

**MEDIA RELEASE**

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## **CIMG GOVERNING COUNCIL MEETS THE CHIEF OF STAFF FOR STRATEGIC COLLABORATION**

**Accra, Ghana - June 10, 2025:** The Governing Council of the Chartered Institute of Marketing, Ghana (CIMG) has held discussions with the Chief of Staff, Hon. Julius Debrah, at the Jubilee House to discuss collaborative efforts aimed at enhancing professional marketing practice and national development.

The delegation, led by the CIMG National President, Mr. Michael Abbiw, included key executives of the institute. During the meeting, Mr. Abbiw expressed appreciation for the support CIMG has received from the Office of the President over the years. He emphasised the institute's commitment to contributing to Ghana's economic transformation by championing marketing excellence, particularly through partnerships with government and corporate institutions.

Mr. Abbiw commended the Chief of Staff for the successful organisation of the recently held Kwahu Business Forum, describing it as a timely and impactful initiative that aligns with CIMG's goals of promoting business growth through strategic communication and branding. He expressed the institute's interest in collaborating on future editions of the Forum and other similar national events.

He further stated that CIMG has signed a Memorandum of Understanding with the Chartered Institute of Marketing (CIM), UK, which fully recognises CIMG's membership and professional marketing qualifications. This initiative, he explained, will allow Ghanaians and professionals across the sub-region to earn internationally recognised CIMG professional marketing qualifications here in Ghana, at affordable rates, thereby promoting capacity building and affordability.

Mr. Abbiw also mentioned preparations toward the 4th African Marketing Confederation -Ticon Africa Conference, which will be hosted by CIMG and the Institute of ICT Professionals, Ghana (IIPGH) at the Labadi Beach Hotel from August 20-22, 2025. He noted that the upcoming international conference is a collaborative effort, gathering experts in marketing, technology, and supply chain management under one roof. Additionally, the United Nations World Tourism Organisation (UNWTO) plans to officially launch "Brand Africa" at the event.

He invited the Chief of Staff, Hon. Julius Debrah, as a special guest and the presidency's endorsement of the event. In response, Mr. Debrah not only graciously acknowledged the invitation but also indicated his intention to encourage the President's direct attendance, emphasising the President's commitment to establishing Ghana as a hub for international conferences.

In his broader remarks, the Chief of Staff lauded CIMG's contributions to national development and recalled the impact of Ghana's historical trade fairs and the "Operation Feed Yourself" campaign during the Acheampong era, emphasising how effective marketing and branding played a role in galvanising national participation and economic confidence.

Touching again on the Kwahu Business Forum, Hon. Debrah revealed that the 2026 edition, scheduled for Easter, will feature an expanded exhibition platform with participation from sectors including finance, insurance, food and beverages, automobile, technology, and more. He noted that international exhibitors and business delegations from neighbouring countries are expected to take part and stressed the importance of strategic global marketing and branding partnerships, particularly with CIMG, to elevate the Forum's international appeal.

Also present at the meeting was the Presidential Advisor on the Economy, Hon. Seth Terkper, who emphasised the essential role of marketing in shaping policy communication and driving economic behaviour, as well as the need to break that disconnect between institutions and their relevant bodies.

Commending CIMG's efforts in forging a partnership with CIM UK, Mr. Osei Poku, a representative from the President's Legal Secretariat, strongly encouraged CIMG to actively involve more young university graduates, harnessing their energy and creativity for the marketing profession.

The meeting concluded with a shared commitment to deepen government-CIMG collaboration, anchored on the values of marketing excellence, innovation, practicality, and stakeholder engagement.

This engagement forms part of CIMG's broader strategic agenda to position marketing as a cornerstone of Ghana's socio-economic transformation.

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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.