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GHANA HOUSING SHOW 2023

HOUSING EXHIBITION & DIASPORA
GHANA PROPERTY AWARDS

Ghana Housing Show 2023

Wembley Stadium



GHANA HOUSING EXHIBITION & DIASPORA GHANA PROPERTY AWARDS 2023-LONDON

SATURDAY, 24TH JUNE 2023

Theme: “Housing Ghana”.

Wembley Stadium,- The Drum , HA9 0FL– 9am – 6pm

9:00am – Registration

9:30am – 4:00pm **Exhibition**

4.30pm – 5:00pm **Q & A Session**

5.10 PM - 6 :00pm - **Presentation of Awards**

EXHIBITION

- 9:30am Arrival of Guest and welcoming of Guest and Dignitaries
– Gilbert Abeiku Aggrey Santana acknowledging
– SuCasa Properties – Headline Sponsor
- 10.00 am Opening Prayer – Rev. Nicolas Quashie – VBCI UK
- 10.05am Speech by Organizers - Irene Agyenkwa
- 10:30am Exhibition Opens / Networking
- 1:00 pm Snacks served to all Exhibitors
- 5:00pm One hour Q & A Session
- 6.00 pm P resentation of Awards
- 7:00pm Vote of Thanks & Closing



GHANA HOUSING SHOW 2023

SUCASA PROPERTIES

TABLE 1 & 2 - ENTRANCE DOOR

LeMFi

TABLE 3

E.WELLS REALTY

TABLE 4

GOLDKEY PROPERTIES

TABLE 5

ACE HEIGHTS

TABLE 6

DGM

TABLE 7

PS GLOBAL

TABLE 8

LANDSAR GROUP

TABLE 9

SPECIAL INVESTMENT LTD

TABLE 10

PROPERTY EXPRESS MAGAZINE

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NALA

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GHANA HOUSING SHOW 2023

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GHANA HOUSING EXHIBITION & DIASPORA GHANA PROPERTY AWARDS 2023-LONDON

SPEECH FROM ORGANIZERS – IRENE AGYENKWA

Around 60 percent of investments in the Ghana Housing market come from Ghanaians in the diaspora. These investments play a vital role in the development of infrastructure in the country.

According to the United Nations' financial report on remittances to Africa in 2019, approximately \$48 billion was contributed. The latest figures from the World Bank reveal that out of the \$95.6 billion, \$46.6 billion went to North Africa, and \$49 billion went to sub-Saharan Africa.

These remittances are crucial financial contributions that are transforming Ghana, particularly in infrastructure development, with a significant focus on housing.

The Ghana Housing Show and the African Housing Show serve as platforms to emphasize the importance and benefits of addressing the housing situation, which is a fundamental human right for everyone residing in Ghana or Africa.

Housing Ghana

In recognition of the diaspora's substantial contribution and to address the housing situation, the Ghana Property Awards, an NGO in Ghana, is showcasing the best developers and contractors from Ghana to investors in London.

This initiative aims to strengthen their relationship and encourage additional investors to join, further contributing to solving the housing situation in the country while generating significant profits for their investments.

This event will take place annually at the Dome in Wembley.

Today, the event will consist of three main components:

Exhibition: Open now until 5pm.

Plenary Session: To follow the exhibition and an Awards Ceremony.

Thank you.



REAL ESTATE SECTOR IN CURRENT ECONOMIC CRISIS

BY PATRICK EBO BONFUL - GREDA PRESIDENT

The real estate sector in Ghana has enjoyed significant growth in the last two decades. The growth of the sector was at its highest in 2018-2019, when it reached an all-time peak of 44%. The sector's growth rate of 22% in 2020-2021 remains impressive despite the drop from the preceding year.

According to the Oxford Business Group, the real estate sector in Ghana contributed nearly GHS11bn (\$1.9bn) or 2.9% to GDP at current market prices in 2020, up from GHS9bn (\$1.5bn) or 2.5% in 2019. Continuing the real estate sector's annual expansion since 2013 when it was valued at GHS1.2bn (\$205.2m). This is a highly impressive feat given the Covid-19 pandemic and global oil price fluctuations, to which Ghana's economy is highly susceptible.

The sector successfully made it through the Covid-19 pandemic with less than expected negative ramifications and has started to enjoy a rebound in 2021-2022. The Covid-19 pandemic has impacted the industry's various sub-sectors to differing degrees.

Unfortunately, in the past 18 months, the sector finds itself in uncharted economic territory characterized by weak GDP growth rate, deteriorating balance of payment, high inflation, and depreciating local currency. The country's current economic situation is nothing like anything before. The sector faces a new challenge that has the potential to erode any gains made in the last twenty years.

Impact on Prices

Even though the Foreign Exchange Act 2006 (Act 723) prohibits the listing of real estate properties in foreign currency, real estate sale and rental prices in Ghana are often listed in US dollars, for this reason any depreciation of the Cedi results higher prices in cedi terms, thus making the market directly vulnerable. The sector has fueled its growth on the back of increased activity in the mid- to high-end property markets driven by the country's expanding middle class, a strong tourism sector and healthy corporate demand. A depreciating cedi affects the purchasing power of all classes of buyers in the country and will affect short to medium term growth of the sector.

Muted Mortgage Market

Ghana has a budding mortgage market which contributed a paltry mortgage-to-GDP ratio of 0.5% in 2020. This is mostly primary as the secondary market for mortgages is non-existent. Furthermore, as of 2020, just 0.8% of homeowners in Ghana funded their purchases with mortgage products, with many opting to utilise personal loans and other finance options. Due to the current economic crisis, (marked by high interest rates, high inflation, and depreciating cedi) the already low mortgage sector will be obliterated as banks reign-in lending, demand higher interest rates and demand even more requirements to grant loans to real estate developers. The reduction in financing from financial institutions will reduce buyers' and tenants' demand. The cut back in lending will also negatively impact developers' ability to construct new properties and finish existing ones.

Rolling Back Gains & Plans for Affordable Housing

A residential 2 Bedroom property that costs between GHS100,000 (\$17,100) and GHS200,000 (\$34,200) is considered an affordable unit in Ghana. While the sector is making progress in ensuring housing finance is more widely accessible, annual housing supply – which currently stands at between 35,000 and 40,000 units – must be more than doubled if the required rate of 100,000 units per year is to be achieved.

The Public Private Partnership (“PPP”) Act of 2020 and existing private public partnerships in the sector has facilitated collaboration in the provision of affordable houses. However, the deepening economic crisis will affect such PPP collaborations in the medium-term as government dwindling resources and private sector financing challenges will

force a temporary shelving of projects.

Sector Outlook – 2024 & Beyond

Ghana's current economic crisis is expected to remain through-out 2023 and 2024. The austerity programme embarked on by Government of Ghana(GOG), as a condition for the \$3 billion IMF bailout package will bite harder. Household and corporate incomes will remain mute and real estate developers and other sectors of the economy will bear the brunt. The Ghanaian economy is forecast to expand by 2.9% in 2023 after a growth of 3.1% in 2022. Real GDP growth will remain below 3.7% in 2024 as expected cuts in government expenditure is implemented. During 2023-2024 economic growth prospect is expected to remain hazy.

However, there is the proverbial 'light at the end of the tunnel' and so GDP growth rate is widely expected to jump to more desirable rates of 4.8% in 2025 and 5% in 2026. During that time the austerity measures will be loosened up. Demand will grow on the back of lower prices as relatively stronger access to credit will drive government and private sector investments in the real estate sector higher.

An increased access to credit will mean that property owners will be able to construct new developments and buyers as well as tenants will be able to finance their purchases and rentals respectively. Availability of credit will also make mortgage finance accessible to buyers.

During this economic crisis, developers should adopt cost saving measures and be flexible in attracting old and new customers. Payment terms may have to be reviewed in line with demand. Real estate companies should seek alternative funding to embark on new developments and complete existing projects.

The National Housing and Mortgage Fund ("NHMF") was created in 2018 to collaborate with the country's financial institutions on mortgage products that are more in line with citizens' needs. The NHMF is going to make mortgage funding accessible to property buyers and will spur the growth in the industry.

Real estate investments are relatively resilient during economic crisis and property owners and investors will have to redirect their investments to this sector. The banking sector should therefore rather be redirecting investments into real estate to help the banks hedge against any of the negative economic outcomes I have attempted to list here. Indeed, real estate investments the world over, rank second in risk only to Government Treasury bills but same ranks

first in terms of return on investment (ROI). Investment in real estate properties is the quickest route out of the poverty bracket and by necessary implication, it is the quickest route to grow personal or corporate wealth.

The Public Private Partnership Act, 2020(Act 1039), provides a solid foundation upon which the government and the private sector can work to achieve investment targets for affordable housing and other developments.

A significant development at the continental level is the activation of the African Continental Free Trade Area(AfCTA), which enables the free movement of people, capital, goods, and services. Greater cross-border trade and migration as-a-result of the 54-country agreement is expected to present significant opportunities for real estate operators in Ghana, further propelling sector growth.

The real estate sector is expected to reach the highs of the last two decades and reach its full potential starting in 2025. Outlook for the sector remains bullish and the good times are expected be back in the medium term. Companies that are able to ride- out the economic crisis will be in the strongest position to the reap the benefits of the rebound.





The SuCasa brand echoes a sound of hope and re-assurance. The SuCasa; O’Grantson Community Affordable Luxury Housing Project, is a radical revelation of a tenable solution to easy accessibility and affordability of housing demands by all and sundry, and directly aimed at eliminating squatters, streetism, accommodation and rental challenges, poor city planning, security risks for community dwellers, economic inefficiencies and low productivity of the GDP, which also, arises as a result of settlement problems bedeviling the active labor force and their dependent families, and many more of its negative rippling effects.

The Company’s office, located at Lagos Avenue in East Legon in Accra is now rolling out its Affordable Housing units on sales for its 3-bedroom unit with an Outhouse, starting at \$89,500 or prevalent cedi equivalent and its 4-bedroom unit with an Outhouse, starting at \$147,000 or prevalent cedi equivalent. We offer you various convenient payment options.

Our projects are presently at the East Legon Hills and Ayi Mensah sites with future destination targets at Pokuase, Armahia, Ashaley Botwe etc.

Call us on 030 296 0865 or WhatsApp: 055 369 7886 for your enquiries. You can also, reach us via email at sucasapropertiesgh.com and on all our social media handles as SuCasa Properties GH. SUCASA PROPERTIES; BUILDING ON TRUST!!!



2-BEDROOM

\$45,000



3-BEDROOM

\$89,500



4-BEDROOM

\$147,500

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CATEGORIES



REAL ESTATE AGENT/BROKER/REALTOR/ ADVISORY AWARD

Trusted Real Estate Broker of the Year 2023 - Ghana

1. E. Wells Realty & Consultancy
2. Westfields Real Estate
3. Goldcoast Homes And Investment

Affordable Luxury Real Estate Brand of the Year 2023 - Ghana

1. Gravitas Housing Solutions Ltd
2. SBJ Properties
3. Ace Heights

Best Residential Developer Middle Income Luxurious of the year 2023 - Ghana

1. Elegant Homes & General Construction Ltd.
2. Saka Homes
3. Signum Development

PropTech Innovation of the Year 2023-Ghana

1. BaniEstimation
2. Sunsmart Global
3. DGM Property & Asset Mgt System

Mass Social Housing Developer - Ghana

1. Sethi Realty Ltd
2. Bluerose
3. Adom City Estate

Best Real Estate Marketed Company Ghana

1. Devtraco Plus
2. Sucasa
3. The Greens



DGM Property & Asset Management Software

We track your properties and assets locally and save you money and time globally

DGM is an award-winning software company with over 25 years' experience developing & delivering technology in the UK and Africa. Our ideal clients manage buildings, assets and waste and want to improve efficiencies, save money and time and reduce fraud. Imagine being able to reduce costs and provide regulatory green ticks for financial and compliance reporting.



Property Management

- Process rentals, leases, landlords, tenants and payments.
- Log maintenance and service requests for your property network.
- Schedule and monitor general maintenance work for each property.
- Monitor expenditure and track expenses against budget.
- Increase profitability and efficiency by automating administrative tasks.



Asset Management

- Create an automated on-line fixed asset register.
- Track and report on the cost of maintaining assets at property level.
- Keep a comprehensive history including servicing, inspections & replacements.
- Schedule asset maintenance repairs in order of priority.
- Paper free management with improved asset auditing and inventory.



Waste Management

- Connect Property Managers, Occupiers, Waste Collectors & Recyclers in a single platform.
- Automated waste disposal, collection and recycling.
- Processing of waste issues, complaints, feedback & payments.
- Track waste generated, collected and recycled.
- Automate management reporting and analytics.



As Africans developing technology for Africa we fully understand local needs and our client-orientated services enable us to maintain close working relationships with all our clients. Call or email our sales team NOW for a free consultation: sales@de-graft.com

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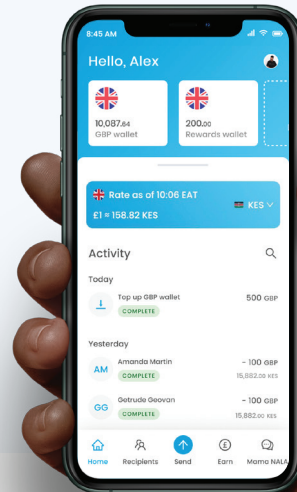
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THE PRIDE OF HOUSING

ADOM CITY ESTATE is a Real Estate Development Company which develops houses for sale to the public. We aim at providing quality and affordable housing for middle income earners.

The company is a GREDA affiliated member with its registered office at Walantu Junction, adjacent to the Central District Police Station, Kasoa, and its site office at Tema Community 25, off the Tema – Dawhenya Road.

As a company, we have keen interest in meeting to some extent, the current housing deficit in Ghana. We also believe that everyone deserves to own a home hence our commitment to providing quality and affordable housing to every Ghanaian citizen



Phase 1B Sale Featured TOP

Tema Community 25, Ningo Prampram District, Greater Accra Region.







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