

CIMG UNVEILS THE GH-RBI COFFEE TABLE PUBLICATION

Accra, Ghana: June 13, 2024 – The Chartered Institute of Marketing, Ghana (CIMG) recently held an event at the Coconut Grove Hotel in Accra, to unveil the coffee table publication for Ghana’s maiden Regional Brand Index (GH-RBI).

The event, chaired by the Deputy Managing Director (Corporate Resources) at Consolidated Bank Ghana (CBG), Mrs. Nana Ama Poku, marked her first public engagement since joining the Chartered Institute of Marketing, UK, as a fellow.

Mrs. Poku expressed her honour in chairing the unveiling ceremony of the Ghana Regional Brand Index Coffee Table Publication, which celebrates Ghana as a premier destination for tourism and economic development.

She added that "supported by CBG, the publication highlights the diverse attractions and opportunities across Ghana's sixteen regions, promoting sustainable tourism and investment. Through meticulous research, it aims to inspire new discussions, inform policy, and recognise the creativity and hard work propelling the industry forward."

In his opening remarks, the National President of CIMG, Dr. Kasser Tee, said that "the Coffee Table Publication encapsulates the rich diversity, vibrancy, and potential of each of the 16 regional brands in Ghana. This pioneering project is a testament to our relentless pursuit of excellence and the importance we attach to leveraging research to promote our regional brands as part of the larger agenda of marketing Ghana as a corporate brand."

Dr. Kasser Tee believes that looking ahead, "it is imperative for each region to embark on a journey of strategic communications to champion and promote their virtues, balancing tradition with modernism and innovation to create excitement around their brands."

Representing the minister for Tourism, Arts & Culture was the Director in Charge of Tourism, Mr. Geoffery Tamakloe. According to him, "the launch of the GH-RBI report is a strategic initiative that holds immense benefits for the Ministry of Tourism, Arts and Culture. By providing detailed insights into each region’s strengths and areas for improvement, the report will enable policy makers to adopt a data-driven approach, formulating policies

tailored to the specific needs and potentials of each region. This ensures our strategies are not only effective but also equitable and inclusive."

He stated further that "insights from the Regional Brand Index will enable the crafting of more effective marketing campaigns that showcase the distinct attractions of each region. This will not only promote domestic tourism but also attract international tourists, increasing our tourism revenues. Additionally, the report will serve as a vital tool for investors, offering a clear picture of the investment landscape across Ghana and fostering mutually beneficial partnerships and sustainable development."

This publication will be made available to relevant ministries and government agencies to support their efforts in marketing Ghana.

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ABOUT CIMG

The Chartered Institute of Marketing, Ghana (CIMG) is a Marketing Professional body established on July 3, 1981, with the vision to be the voice of marketing practice in Ghana under the Professional Bodies Registration Act 1973 (NRCD143). In 2020, the CIMG was granted a Parliamentary Act 1021, which gives it the mandate to regulate the standard in marketing practice and the training of marketing professionals in Ghana. The Institute aims at promoting the interest of both individual and corporate members through various interventions; the provision of marketing professional advice and services to corporate bodies and the promotion of marketing excellence through the prominent CIMG President's Ball.

ABOUT THE GHANA REGIONAL BRAND INDEX PROJECT

The Ghana Regional Brand Index Project is a pioneering research initiative aimed at unearthing and highlighting the economic and tourism potentials of each of Ghana's sixteen regional brands. This project complements and reinvigorates the government's original Brand Ghana agenda and contributes to the "Year of Return" and "Beyond The Return" programmes. These initiatives aim to attract Africans in the diaspora to patronise Ghana as a home and the ultimate tourism and investment destination.