

**Staff**

Madeleen Husselman  
Country Director, Ghana

Santiago Sanchez Guiu  
Director, Global Operations & Systems

Kym Cole  
Research Manager

**Timeline**

7:30 AM - 6 PM

**Date**

September 18, 2018



## Overview of Challenges and Opportunities in the SME Sector in Ghana

Habiba Sumani

NATIONAL BOARD FOR SMALL SCALE INDUSTRIES (NBSSI)

Fiesta Royale Hotel, Accra

18<sup>TH</sup> September, 2018

## Using Rigorous Evidence to Achieve Impact in SME Development



SMEs in Ghana: From Evidence to Action

Christopher Udry  
Robert E. and Emily King Professor of Economics  
Northwestern University



# Evidence on Access to Markets

## SMEs in Ghana: From Evidence to Action

Madeleen Husselman  
Country Director, IPA Ghana  
mhusselman@poverty-action.org



# Combating the Gender Profit Gap

## SMEs in Ghana: From Evidence to Action

Prof. Morgan Hardy  
New York University – Abu Dhabi



# Business Registration in Malawi: An Impact Evaluation

Featuring a study by Francisco Campos, Markus Goldstein, and David McKenzie (World Bank)

Kym Cole  
Research Manager, Innovations for Poverty Action



## What we are learning about training and consulting programs for SMEs

SMEs in Ghana: From Evidence to Action

Santiago Sanchez Gulu  
Deputy Country Director  
IPA-Ghana



## Consulting and Capital Experiments with Microenterprise Tailors in Ghana

SMEs in Ghana: From Evidence to Action

Christopher Udry  
Robert E. and Emily King Professor of Economics  
Northwestern University



NATIONAL BOARD FOR  
SMALL SCALE INDUSTRIES

**SMEs in Ghana: From Evidence to Action**



Small and medium-sized enterprises are engines of growth and job creation in developing countries, particularly in Ghana today. Unfortunately, SMEs today also face a number of barriers on their quest to growth—from poor access to finance to low managerial capabilities—which limit their potential contribution to the national development agenda.

At Innovations for Poverty Action (IPA), we are committed to discovering and promoting effective solutions to global poverty problems, and we are convinced that SMEs can help to provide critical paths out of poverty for millions of people. IPA's role is to create evidence on the effectiveness of programs that address the barriers faced by entrepreneurs who want to grow their firms and to make this knowledge available to decision-makers in policy and industry.

Since 2005, the National Board of Small Scale Industries (NBSSI) has articulated Ghana's commitment to the SME sector, by implementing policy initiatives and programs aimed at supporting the sector nationwide. This underscores the importance of Ghanaian SMEs for the national development agenda and has in turn made NBSSI the leading actor in the private sector development space in the country.

NBSSI and IPA first conceived of this event during the planning stages of the Ghana Women Entrepreneurship Summit (GWES), hosted by NBSSI in June. At the time, it became clear that a broader conversation on issues facing Ghanaian SMEs was necessary to complement and inform our strategies moving forward. Today's conference aims to present lessons from IPA's existing body of evidence, and to chart a way forward for research and policies that address the outstanding challenges facing our entrepreneurs. Indeed, it is our hope that the discussions between researchers and decision-makers from across the sector inform not only future programs, but also existing ones.

This event is also a step towards creating a culture of evidence-based decision-making for better and more effective SME programs in Ghana. On behalf of IPA and NBSSI, we are very thankful for your interest today and for your support along this exciting journey.

Yours sincerely,

  
Madleen Hussain  
Country Director  
Innovations for Poverty Action (IPA)

  
Kofi Yankley  
Executive Director  
National Board of Small Scale Industries (NBSSI)

## IPA Co-Hosts "SMEs in Ghana: From Evidence to Action"

On September 18, IPA Ghana and the National Board of Small Scale Industries (NBSSI) co-hosted a roundtable on small and medium enterprises (SMEs) entitled "SMEs in Ghana: From Evidence to Action" at The African Regent Hotel in Accra.

The purpose of this event was threefold: to hear from high-level policymakers on the most pressing challenges in the sector, to share policy lessons from rigorous evidence generated on the topic, and to build new relationships that will translate into collaboration across sectors. Representatives from academia, government, the private sector, and international organizations were invited to share their perspectives and experiences.

Rigorous evidence was presented on three topics of critical importance to SMEs in Ghana: access to markets, formalization, and human capital. These presentations were followed by panel discussions with experts in their fields. Invitees shared their experiences and perspectives for an enriching day of learning.

## Sessions

### **Overview of Barriers, Challenges and Opportunities in the SME Sector in Ghana**

**Presenter:** Ms. Habiba Sumani, Director Women Entrepreneurship Development, NBSSI ([slides](#))

### **Using Rigorous Evidence to Achieve Impact in SME Development**

**Presenter:** Dr. [Christopher Udry](#), Professor of Economics Northwestern University ([slides](#))

### **Improving Access to Markets for SMEs: What We're Learning**

**Presenter:** Ms. [Madeleen Husselman](#), Country Director, IPA Ghana ([slides](#))

### **Combatting the Gender Profit Gap**

**Presenter:** Dr. [Morgan Hardy](#), Assistant Professor of Economics, New York University Abu Dhabi ([slides](#))

### **Business Registration in Malawi: An Impact Evaluation**

**Presenter:** Ms. [Kym Cole](#), Research Manager, IPA Ghana ([slides](#))

### **Improving Managerial Capital: What We're Learning**

[Santiago Sanchez Guiu](#), Deputy Country Director, IPA Ghana ([slides](#))

### **Consulting and Capital Experiments with Microenterprise Tailors in Ghana**

**Presenter:** Dr. [Christopher Udry](#), Professor of Economics, Northwestern University ([slides](#))

[Download the Agenda](#)

## Address

Fiesta Royale Hotel

## City

Accra

## Country

Ghana