

CIMG HOLDS 34th ANNUAL GENERAL MEETING

Accra, Ghana: November 17, 2024 – The Chartered Institute of Marketing, Ghana (CIMG) has held its 34th Annual General Meeting (AGM), at the Lancaster Hotel in Accra, where the National President, Dr. Daniel Kasser Tee, gave an account of the Governing Council’s stewardship in the year under review, 2023.

In his address, Dr. Kasser Tee emphasised the Governing Council’s decision to base its “advocacy on marketing-related matters” on “scientific research.” He specifically highlighted the completion of the third wave of the Ghana Customer Satisfaction Index (GH-CSI) for the Banking Industry in 2023, noting that the report has been published.

The National President also expressed enthusiasm about the launch of the Ghana Regional Brand Index report, a survey conducted across all sixteen (16) regions of Ghana to uncover and showcase the economic and tourism potentials of each region. He stated that “several rounds of stakeholder engagements have been held with various ministries, agencies, and private sector organisations since the report’s successful launch.”

Additionally, he reiterated CIMG’s commitment to commemorating World Consumer Rights Day by “expanding its activities to engage both consumers and corporate organisations that provide goods and services, in line with its mandate under section 3(e) of the Chartered Institute of Marketing, Ghana Act 2020 (Act 1021).”

Dr. Kasser Tee acknowledged the Institute’s strong relationships with corporate organisations, media, and professional bodies, which have led to significant collaborations across the continent. He also highlighted efforts to enhance the membership drive through partnerships with traditional and technical universities, as well as tutorial colleges serving as Tuition Centres for the Professional Marketing Qualifications (PMQ). These initiatives are “aimed at driving membership and promoting the PMQ.”

Special recognition was given to Dr. Dr. Francis Mensah Sasraku and Mr. Adam Sulley for their outstanding contributions to the growth of the Institute. Their work in successfully integrating the PMQ programme in Ghana has been instrumental. In 2023, CIMG achieved pass rates of 78.04% and 79.91% for the PMQ examinations in June and December, respectively.

As part of the membership drive, Dr. Kasser Tee reported on the success of the Continuing Professional Development (CPD) programme, which supports the career progression of marketing professionals. In the year under review, 148 professionals were conferred the

Chartered Marketer designation, and record cards for a new batch have been compiled, reflecting growing enthusiasm for the programme.

On strengthening the Secretariat, Dr. Kasser Tee mentioned the recruitment of new staff and plans to further enhance capacity through future recruitments to achieve a balanced workforce. He also highlighted the Institute's strides in digitisation, including the exclusive use of digital payment platforms and ongoing efforts to digitise the database and processes for improved business transformation.

In his concluding remarks, the National President expressed gratitude to the Governing Council, various committees, the Registrar/CEO, and staff for their progressive performance in the year under review.

He finally thanked the entire membership for their relentless support to the Institute in the past year.

===== **END** =====

MEDIA CONTACT

Clarence Pappoe
Deputy Manager, Corporate Communications
Chartered Institute of Marketing, Ghana
Main Office GPS Location: GT-345-6223
UPSA Campus GPS Location: GM-036-8313
Tel: 0242307801

A BRIEF ABOUT CIMG

The Chartered Institute of Marketing, Ghana (CIMG) was founded in July 1981 with the vision to be the voice of marketing practice in Ghana under the Professional Bodies Registration Act 1973 (NRCD143). The Institute aims at seeing both private and public organizations embrace the marketing concept and be marketing-oriented in their operations. In 2020, the CIMG received a Presidential Charter by the passage of the Chartered Institute of Marketing, Ghana Act, 2020 (Act 1021) with the main objects to set standards for the practice of marketing and to regulate the practice of the marketing profession in the country. Marketing is fundamental to the success of any business and the Chartered Institute of Marketing, Ghana, plays a major role in promoting the marketing profession, encouraging organizations to strive towards maintaining international standards in their marketing practice.