



## THE MIDDLE EAST & AFRICA: *Ghana*

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### AYEKOO FROM GHANA!

The spa industry is said to be worth \$225 million annually. Recently, the International Spa Association (ISPA) which is a leading authority in the spa world highlighted global trends - over 100 million people visited spas worldwide and the global economic downturn has actually had a rather positive impact on the global spa industry. After all the hassle and tussle, people need a place to escape, indulge and rejuvenate. Albeit the industry still witnessed isolated cases of spa closures across the globe.

In Africa - excluding South Africa - less than 1% of the population visit spas. The continent of Africa has seen little investment in the industry. Apart from South Africa where the spa industry is well established, we in sub Saharan Africa can hardly boast of any well-established spa facilities. Africa's premier day spa, owned by Allure Africa ltd., and a destination spa off the coast of the Volta Lake are the only Industry players within the region.

### THE CRUNCH, OR IS IT AN ECONOMIC DOWNTURN?

The industry is a novelty and current statistics indicate a growing requirement for wellness and preventative therapy. People are becoming increasingly aware of their wellbeing and would go the extra mile to live and feel well. It is indeed very exciting to know that the two establishments are all found in Ghana and even more exciting to know the challenge in pioneering the development of the industry within the sub-region rests with us.

During the period of the crunch, we witnessed an increase in spa patronage among our few clientele. The hurdles to overcome are related to infrastructural development, human resources and culture. Demystifying spas from being wrongly stereotyped as a "female thing" and place for the bourgeoisie is necessary.

### THE GROWING NEED FOR WELLNESS

A recent research report in Ghana by a clinical psychologist, Dr. Araba Sefa-Dede, revealed that 4 out of every 5 top executives are either stressed or have stress-related disorders. Professor Samuel A. Danquah, an international consultant in Clinical psychology, referring to statistics from the Ghana Health service, re-iterated that over 5000 stress-related deaths are recorded annually in Ghana.

## INNOVATION, OR STRUCTURAL DEVELOPMENT?

I am not particularly sure what there is to innovate except the foundation that needs to be laid. There is no structure to improve and there are no systems to innovate. There are only tremendous prospects and potential that needs to be harnessed.

“LOOKING INTO THE FUTURE, WE HAVE NO BETTER ALTERNATIVE THAN TO BUILD AND MAINTAIN THE RIGHT MATERIAL AND HUMAN RESOURCES FOR THE FORESEEABLE GROWTH IN THE INDUSTRY.”

## INNOVATION - ALLURE AFRICA LTD.

With a clear goal of building globally standardized human asset and material resources, three structural developments, or should we say innovative initiatives are being spearheaded by Allure Africa.

1. Iyaba Expo, Africa's premier spa resource exhibition and conference, was brought to life. Iyaba brings together 1000's of professionals in the spa and beauty industry from the West African sub region and beyond. Exhibitors from North America, Asia and Africa exhibit their products; provide demonstrations and master classes to everyone attending.
2. Allure Africa is bringing the first tertiary level institution to provide unparalleled education that will produce empowered future leaders in the wellness and beauty industries and to build world class human assets who can deliver excellence in standards that will transform a culture and a continent.
3. Facilitating premier resource partnerships with over 16 renowned global brands including Repêchage, Kanshi, Jabu Stone, Supernail, Clean & Easy, MUD, among others. The purpose is to help grow the spa and beauty industry in the sub-region with the right material resources. A new company has been set up in line with this objective. Allure Sales and Distribution Company Ltd [AllureSDC]. It is a resource partner for the spa and beauty industry in West Africa.

To see Africa is to see potential. The prospects of growth in the spa and other industries are enormous. In Ghana, the stance of peace and tranquility and growing economic exploits such as the current oil boom have attracted much foreign investment. This is exciting as we lead the spa industry to grow and become one of the world's finest and most attractive in the next 5 years!

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