

MEDIA RELEASE

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CIMG CHARTS NEW PATH TO STRATEGIC COLLABORATION WITH REPUBLIC BANK GHANA PLC

Accra, Ghana - Friday, May 16, 2025: The new Governing Council of the Chartered Institute of Marketing, Ghana (CIMG), paid a courtesy call on the Managing Director of Republic Bank (Ghana) PLC, Dr. Benjamin Dzoboku, as part of its strategic engagement with key institutions. The visit aimed to present the Council's three-year vision and explore meaningful areas of collaboration that would advance marketing excellence and drive national development.

The CIMG delegation was led by the National President, Mr. Michael Abbiw, and comprising the Vice President, Ms. Ama G. Amoah, Advisor, Mr. Francis Dadzie, Registrar and CEO, Mr. Kwabena Agyekum. Welcoming the team on behalf of Republic Bank were Dr. Benjamin Dzoboku, Chief Finance Officer, Mr. Ferguson Ofori-Atta, and Manager of Marketing and Communications, Mrs. Genevieve Aboney.

During the discussion, the CIMG National President outlined CIMG's bold agenda for repositioning marketing as a strategic driver of institutional and national progress: "The Institute is poised to elevate professional marketing through education, certification, policy advocacy, and ethical practice," he said.

He further presented initiatives aimed at addressing key national priorities, including environmental and business sustainability, corporate governance, and consumer protection. Notably, the Institute's expanding role in ESG and sustainability education, the establishment of a dedicated call centre for addressing consumer service complaints, and its government-backed leadership in the Brand Ghana project were highlighted as pillars of its transformative agenda.

Mr. Abbiw underscored that professional marketing has far-reaching relevance for both public and private institutions: "Modern marketing should inform everything from customer experience at the branch level to strategic decision-making in the boardroom. I invite Republic Bank to deepen its collaboration with the Institute through staff capacity-building initiatives, and certification programmes," he stated.

In response, Dr. Dzoboku expressed strong admiration for the Institute's vision and reaffirmed the Bank's willingness to support and participate in efforts that empower professionals and promote institutional growth. He described the meeting as enlightening and timely, stating that "Republic

Bank views human capital as its most critical asset and sees great alignment between the Bank's ambitions and CIMG's programmes". He welcomed the idea of deeper engagement on staff training, certifications, and collaborative community projects, and emphasised the Bank's openness to exploring all avenues for mutual benefit.

Dr. Dzoboku encouraged the CIMG team to explore the Bank's bespoke financial solutions to enhance staff welfare and expressed confidence in the potential for a lasting partnership. He named Mrs. Genevieve Aboney and another liaison officer as designated points of contact to facilitate ongoing collaboration with the Institute.

This milestone engagement signals the beginning of a powerful alliance between the Chartered Institute of Marketing, Ghana and Republic Bank (Ghana) PLC, one that is anchored in shared values of professionalism, innovation, and sustainable development. Through this partnership, both institutions are poised to redefine marketing's role in shaping the future of Ghana's economy and workforce.

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About the Chartered Institute of Marketing, Ghana (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. In 2023, the CIMG Regulations (L.I. 2479) was passed by the Parliament of Ghana and has therefore come into force to enable the Institute execute its mandate and functions as stipulated in the CIMG ACT 2020 (Act 1021). 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 organisations to strive towards maintaining international standards in their marketing practice.

About Republic Bank (Ghana) PLC

Republic Bank (Ghana) PLC, a subsidiary of Republic Financial Holdings Limited (RFHL) of Trinidad and Tobago, is the largest and most profitable independent bank in the Caribbean. Republic Bank Ghana is Ghana's leading Universal Banking institution and the most diversified

financial institution with a strong reputation for innovation and excellence; The bank is committed to providing market-leading solutions that drive growth and financial empowerment in Ghana and beyond. As a one-stop financial institution, the Bank's services include Corporate, Commercial, and Retail Banking, Investment Banking, Trustee Services, Mortgage Banking, Visa Credit and Debit Cards, and Microfinance.

The Bank's parent company, RFHL, is the largest and most profitable independent Bank in the English-speaking Caribbean, having served the region for over 187 years with a total Asset base of over USD 18.5 billion at the end of the 2024 financial year. The Bank focuses on four SDG goals – Good Health and Well-being, Quality Education, Clean Water and Sanitation and Climate Action as part of its Corporate Social Responsibility under its umbrella initiative Power to Make a Difference (PMAD).