

the success of some of these small businesses," she added.

She cited an example of a hair care brand, 'We Naturals' that had participated in the programme since it began thereby benefiting from the exposure given them.

A representative of 'We Naturals', a cosmetic brand, Michael Selasie told *The Mirror* it had been able to make significant sales participating in the exhibitions.

He added that his brand always looked forward to setting up its stand.

Madam Kwegyir-Aggrey reiterated her outfit's goal of fostering empowerment and promoting the visibility of women entrepreneurs.

An attendee, Miss Salima Abubakar said she loved the education on customer service and financial literacy.



• Some products on display at the exhibition