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Ghana must project an international image through commerce- Ikalafeng

Ghana has been advised to select certain homegrown resources, products and services to brand in order to project a national image to the international community.

Speaking at a day's stakeholders forum by Brand Ghana, Chief Executive of the Brand Leadership Group in South Africa, Thebe Ikalafeng, said Ghana should shift focus from begging and borrowing to promoting trade and international interest in Ghana through branding.

After establishing control the selected resources, Ikalafeng said that the key to is to understand how these resources and products will be used in foreign markets in order to develop a marketing strategy geared towards particular groups of consumers. He then advised that expert consultants should be brought in to facilitate this part of the process.

He also proposed co-branding with international distributors who carry Ghanaian products and products made from Ghanaian-made materials.

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