

Impact Story: From Market Intelligence to Investment

UK Partnership Helps Ghanaian Manufacturer Unlock Growth Across West Africa



Caption: Jean-Jacques Nken, West and Central Africa Sales Manager at Cresta Paint, interacting with a colleague during stocktaking at the new warehouse in Accra

When data meets vision, transformation becomes inevitable! For Cresta Paint, the Ghanaian manufacturer behind the SuperShine automotive refinishing brand, that transformation became a reality.

UK-backed technical assistance and investment are helping strengthen Ghana's manufacturing sector, deepen UK-Ghana economic ties, and unlock new opportunities for trade and growth. Cresta Paint's journey demonstrates how the combination of market intelligence, strategic partnerships, and investment capital can accelerate business growth and industrial development.

The story begins with the Ghana Automotive Development Programme (GADP), which the UK supported in its formulation and rollout in 2019. Since its implementation, several global car manufacturers have invested over £60 million in assembly facilities in Ghana, creating thousands of manufacturing jobs. However, the long-term success of the automotive industry is hinged not only on vehicle assembly but also on the strength of the wider ecosystem, including domestic manufacturers and suppliers that provide critical products and services. One segment identified as having strong potential for local participation was the automotive refinishing industry.

For years, Cresta Paint operated in a highly competitive market with limited access to reliable market

intelligence. Despite a strong reputation for quality products across parts of West and Central Africa, the company lacked critical insights into customer preferences, distributor behaviour, pricing trends, and competitor activity. As a result, it faced declining sales, fluctuating exports, and reduced market visibility.

Recognising the importance of competitive manufacturing to economic growth, the **UK Government's flagship Ghana Jobs and Economic Transformation (JET) Programme**, partnered with **Uhuru Investment Partners** and **British International Investment (BII)** to help address these information gaps through a comprehensive market, product, and distribution study across key West and Central African markets.



Accra-based distributor - Yavina Ventures CEO, Yaa Prempeh, examining SuperShine Product



CEO of Cresta Paint, Tanguy Verenne, showcasing SuperShine's product range.

The intervention formed part of a broader UK approach that combines technical assistance with investment to strengthen Ghana's industrial base, support business growth, and create new opportunities for trade and investment between Ghana and the United Kingdom.

The research provided Cresta Paint with its first comprehensive picture of customer needs, market opportunities, distributor dynamics, and competitive pressures.

"For the first time, we had access to reliable market information that helped us understand customer needs and make informed manufacturing decisions," says **Tanguy Varenne, CEO of Cresta Paint**.

Armed with stronger insights, the company began refining its business strategy, strengthening customer engagement, and building closer relationships with distributors across the region.

"Before the support, we barely visited our partners. Last year alone, we visited Côte d'Ivoire four times and held quarterly business reviews with 15 key partners. The insights helped us better understand our markets, strengthen relationships with distributors and provide more targeted support to customers," explains **Jean-Jacques, West & Central Africa Sales Manager**.

The results were remarkable. Between 2024 and 2025, Cresta Pain recorded **25% growth**, expanded

its presence from **10 to 12 countries**, generated approximately **\$5 million in additional revenue**, and introduced **80 new automotive refinishing products** informed by market demand.

Beyond commercial success, the intervention helped embed a more data-driven culture across the business, improving planning, accountability, and responsiveness to customers.



Caption: Jean-Jacques Nken (left) and Logistics Manager – Patricia Nyarkoa Agyekum examining products at the warehouse

Importantly, the partnership also helped unlock investment. Through collaboration between **JET, BII-supported Uhuru Investment Partners, and Cresta Paint**, approximately **£12 million in investment** was mobilised to support manufacturing expansion, product innovation, and access to new markets.

The experience highlights the value of combining investment capital with UK-funded technical assistance.

"The UK Government, through its flagship Ghana JET Programme, has been instrumental in accelerating our acquisition of Cresta Paint by providing valuable technical assistance and strategic connections across the automotive ecosystem. Our continued partnership with UK-Ghana JET has helped strengthen manufacturing capacity, drive product innovation, catalyse growth, and create over 30 sustainable jobs in Ghana's automotive sector," notes, **Nana Adow Dankwa, Partner at Uhuru Investment Partners.**

Cresta Paint's story demonstrates how the UK is supporting growth not only as a long-standing development partner, but increasingly as a **strategic investor and economic partner**, helping Ghanaian businesses become more competitive, attract investment, and access regional markets.

As Ghana and the United Kingdom deepen economic cooperation through initiatives such as the **UK-Ghana Growth Partnership**, interventions like this help strengthen local manufacturing, improve productivity, support job creation, and create the conditions for increased bilateral trade and investment. While challenges remain, including competition from informal and imported products, Cresta Paint's experience shows how targeted market intelligence, investment, and business support can help manufacturers make better decisions, grow sustainably, and contribute to a stronger industrial economy.

Ultimately, Cresta Paint's journey reinforces a simple but powerful lesson: when data, investment, and ambition come together, transformation follows.



Cresta Paint CEO and Regional Sales Manager seal a shared vision with a confident handshake