

WERISE Empowers Women Entrepreneurs In Ghana

BY Ransford Wletsu

THE WOMEN Entrepreneurs Rise Network (WERISE) has held its biannual summit in Accra with a clear purpose to support and connect women in Ghana's SME sector through workshops, partnerships, and advocacy.

WERISE Network National Project Coordinator, Eunice Adjei emphasised on the importance of networking, leveraging technology, and prioritising mental health to boost productivity.

With over 27,000 female entrepreneurs already in the network, WERISE is on track to reach 50,000 members by 2025. They offer programmes ranging from business acceleration to international market access, helping women expand their reach and impact.

"Our goal is to empower women by giving them tools to succeed," she said.

She said partnerships are key to this vision hence the organisation's collaborations with institutions like GCB Bank and the Association of Small-Scale Industries to strengthen their advocacy for policies that prioritise women, including better access to funding and markets.

She also added her support for the proposed women's bank, calling it "a game-changer for female entrepreneurs."

Chief Executive Officer and

Founder, Isabella Healthcare Services and Embrace Society, Naana Akyaa Asante, a nurse turned entrepreneur is one of many inspired by WERISE's mission. After working in the U.S., Ms. Asante returned to Ghana and founded Isabella Healthcare Services.

"Entrepreneurs must be problem solvers with a clear vision," Ms. Asante said.

Her vision of creating a healthcare empire led her to invest \$5,000 in an entrepreneurship course, a decision she credits for her success. Today, she dreams of making Isabella Healthcare the "Medline of Africa."

Ms. Asante also urged fellow entrepreneurs to think long-term and invest in themselves, noting that nearly half of Ghana's businesses are owned by women, yet their presence in large industries remains small.



Eunice Adjei speaking at the event