

Projected Impact



Preserve 258 existing jobs and create 85 new jobs, with at least 50% dedicated to women



Generate \$300,000 from domestic sales



Generate \$1.6 million from international exports, primarily to the United States



Global Mamas' partners in Ghana sew items that will be sold domestically, within the United States, and in other international markets. Photo Credit: Global Mamas

About the Company

[Global Mamas](#) is a Ghana-based social enterprise that works with women across Africa to create and sell handcrafted products ranging from vibrant batik garments to eye-catching recycled glass jewelry and eco-friendly home goods. The organization currently boasts 350 producers, whose products are exported to more than 24 countries, including the United States, Australia, and Germany. Since its founding in 2003, Global Mamas has built a brand recognized for its creativity, innovation, and sound business sense, and has earned praise for its environmentally friendly practices. Global Mamas is a member of the World Fair Trade Organization and Fair Trade Federation, in line with its mission to empower women and other economically marginalized groups.

Co-Investment Partnership

[The Trade Hub](#) awarded a \$497,000 grant to support [Global Mamas'](#) "Women Rising Project" through its COVID-19 Rapid Response Program and to promote the goals of the U.S. Government's [Prosper Africa initiative](#) to increase two-way trade and investment. Global Mamas suffered a 90% loss in its domestic retail sales and a 40% loss in global sales during the pandemic. As a result, it faced organization-wide layoffs of its staff, many of whom were women serving as the primary income earners in their households. This co-investment partnership will leverage private funding of \$2 million to combat Global Mamas' COVID-19-induced financial difficulties and build more resilient livelihoods for the women it partners with. Read more [here](#).

Partnership Opportunities

The global market for ethical fashion earned more than \$6.35 billion in 2019 and this is expected to grow to \$8.25 billion by 2023. Global Mamas is well positioned to further make a name for itself within this expanding market. Under Global Mamas' Women Rising Project, nine new natural eco-friendly products from three product lines—sustainable packaging, skincare, and jersey-knit cotton—will be produced for domestic sales and international export. Through these efforts, over the next 2 years Global Mamas aims to generate more than \$300,000 from domestic sales and \$1.6 million from international exports.

To learn more about investment and partnership opportunities with high-potential companies in West Africa, visit the Trade Hub's [Virtual DealRoom](#).

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