



Mohammed Adams Sukparu (centre) and Michael Abbiw (left) with other dignitaries at the event.

## Ghana's Digital Transformation On Track - Minister

BY Prince Fiifi Yorke

**T**HE DEPUTY Minister for Communications, Digital Technology, and Innovations, Mohammed Adams Sukparu, has said Ghana is making significant strides in advancing its digital transformation agenda through various initiatives.

Speaking at the Joint Annual Conference of the African Marketing Confederation (AMC) and the Technology and Information Confederation Africa (TICON Africa) in Accra, Mr. Sukparu underscored the government's commitment under the leadership of President John Dramani Mahama to positioning Ghana not merely as a participant but as a leader and hub in the global digital economy.

He pointed to the Ghana-UAE Tech and Innovation Hub as one of the most ambitious projects driving this vision.

"This \$1 billion investment, covering 25 square kilometres, will attract over 11,000 global companies, spearheaded by the UAE's Ports, Customs and Free Zone Corporation (PCFC). It will bring to Ghana some of the world's most influential tech giants, including

Google, Apple, Microsoft, Oracle, Meta, IBM, and Alphabet, alongside home-grown African talent," he said.

The Deputy Minister explained that the hub would serve as a magnet for innovation, a catalyst for trade, and a beacon of opportunity. Phase one of the project is scheduled to commence in 2026 and be completed by the end of 2027.

He also outlined the ministry's One Million Coders Programme, an initiative aimed at training one million young Ghanaians in fields such as cybersecurity, artificial intelligence, and machine learning over the next four years.

The programme, he said, was being accelerated through partnerships with firms such as Huawei, MTN, Amazon Web Services, and Oracle.

"It is not just about skills development; it is about building a generation of creators, problem-solvers, and digital leaders," he added.

Mr. Sukparu further announced that the ministry is developing a National Data Exchange, reviewing Ghana's digital legislation, formulating a National AI Strategy, and making significant investments in digital

infrastructure.

"We are strengthening our innovation ecosystem by supporting start-ups through incubator and accelerator programmes. We are also emphasising data synchronisation to ensure that decisions are informed by accurate, real-time information," he said.

President of the Chartered Institute of Marketing, Ghana (CIMG), Michael Abbiw, stressed the importance of marketers embracing technology to remain competitive.

"The world is evolving, and technology is taking over," he said, adding that the conference sought to explore how marketing could leverage technology to bridge gaps between Africa and the global market while providing greater value to customers.

Google's Regional Director for Government Affairs and Public Policy in Sub-Saharan Africa, Charles Murito, also urged African businesses to embrace artificial intelligence to stay competitive.

He said AI could help tackle Africa's pressing challenges in healthcare, education, and infrastructure, while preparing the continent for an AI-driven future.