

CLYDESTONE PARTNERS WITH LITTLE TO LAUNCH RIDE HAILING SERVICES IN GHANA



From left to right – Paul Jacquaye; Goup CEO of Clydestone (Gh) Plc & Director of Little Ghana, Emily Mburu-Ndoria; Director of the Directorate of Trade in Services, Investment, IPR and Digital Trade at AfCTA Secretariat, H.E. Eliphaz Barine; High Commissioner of Kenya to Ghana, Kafui Dey; Little's Brand Ambassador, Ambassador Mrs. Jane Gasu Aheto; Director of Economic Trade and Investment Bureau at the Ministry of Foreign Affairs and Regional Integration in Ghana, Kamal Budhabhatti; Founder of Little and Felistas Kisivo; Executive Director & COO of Clydestone (Gh) Plc.

Accra, Ghana – December 20, 2022 - Clydestone (Ghana) Plc (GSE: CLYD) a leading Fintech and Enhanced payment service provider has partnered with Little Limited, a Pan-African technology company to launch ride hailing services in the country with a promise to transform transportation in Ghana.

The partnership with Little aims to make use of technology to offer a go-to commuting option for corporate organizations. Little is known to be a highly professional and user-friendly service that provides safe, on-demand rides with various car categories to suit every rider's unique preference.

The launch was held on 15th December 2022 at the Kempinski hotel in Accra.

Features of Little

Founder and Chief Executive Officer of Little, Kamal Budhabhatti, elaborating on the features of the service noted that both corporate and individual riders can have access to an array of car categories to choose from – Basic, Comfort, Comfort+, and Superwoman. He said Little is designed with rider and driver safety in mind; and is equipped with security features, such as GPS Map Tracking, SOS Emergency Services, Trip Sharing, Service Rating and 24-hours of customer support services.

“Corporate organizations and individuals can also access additional features ranging from Budgeting, Preferred drives, Time and Distance Management, Airport transfers, SOS services and soon Shuttle services,” he added.

Director for Little Ghana, Paul Jacquaye said the start of operations of Little in the country is to improve transportation services by providing cutting-edge digital services to Ghanaians and most importantly to the corporate organizations. He added that Little as it has started operations in Ghana will continue to spread its wings across other African countries to build a formidable African continent.

“For corporates, Little is a comprehensive transportation management system that makes it easy to manage logistics costs at every level of the company that provides automated and credible 100 percent audit trail of transportation costs. Employees can ride in comfort and style as they move around town for business. We hope to provide unique services to employees and make them enjoy the very little things that makes riding more comfortable. As we have started operations here in Ghana, we intend to go to other African countries to continue our agenda,” he said.

AfCFTA in motion

High Commissioner of Kenya to Ghana H.E. Eliphas Barine, speaking at the launch, which was in partnership with Little Kenya, noted that the introduction of ride-hailing services in Ghana is a step toward unifying the African continent through the free trade agreement, fostering a robust transportation sector, and eradicating poverty on the continent.

He indicated that it is time for Africa to take charge of its own development and drive its narrative, a charge that Little service is embarking on. “Africa must take charge of its own activities and drive its own narrative and development. What we are witnessing now is an African company that has realized that we must put our resources together in order to make a contribution towards that journey and this business is towards promoting intra-Africa trade which is helping to build a thriving continent and limiting poverty through the investment that is coming into the country,” he said.

Ambassador Mrs. Jane Gasu Aheto, Director of Economic Trade and Investment Bureau at the Ministry of Foreign Affairs and Regional Integration in Ghana, said the ride-hailing company has the ministry’s full support as its services are in line with the ministry’s objective of economic diplomacy of the country.

She added that the introduction of Little could not have come at a better time than now when the country hosts the African Continental Free Trade Area (AfCFTA) Secretariat which is seeking possible ways of taking advantage of intra-Africa trade.

“The opening of a branch in Ghana is the manifestation of the aspiration of the AfCFTA. We want to congratulate Little Ride for choosing Ghana in the West Africa sub-region for their business operations as there are many opportunities that they can tap,” she indicated.

She welcomed the company’s superwoman policy that prioritizes the inclusion of female drivers in the driving pool. “This will not only ensure maximum protection for our gender on both the riders and drivers’ path but also ensure maximum safety and sense of security for women and children users and empower them economically,” she said.

Mrs. Aheto’s comments were echoed by Emily Mburu-Ndoria, Director of the Directorate of Trade in Services, Investment, IPR and Digital Trade at African Continental Free Trade Area (AfCFTA) Secretariat. She stressed on the importance of the AfCFTA in driving the growth and development of the continent.

Contacts: You may reach Little team via: info@littleggh.africa , customer-support@litttle.bz, or +233 507 795596