



Dignitaries at the event

A Business Desk Report

ABSA BANK Ghana has launched 'She Business', an enhancement to its women's banking proposition, offering collateral-free loans of up to GH¢2 million at 10% per annum to eligible female entrepreneurs.

The initiative is part of the bank's broader efforts to help close Ghana's estimated \$6.1 billion MSME credit gap.

"Today's launch is not just about updating our proposition; it is a statement of our intent to help women entrepreneurs seize real business opportunities," said Dr. Edward Nartey Botchway, Managing Director of Absa Bank Ghana.

"For us, it is a compelling opportunity to implement a system that helps MSMEs thrive," he added.

According to him, 'She Business' builds on the successes of EMERGE, Absa's programme tailored for women-led enterprises, which has disbursed over GH¢800 million in funding.

He explained that the refreshed offering combines

Absa Launches 'She Business' To Support Women

financial access with advisory services, business insurance, market access opportunities, networking platforms, international trade trips, and more.

Additionally, Dr. Botchway said Absa offers collateral-backed loans of up to USD 1 million for established SME customers, including women-owned businesses, looking to scale further.

Audrey Abakah, Director of SME Banking and Partnerships at Absa Bank Ghana, highlighted the strategic evolution of the updated proposition:

"Our approach is based on what women told us they value most: practical support, affordable credit, and a bank that recognizes their potential and stands with them at every stage of growth. She Business is designed to deliver on all those needs."

Gottfried Odamtten-Sowah, Head of Entrepreneurship Development at Mastercard Foundation

Ghana, added:

"It is an honor for the Mastercard Foundation to stand with Absa Ghana in this endeavor. We are committed to forging strategic partnerships that address the barriers women entrepreneurs face and creating sustainable pathways for young women and their businesses to flourish."

The launch event brought together women business owners, corporate leaders, and policymakers, with representation from the Mastercard Foundation, Hollard Ghana, Telecel Ghana, DHL Group, Ghana Export Promotion Authority (GEPA), and Development Bank Ghana (DBG).

As part of the launch, Grace Amey-Obeng, Founder and CEO of FC Group of Companies; Abigail Amma Afriyie Abora, CEO of Aide Chemists Ltd; and Freda Sarkodie Donkor, CEO of FH Depot, were unveiled as official Champions of Absa She Business.