



13<sup>th</sup> September 2021

Dear Valued Members,

**LETTER OF ENDORSEMENT FOR MR SANJAY KESWANI AS CROSS BORDER TRADE CONSULTANT/ADVISOR**

**The eCommerce Association of Ghana (EAG)** is happy to announce the endorsement of Mr Sanjay Keswani as the Cross Border Trade Consultant/ Advisor of the Association. Mr Keswani will offer Cross Border Facilitation Services for the Association and will lead training and empowerment of members who want to take their eCommerce journey to the next frontier, Cross Border Trade.

Mr Keswani brings to the eCommerce Association of Ghana, a 30+ year experience and the expertise gained through senior leadership roles in 3M, Walmart, Landmark group (UAE) and Choithrams (GCC countries).

An experienced business leader, his expertise in the industry is extremely invaluable as he currently works with brands, startups and ecommerce companies as Board Advisor in the domestic and Cross Border Ecommerce domains.

As eCommerce shifts into the new phase of Cross Border Trade, and especially as we prepare to take advantage of the recently passed Africa Free Continental Trade Area agreement, our endorsement of Mr Keswani as our Advisor is the final piece in our strategy to empower members to leverage the benefits of trading in other markets and satisfy their global aspirations.

He has already been a Guest Speaker at one of our recently held webinars and will continue to present more training to the association members to enable and help build capacities of Ghana's ecommerce businesses.

We are therefore, pleased to endorse Mr Sanjay Keswani as the official Cross Border Consultant/Advisor of the eCommerce Association of Ghana.

Do not hesitate to contact me for more details on Email: [paul@omlafrica.com](mailto:paul@omlafrica.com) | 0559553106

Sincerely,

Paul Asinor

eCommerce Association of Ghana

[www.ecommerceassociationgh.com](http://www.ecommerceassociationgh.com)