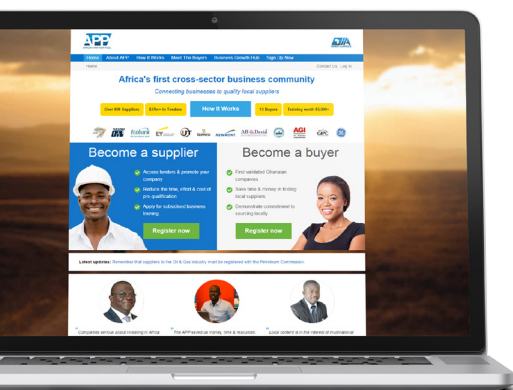


# Socio-Economic Impact

Invest in Africa (IIA) is a partnership of companies from across sectors working together to generate greater growth, trade and investment into African economies. IIA's flagship programme, the African Partner Pool (APP), is West Africa's first cross-sector online business portal, connecting local SMEs with larger companies. This report details the impact that has been made on the Ghanaian economy by IIA Partners utilising this platform to source more locally.



## African Partner Pool total impact



[www.africanpartnerpool.com](http://www.africanpartnerpool.com)

Deals done  
on the APP

43

Value  
of deals  
**\$3.18m**

Jobs supported locally

**305 total jobs**



Agriculture  
**30**



Construction  
**6**



Manufacturing  
**88**



Utilities  
**105**



Trade  
**40**



Transport & communications  
**9**



Financial & business services  
**7**



Public & other services  
**20**

Value retained in local economy

**\$2m total value retained**



Household  
income

**\$1.3m**



Profits  
& Savings

**\$0.3m**



Government  
income

**\$0.4m**

APP Partners  
& Buyers



## Contact us

To find out more about how Invest in Africa can add value to your business, please contact us:

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Delivering economic development  
Creating business opportunities  
Supporting job creation

Innovate Risk  
**Cross sector** Impact  
Actively develop markets Solutions Reputation  
Impact Success **Access to Skills, Markets & Finance**  
Solutions **Inclusive growth** Action not words  
Risk Innovate **Capabilities** Makes business sense  
Grow markets Reputation Raising standards  
Solutions Shared challenges Working together as one  
**Network effect** **Job creation** Making a real difference  
**Knowledge competitiveness** Shared challenges Risk  
Risk Impact Working together as one **Capacity** Know how  
Making a real difference Innovate  
Raising standards Success  
**competitiveness**  
Making a real difference  
Experience Know how  
Impact **Network effect**  
**Cross sector** Impact  
Success Innovate  
**Inclusive growth**  
Solutions Know how  
**Partnerships**  
Innovative  
Risk



