

## **Adjo Dede Asare**

Adjo joined Alfie Designs in 2008 as CEO, taking over the business aspect of the brand; sourcing contracts with governmental and private institutions, creating a significant online presence, pitching to various investors and winning grants for the business.

Alfie Designs had a somewhat quiet fashion school where they trained young girls in sewing for free, but couldn't take on a lot of girls because of funding. After winning the grant at YALI 2016, they heaped a lot of flesh onto the bones of the school, giving it a full upgrade with new machines, aprons, more tutors and a fixed location for the school. Its still running for free.

YALI highlighted a major flaw that was apparent in Alfie Designs; absence of a solid social media presence. She started investing more into content creation, graphic design and paid ads on Facebook, Twitter and Instagram. The results were and still are phenomenal, and customers have never been this close to the brand, or known this much about them. A solid connection is forming, and needless to say its great for business.

With the success of the fashion school, their workforce is growing. That means they'll need room to work. Their main factory in Accra, has expanded to twice its size. We currently can employ 700 at the present capacity whiles looking to employ even more workers and artisans, and offer employment to more graduates of the fashion school.

Adjo has attended the NY NOW Artisans market expo in New York, and has attended as many subsequent markets as she can, making great connections and taking orders.

She organizes quarterly life skills training sessions for the women within her company by partnering with instructors from tertiary institutions. At the same time she is a facilitator for the African Women Entrepreneur Academy (USAID funded) in Accra for the past 2 years teaching and coaching young women in their quest to build the businesses . Dede is also active in her church helping to organize quarterly soup kitchens and to provide healthcare services and vocational training for young women

She holds a Bachelor's Degree in Sociology from the University of Ghana, and a Business Administration certificate from the Ghana Institute of Management and Public Administration.

She also holds Certificates from the Mandela Washington Fellowship, awarded by the University of Texas at Austin. And a Certificate of Completion, awarded by the State Department, The United States of America.

She is a Citi Entrepreneur by the USADF, and have been on two ambassadorial trips to the Ivory Coast.

The fashion school entrants from November 2016 have graduated, and are now employed workers in our main factory workforce, producing a steadily increasing number of products every week.

She is a member of the Ghana Chamber of Commerce, which opened door to being a part of AGOA.

She is a part of the West African Trade Hub, which has opened doors to even more international prospects. Earlier this year we were in Las Vegas for the Magic Sourcing and Trade show.

By interacting beneficially with my fellows from other countries, she got a spot at the Swahili Fashion Week 2016 and connected with more private label stores which we now supply.

In 2020 the Covid Pandemic that hit the world was a game changer for the company, due to export orders done and the leadership's skills exhibited. Ghana Government called upon the company to be part of the 5 factories to produce PPE's and reusable cloth nose masks for the country from March 2020 till March 2021. We produced over 4.5 million nose masks and other protective gear for our frontline workers. This has helped prove our capabilities of mass production and efficiency while pushing us to overcome setbacks during these trying times.