

Press Release

Oasis Capital Ghana invests in Joyce Ababio College of Creative Design (JACCD)

Influential creative institution to expand facilities & tertiary programs

Accra June 14th 2021 _Oasis Capital Ghana, managers of the Oasis Africa VC Fund (OAF), are pleased to announce their investment in Joyce Ababio College of Creative Design (“JACCD”). JACCD is the leading design university college established by storied Ghanaian fashion designer Joyce Ababio. It offers tertiary and professional training in fashion and graphic design among other creative disciplines, and operates in 3 locations in Accra and Kumasi. JACCD has trained many respected fashion designers and artists in Ghana and across Africa.

The investment will enable the school to expand its facilities with a modern campus as well as expand its degree and professional programs to include many creative disciplines targeted at the young African creative. With unemployment being a major bane of the economy, improving and expanding the training of African creatives with modern design approaches, critical thinking and entrepreneurial skills will unlock the potential of millions of youth to transform the economy. The expansion of the University College leverages on the influential brand of Madam Ababio to mark a major milestone in creative education in Ghana and the sub-region.

Speaking on the investment Mr. Matthew Boadu Adjei, CEO of Oasis Capital said “Joyce Ababio and the JACCD brand is undeniable. There is a generation of designers and entrepreneurs who have trained at JACCD and are making a big impact in their communities. We are happy to be a part of the growth story that expands this university college to train even more creative entrepreneurs to change Africa.”

Mrs. Grace Safoa Buaka, Investment Manager at Oasis added “Creativity and design innovations have transformed the world we live in. We are proud to invest in JACCD and Madam Joyce Ababio to improve the training of the arts and creative fields. We are especially pleased to support education-providers in this often-neglected area.”

Madam Joyce Ababio remarked “Having been in this business for 26 years...I am exultant to partner with Oasis Capital to transform the College...The vision is to become the number one University for creative careers in Africa with relevant and industry-supported design programs...”

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ABOUT OASIS CAPITAL GHANA

Oasis Capital Ghana Limited was established in February 2009 as a growth and venture capital fund manager and currently has offices in Ghana and Cote D’Ivoire. We seek to provide risk capital in the form of equity, quasi-equity and profit-sharing facilities to entrepreneurial businesses in Africa.

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