

4th Annual Event



*Theme:* **SECURING THE FUTURE:  
THE ROLE OF CYBERSECURITY AND DATA PRIVACY  
IN SAFEGUARDING GHANA'S DIGITAL ECONOMY**

**February 2025**

## **SPONSORSHIP PACKAGES**

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# Previous Sponsors





# INTRODUCTION

The Ghana Fintech Awards is an annual celebration spotlighting the trailblazers of the Financial Technology (FinTech) industry and banking institutions in Ghana. Our prestigious event honors the dedication and achievements of individuals and companies as they navigate the dynamic landscape of finance, striving to create resilient and competitive ventures.

Beyond recognition, the Awards serve as a platform to amplify Ghana's FinTech prowess and its pivotal role in fostering economic growth and financial inclusion. By championing innovation and

highlighting the journey towards a robust FinTech ecosystem, we aim to enhance the accessibility and efficiency of financial transactions across the nation.

With each passing year, the Ghana FinTech Awards evolves, broadening its horizons to embrace emerging technologies and diverse FinTech enterprises. This expansion reflects the profound impact of FinTechs, seamlessly integrating into every facet of online presence and e-commerce, thereby revolutionizing industries across the board.

# GHANA FINTECH AWARDS 2023 AT A GLANCE



Networking sessions



400+ attendees



3 years of celebration



50% C-Level attendees

34

Categories

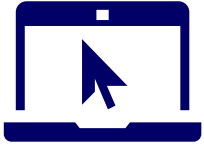


4 independent judges





# LEVERAGE OUR EXTENSIVE MARKETING REACH TO INCREASE YOUR BRAND EXPOSURE



250,000 website page  
views annually



240,000  
PR reach



420,000+  
email sends



27,000+ database  
of contact



150,000+  
social media  
impressions



25,000+ LinkedIn  
Connections



10,000+ Twitter  
followers



## NETWORK WITH THE INDUSTRY'S LEADERS



With a majority of the leading industry executives in the room on the night of the awards, this exclusive event is a unique opportunity for you and your team to network with the industry's key decision makers. Over 50% of the Ghana Fintech Awards are C-level and above.

As an event sponsor, you can host your clients and colleagues on your own branded VIP table/s, and if sponsoring a category you will get to present an award. You also get access to the legendary after-party where you can mingle with the attendees.

## ATTENDEES

The potential attendees at the Ghana Fintech Awards span a diverse spectrum of stakeholders, including representatives from private enterprises, government agencies, non-profit organizations, and industry associations. These individuals and entities are integral to the ecosystem within which fintech firms operate, as they are both beneficiaries and contributors to the innovative and convenient platforms being developed to facilitate day-to-day financial transactions.

Attendees will include decision-makers, thought leaders, innovators, and influencers from various sectors, all united by their interest in the advancement of financial technology in Ghana. While many will be formally invited to the event, there is also an opportunity for interested individuals and entities to express their support and intent to participate, further enriching the collaborative spirit and collective impact of the awards ceremony.



# VOICES FROM 2023: ATTENDEE REFLECTIONS

**Kwame Oppong**



*"This awards scheme is gradually growing in stature and has become one of the major events on the Ghanaian fintech calendar"*

**Jeremy Quainoo**



*"A lot of us collectively agree that the future is now fintech, so we're beginning to see more industry players get involved and are opening up to other industries and some more highlighted events like this to bring us the movers and the shakers to add their inputs"*

**Darryl K. Mawutor Abraham**



*"The Ghana Fintech Awards is the one place you are guaranteed to see a lot of fintechs and know what they're up to"*

**Isaac Newton-Acquah**



*"This is my third year attending the Ghana Fintech Awards, I have attended from the beginning and each year it just keeps getting bigger and better. This year I can't wait for the innovations happening especially the debate"*

**Francis Appiah**



*"This is the one event where all get to catchup on the year, what we have been doing, what we plan to do and think around how to build the ecosystem"*



# 2024 CATEGORIES

1. Fintech company of the year
2. Banking Innovative Product of the Year (Retail)
3. Male Fintech personality of the year
4. Female Fintech personality of the year
5. Leading Payments Technologies Service Provider
6. Fintech Start-up of the year
7. Young Fintech leader of the year
8. Compliant Fintech Company of the Year
9. Leading Fintech Solutions Provider
10. Regtech Solution of the year
11. Cybersecurity company of the year
12. Pentech/Insurtech of the year
13. Fintech Discovery of the Year
14. Blockchain company of the year
15. Regulator of the Year
16. Female-Led Fintech of the Year
17. Banking Innovative Product of the Year (SME)
18. Fintech & Bank partnership of the year
19. Fintech & Non-Bank partnership of the year
20. Fintech Innovation of the year
21. Fintech Platform of the Year
22. UI/UX Fintech company of the year
23. Fintech for Financial Inclusion firm of the year
24. Emerging technology of the year
25. Agritech of the year
26. Healthtech of the year
27. Edutech of the year
28. IT/Tech firm of the year
29. Fintech CTO/CIO of the year
30. E-Commerce Platform of the Year
31. Mobile Banking App of the Year
32. Digital Bank of the Year
33. ESG Bank of the Year
34. Long standing Fintech company of the Year **NEW**
35. Mobile Micro-Insurance Innovator of the Year **NEW**
36. Mobile Forex Innovator of the Year **NEW**
37. Fintech Law Firm of the Year **NEW**
38. Micro Finance - Fintech Partnership of the year **NEW**
39. Telco - Fintech Partnership of the year **NEW**
40. Crowd Funding company of the year **NEW**
41. Remittance Company of the Year **NEW**
42. Venture Capital of the Year **NEW**



## WHY SPONSOR?

Sponsoring the Ghana Fintech Awards offers numerous benefits, from enhanced visibility and networking opportunities to positioning your company as a leader in the fintech industry and demonstrating your commitment to driving positive change and innovation.

### Benefits

- 1. Unparalleled Exposure:** Your brand will be prominently featured throughout the event, offering valuable visibility and recognition among key stakeholders in the fintech ecosystem.
- 2. Positioning as a Thought Leader:** By aligning your company with the Ghana Fintech Awards, you position yourself as a thought leader and innovator within the fintech industry.
- 3. Networking Opportunities:** The Ghana Fintech Awards offer exceptional networking opportunities to connect with industry peers, potential partners, and prospective clients.
- 4. Showcase Your Solutions:** Sponsorship provides a platform to showcase your company's products, services, and innovations to a targeted audience actively seeking fintech solutions.
- 5. Support Industry Advancement:** By sponsoring the Ghana Fintech Awards, you demonstrate your commitment to advancing the fintech industry in Ghana and supporting its continued growth and development.
- 6. Demonstrate Corporate Social Responsibility:** Your support contributes to broader societal goals such as financial inclusion, economic empowerment, and digital transformation.

# TABLES & TICKETS

- ▶ 1 Regular Ticket - **\$150**
- ▶ 1 VIP Ticket - **\$225**
- ▶ 1 VVIP Ticket - **\$300**
- ▶ Full VVIP Table for Eight (8) - **\$2,000**
- ▶ Full VIP Table for Eight (8) - **\$1,600**
- ▶ Full Regular Table for Eight (8) - **\$1,000**







# HIGHLIGHTS

# 2023 FINTECH COMPANY OF THE YEAR BROADSPECTRUM DIGITAL PAYMENTS



As we reflect on our journey to success, we attribute our remarkable achievements to a combination of strategic initiatives, visionary leadership, and unwavering commitment to driving positive change within the fintech ecosystem. Allow us to elaborate further on the key factors that have contributed to our extraordinary success:

1. Visionary Leadership: At the helm of BroadSpectrum Limited stands our esteemed Founder and CEO, Razak Awudulai. His visionary leadership and strategic foresight have been instrumental in guiding our company's growth trajectory and shaping our innovative approach to fintech solutions.

2. Strategic Partnerships: Central to our success has been the cultivation of strategic partnerships with industry stakeholders, financial institutions, and technology providers. These partnerships have enabled us to leverage complementary strengths, expand our reach, and deliver cutting-edge solutions that address the evolving needs of our customers.

3. Culture of Innovation: Innovation lies at the heart of everything we do at BroadSpectrum. We foster a culture that encourages creativity, experimentation, and out-of-the-box thinking, empowering our team members to explore new ideas and develop groundbreaking solutions that drive tangible impact in the fintech space.

4. Commitment to Social Impact: Beyond profitability, we are deeply committed to leveraging our technology and expertise for social good. Initiatives such as Agrospectrum Limited exemplify our dedication to empowering underserved communities, promoting financial inclusion, and fostering sustainable development across Ghana and beyond.





# 2023 FINTECH COMPANY OF THE YEAR BROADSPECTRUM DIGITAL PAYMENTS

5. Empowered Team: Our success is a testament to the talent, dedication, and hard work of our diverse team members. We prioritize employee empowerment, providing opportunities for growth, professional development, and collaboration, thereby fostering a dynamic and inclusive work environment where every voice is valued.

We are confident that our story will serve as a source of inspiration and guidance for aspiring fintech innovators and enthusiasts, encouraging them to pursue their passions and make a meaningful impact within the industry.





# HONORARY AWARD

## Lifetime Achievement for Financial inclusion

In recognition of a lifetime devoted to fostering digitalization of financial services, financial inclusion and innovation in Ghana, we proudly present you - Mr. Archie Hesse, CEO of Ghana Interbank Payment and Settlement Systems (GhIPSS) Limited - with the esteemed Lifetime Achievement Award for Digitalization of Payments and Financial Inclusion in Ghana.

In 2007, you joined GhIPSS, a pioneering organization, as the General Manager for Projects and Business Development. You spearheaded the successful implementation and roll-out of several key digital platforms, including the e-zwich biometric smart card payment system. This innovative system has financially included many Ghanaians and resulted in millions of Ghana cedi saved by eliminating ghost names. Additionally, you successfully project managed the digital cheque clearing system, significantly enhancing business payment efficiency by reducing the national clearing cycle from 3-10 days to just 24 hours.

By the dint of hard work and passionate dedication to the vision of GhIPSS, you were elevated to the position of Chief Executive Officer in 2012. Under your leadership as CEO, GhIPSS has become a self-sustaining and industry-transforming organization. You have inspired your team to embrace innovation and disruption, launching pioneering initiatives that have garnered international recognition for both GhIPSS and Ghana.

Notable initiatives under your leadership are the nationwide domestic acquiring network and card scheme – **gh-link**, the GhIPSS Instant Pay (**GIP**) - an instant interbank account-to-account funds transfer system – Third in Africa at its introduction, the Mobile Money Interoperability (**MMI**) Service – first platform level mobile money interoperability in Africa, the **GhQR** Code service which is the first National Universal QR code payment service in Africa and recently **GhanaPay Mobile Money**, first universal bank-led mobile money service in Africa.





# HONORARY AWARD

## Lifetime Achievement for Financial inclusion (Continued)

Driven by the belief that nobody should be excluded, you created the innovative Financial Inclusion Triangle (FIT). This framework brings together three interoperable platforms: e-zwich (smart cards), GIP (bank accounts), and MMI (mobile wallets). By enabling seamless transfers of funds across these domains, FIT lays the foundation for an inclusive and future-proof instant payment system, benefiting generations to come.

Your remarkable contributions stand as a testament to your pragmatism, passion, integrity, and commitment to the growth and development of payment systems in Ghana and beyond. It therefore comes as no surprise that you were named as the **Most Inspiring Payment Systems Leader in West Africa** by the Africa Bank 4.0 Awards in Lagos, Nigeria in October 2023. In honor of your outstanding achievements and steadfast dedication to advancing the digitalization of payments and financial inclusion, we extend our heartfelt gratitude and deepest admiration to you, Mr. Archie Hesse, a true trailblazer and beacon of inspiration in Ghana's financial services landscape.



# WOMEN IN FINTECH LAUNCH



Women in Fintech Launched at the Ghana Fintech Awards 2023. Women in Fintech, a groundbreaking initiative aimed at empowering women and fostering gender equality within the Ghanaian financial technology industry, was officially launched on Saturday, March 9, 2024, at the prestigious Labadi Beach Hotel. This launch served as a pre-event to the highly anticipated Ghana Fintech Awards 2023. During the launch event, the initiatives and core objectives were highlighted. They will be accomplished through a diverse range of events, projects, and programs designed to provide education, exposure, and mentorship opportunities in a conducive learning environment equipped with resources for fintech development. As Women in Fintech embarks on its journey, there is a call for applications for several open positions within the organization. Women interested in contributing to this transformative initiative are encouraged to visit the official website at [www.womeninfintechgh.com](http://www.womeninfintechgh.com).





# TOP FINTECH VOICES MAGAZINE LAUNCH

The debut issue of the "Top Fintech Voices Magazine" at the Ghana Fintech Awards 2023 showcased a curated selection of pioneers, trailblazers, and visionaries who are shaping the Ghanaian fintech landscape. From founders of innovative startups to seasoned executives leading established companies, the magazine highlighted diverse perspectives and insights from across the industry. Readers had the opportunity to learn from the experiences and expertise of these influential figures, gaining valuable knowledge and inspiration to drive their own ventures forward.

The inclusion of such esteemed individuals not only added prestige to the magazine but also underscored the depth and breadth of talent within the Ghanaian fintech community. Their stories served as a testament to the dynamism and potential of the local fintech ecosystem, demonstrating how innovation and entrepreneurship are driving positive change and transforming the way financial services are delivered in Ghana. As the magazine continues to feature voices from the forefront of fintech innovation, it will undoubtedly serve as a catalyst for further growth and development in the industry.

Overall, the "Top Fintech Voices Magazine" played a pivotal role in spotlighting the achievements and contributions of Ghana's fintech pioneers. By amplifying their voices and sharing their stories, the magazine not only celebrated their successes but also fostered a sense of community and collaboration within the vibrant fintech ecosystem of Ghana.





# DEBATE:

## Balancing Innovation and Compliance in Creating a Digital Economy

The debate held at the Ghana Fintech Awards 2023, themed "Balancing Innovation and Compliance in Creating a Digital Economy," showcased a compelling exchange of ideas between two teams: the Innovation Team and the Compliance Team. Both sides presented strong arguments, highlighting the delicate balance required between fostering innovation and ensuring regulatory compliance within the fintech sector. The Innovation Team passionately advocated for the transformative power of innovation in driving economic growth and technological advancement, emphasizing its role in propelling Ghana's fintech ecosystem to new heights. Conversely, the Compliance Team emphasized the importance of regulatory frameworks in safeguarding consumer interests and maintaining market stability, cautioning against the potential risks of unchecked innovation.

As the debate unfolded, the audience actively participated by casting live votes to determine the winner. In the end, the Innovation Team emerged victorious, signaling a recognition of the paramount importance of innovation in shaping the future of the digital economy. This decision underscores the collective belief in the potential of innovation to drive progress, foster competitiveness, and unlock new opportunities for Ghana's fintech landscape. However, the debate also shed light on the ongoing imperative of addressing compliance challenges to ensure responsible and sustainable fintech practices, reflecting the complex and multifaceted nature of navigating the intersection between innovation and compliance in today's digital age.





# TIME WITH BOG

At the 3rd edition of the Ghana Fintech Awards, Mr. Kwame Opong, the Director of the Fintech and Innovation Office at the Bank of Ghana, was interviewed by Citi FM/TV's Bernard Koko Avle during a session titled "Time with BoG." The discussion provided valuable insights into how an office dedicated to innovation operates within a regulatory institution. Mr. Opong highlighted the dual mandate of his office: promoting cutting-edge financial technologies while ensuring compliance with existing regulations. He emphasized their success lies in balancing creativity and technological advancement without compromising the integrity and stability of Ghana's financial system.

During the interview, Mr. Opong elaborated on various initiatives and projects spearheaded by the Fintech and Innovation Office, such as the development of regulatory sandboxes and collaboration with fintech startups. He also touched on the 3i Africa Summit, emphasizing its significance in fostering innovation and collaboration across the continent. These efforts aim to create a supportive environment where fintech innovations can thrive, allowing for controlled experimentation and risk assessment. The interview underscored the importance of ongoing dialogue between regulators and innovators to address emerging challenges and adapt to the fast-paced changes in the fintech landscape. This session highlighted the Bank of Ghana's commitment to nurturing innovation while maintaining its regulatory responsibilities, ultimately contributing to the sustainable growth of the country's digital economy.







2023 GALLERY



















# Get in touch

To discuss any of the sponsorship packages in this pack, please contact

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