



GIPC showcases Ashanti Region's investments opportunities

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KUMASI

THE Ashanti Regional Investment Roadshow which is aimed at marketing the investment potentials of the region was held in Kumasi last Wednesday with a call on the on investors to harness the investment opportunities to diversify their investments.

An initiative of the Ghana Investment Promotion Centre (GIPC), to showcase the investment potentials of the various regions of the country, the programme was attended by government officials, traditional leaders, investors, and business executives.

The Chief Executive Officer of the Ghana Investment Promotion Centre (GIPC), Mr Simon Madjie, who made the call said Ashanti Region had “untapped investment potentials.”

“From 1994 to June 2025, the region attracted approximately \$3.4 billion in foreign direct investment across 410 projects,” he revealed, before stressing that far more remained to be harnessed.

The roadshow, which is part of a series that has already toured Volta, Oti, Central, and Western

regions, is aimed at repositioning the Ashanti Region as Ghana's next industrial powerhouse.

As part of the programme, the Investment Opportunity Mapping Project (IOMP), a nationwide initiative to identify and package bankable projects across all 261 districts was unveiled.

The CEO of GIPC, mentioned Greater Kumasi Industrial City — a 5,000-acre development anchored by the 500-acre inland port at Boankra, envisioned as a logistics hub for Ghana and the Sahel as some of the investment opportunities in the region.

Mr Madjie also said the Ashanti

Region has opportunities for in manufacturing, agribusiness, mining, logistics, and tourism.

He said with projects like the Kumasi Machinery and Technology Park and agro-processing clusters on the horizon, was positioning the Ashanti Region as not just as a trading centre, but as a competitive industrial hub for West Africa.

The Chief Executive Officer of Corporate Integrity Consult, Charles Appiah-Kubi, called for bold leadership and coordinated action to transform Ashanti from a commerce-driven economy into a production-driven industrial hub.

“Industrial transformation begins with strategic investment,” he declared, outlining pillars of infrastructure, diversification, regulatory reform, and human capital development.

“The time for action, the time for transformation is now,” he said.

Mr Appiah-Kubi, Ashanti region was uniquely placed, considering its central location linking seven regions, its vibrant SME ecosystem, and its deep cultural heritage.

He said lamented under-investment, bureaucratic bottlenecks, and limited access to affordable credit had thwarted investment inflow to

the region.

Mr Appiah-Kubi called for stronger collaboration between government, traditional authorities, financiers, and entrepreneurs.

On his part, the Paramount Chief of Offinso, Nana Dwamena Akenten III, reminded participants that Ashanti has the history, the human capital, and the entrepreneurial spirit.

“What remains is the collective will to turn opportunity into reality. He cautioned, however, that investment must be pursued with a commitment to protecting and sustaining the region's environment,” he said.



• Mr Madjie addressing the participants