



***Lady Denta  
Amoateng  
MBE***

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Profile

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*When you have a vision  
and a passion, you can  
drive that vision to any  
level that you want”*

Lady Dentaa Amoateng MBE is the President of the Grow, Unite, Build, Africa (GUBA) Enterprise. GUBA Enterprise is the Diaspora Network Manager par excellence and continues to grow into an impactful social venture network.





### **GUBA ENTERPRISE**

GUBA Enterprise is a social enterprise organisation dedicated to the advancement of diaspora Africans and Africans back home through various socio – economic programs and initiatives. The organisation currently has six brand activities namely GUBA Awards, GUBA Foundation, GUBA Expo, GUBA Careers, GUBA Diaspora Card and GUBA Tours. Our goal is to provide an engaging network for promoting greater cultural diversity globally, as well as raising the profile of the African continent. GUBA Enterprise supports and engages the African diaspora, and aids in attracting investments into the African continent.

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The **GUBA Awards** programme seeks to reward, celebrate excellence and innovation of African individuals and organisations in the diaspora and back home, working towards the advancement, empowerment and progression of the African community in the Diaspora.

**Website: [www.gubaawards.co.uk](http://www.gubaawards.co.uk)**



**The GUBA Foundation** GUBA Foundation is an initiative set up to tackle social issues and foster the development of people of African heritage. The foundation has embarked on various social projects and inventions on areas of education, health and economic empowerment. GUBA Foundation has been raising awareness on various issues including autism and infant mortality.

**Website: [www.gubafoundation.org](http://www.gubafoundation.org)**



**The GUBA Expo** is a platform for small and medium Businesses to exhibit their products/services whilst engaging with industry personnel on business growth strategies in the United Kingdom. The main focus of the Expo is to encourage entrepreneurship, achieved through various workshops and seminars, and to get made in Ghana products onto the UK mainstream market.

**Website:** [www.gubaexpo.co.uk](http://www.gubaexpo.co.uk)

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**GUBA Careers** seeks to bridge the gap between members of the diaspora to Ghana and Africa as a whole, by connecting individuals with relocation opportunities. GUBA careers held the first edition of its event, 'The Diaspora Transition' in February 2018.

**Website:** <https://www.gubacareers.co.uk/>



#### **GUBA DIASPORA CARD**

The GUBA Diaspora Card is a unique card that offers discounts to individuals on goods and services. The card give users exclusive deals and reduced rates to GUBA events, goods and services, provided by affiliate and business partners of GUBA Enterprise.





**GUBA Tours** offer exciting luxury tours in Ghana. Providing high quality tour packages to customers in and out of Ghana, GUBA Tours brings you a one-stop shop for all things tourism in Ghana.

## the diaspora transition NETWORK

### Diaspora Transition Network

The Diaspora Transition Network is a membership based network for African Diasporans and returnees of various heritage currently residing in Ghana. This network is a community for information sharing, skills exchange, cultural awareness and a space for doing and advertising business.

*Lady*  
**Dentaa**  
Amoateng MBE



is a visionary, humanitarian and leader. As a dedicated mother of four, she spends her time between the UK and Ghana, effecting change within the community. The GUBA Awards has been recognised as a community building organisation with substantial influence. Her work to improve UK-African relations earned her an MBE in Her Majesty the Queen Elizabeth II's 2016 Birthday Honours. As the President of the GUBA Enterprise, her work consistently connects and mobilises the African Diaspora.

# Earlier Work

Dentaa's media career began in 2006 as she was first introduced to the viewing public in 2006 with her hit TV show 'The Dentaa Show'. The Dentaa Show which still airs on Fox Life Africa, is an entertainment program filled with exclusive interviews from celebrities in Ghana, Africa, the UK and the United States. The 'Diaspora Transition' edition of the show, is critically acclaimed, amassing a large number of viewers weekly. The Dentaa Show continues to draw in large viewership, and serves as inspiration for many young people aspiring to enter the entertainment industry.

A woman of diverse talent, Dentaa is a dynamic figure within the British/Ghanaian football industry. She is recognized for managing international football star Asamoah Gyan, and

premier sportsmen/women including: Anton Ferdinand, Rachel Yankey and Christopher Samba, under 'the Speak to Dentaa' agency. She was also instrumental in the Black Stars' securing of the services of Arsenal starlet, Emmanuel Frimpong in 2011.



## *Earlier Work* Cont'd

Additionally, through GUBA, she spearheaded a campaign for the first black footballer – Arthur Wharton to be acknowledged by FIFA in 2012. The success of this campaign led to her invitation by the FIFA President to present a statue of Arthur Wharton at the FIFA headquarters in Switzerland. She was subsequently invited to meet the IAAF President Lamine Diack, to make a ceremonial representation of the Arthur Wharton trophy at the London Olympic Stadium.

Expertly skilled in event planning, coordination and management, she was commissioned in 2012 to organize the launch of the Benjani Mwaruwari Foundation in Zimbabwe. As part of this project, she assisted the footballer in building an academy that provides future opportunities for the youth of Zimbabwe.

In 2015, she was called upon to spearhead the celebration of 16 years of reign for His Majesty Otumfuo Osei Tutu II, the King of the Asante Kingdom. This involved the management of various heads of state and dignitaries alike to unite in the acknowledgement of a renowned Royal. Following on, Lady Dentaa was called upon by Clarence House and the government of Ghana, to organize a State Dinner and Fashion show in honour of His Royal Highness Prince Charles (the Prince of Wales) and the Duchess of Cornwall. Influential personnel, Fashion designers from various countries and seasoned professionals were brought to attendance.

In April 2022, Lady Dentaa executed a successful pre-Grammy networking event in honour of Ghanaian musical artiste Rocky Dawuni, who had been nominated for a Grammy award. The event which took place in Las Vegas was a successful precursor to Ghana for the attendees looking to relocate to Ghana.

She has worked with several brands namely:

- » Enterprise Insurance Limited
- » Imperial Homes
- » Malaria No More
- » Capemay Properties
- » World Remit
- » Tap Tap Send
- » FastPace Transfer
- » PayAngel

Lady Dentaa Amoateng MBE is a multi-hyphenate with years of experience in the acquisition of funding, deal brokering, lobbying and facilitating diaspora development. She is the current Liaison Executive Officer for the Greenwich-Tema Meridian Link, working to secure trading and business networks between both cities.

The focus for Lady Dentaa has always been to encourage an exchange of business, skills, culture and support within the African Diaspora and the African continent. She is a Board Member for the Ghana Tourism Authority and the International Diaspora Relations Manager for the Asante Kotoko sports club.



# Pediatric Nursing and Work With The GUBA Foundation

Aside her work with her organisation and external institutions, Lady Dentaa is a also a qualified Pediatric Nurse.

Graduating with a degree from the Buckinghamshire University, she went on to practice Pediatric Nursing at the Royal Free London NHS Trust.

# Supporting Kelvin Odartei Cruickshank - 2021

The Foundation helped raise 8000 cedis equivalent to £1,059.00 to support a young entrepreneur Kelvin Odartei Cruickshank complete his prototype of a car. The 18 year old has been working on the project since he was 15 he's needed support to finish his goal with the help of social media and people who heard his story the Foundation was able to donate the funds to him and his team to enable them to finish the car.



# Nurses Tour- 2019

GUBA Foundation facilitated a ground breaking Nursing Volunteer Program in Ghana November 2019. A group of qualified Nurses from the UK volunteered at Narh-Bita Hospital and Ga West Municipal hospital in Amasaman, they also visited the FOCUS Orthopaedic hospital which specialises in complex spine surgeries over a course of 2 weeks.

This experience was organised to take advantage of Ghana's 'Year of Return', the government-led drive to encourage members of the African diaspora to return to the shores of Ghana in commemoration of the 400<sup>th</sup> anniversary of the commencement of the transatlantic slave trade. In the spirit of the Year of Return, the GUBA Foundation has increased its focus on work in is a charitable venture giving UK nurses an opportunity to give back to Ghana by sharing their acquired skills and proving medical care to the community. GUBA Foundation are also provided an opportunity for the nurses to experience the beautiful sites and attractions within the country such as the Kwame Nkrumah Memorial Park, Kakum National park and Elmina castle.



# AUTISM CAMPAIGN - 2019

## **Autism campaign - #IamNotaStigma**

In January 2019, the GUBA Foundation launched the Autism #IamNotaStigma campaign, to raise awareness about autism in the black community and to help reduce the stigma associated with it. The campaign commenced with a forum meeting held at the House of Commons where community leaders and religious worship leaders were invited to hear more about how they can better support families within their communities that are dealing with autism.

The campaign continued with a church tour. Members of the GUBA Foundation team visited 6 churches across London to speak to the congregation about autism and advised the churches on how they can provide an autism friendly environment for their members.



## **GUBA donates**

**On Friday 18 January, the GUBA Foundation donated 100 tables and chairs to Tolon Senior High School (Tamale, Ghana). Following an emotive news story about students studying at the school finding it difficult to keep up with their studies due to a lack of basic amenities within the school, such as tables, the GUBA Foundation decided to take action.**



# INFANT MORTALITY - AFRICA

Providing Resources to help reduce Infant Mortality in Africa:

2018



*Foundation (Ghana) team members donating the incubator*



*The Deputy British High Commissioner Tom Hartley and our Founder Dentaa Amoateng MBE.*



*Staff with the incubator at the GA West Municipal Hospital in Accra, Ghana*

We have fundraised over the duration of the campaign (2016-2017) to provide resources to hospitals in Ghana, to help reduce the infant mortality rate. In August 2018 we purchased, donated and installed an essential incubator to the GA West Municipal hospital in Accra, Ghana. Before this donation the hospital had no incubators.

# INFANT MORTALITY - AFRICA

Providing Resources to help reduce Infant Mortality in Africa:

2015 –  
2017



*Ghana team members providing the donations*



*Ghana team members providing the donations*

Hospitals in Ghana are under resourced and under equipped. The lack of essential medical supplies contributes to the infant mortality rate. As part of our campaign, the GUBA Foundation supplied 2000 uniforms to several medical clinics in Ghana.

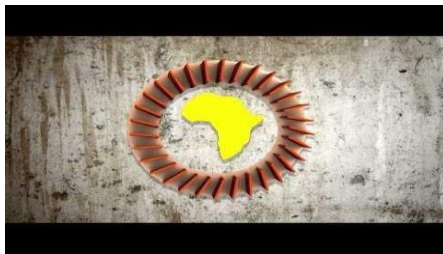


GUBA Foundation, the charitable branch of the GUBA Enterprise, donated more than 2000 pieces of nurses' uniforms on 24<sup>th</sup> October, 2017, to various health centres in Ningo-Prampam and Ada East districts of the Greater Accra Region. The donation forms part of the Foundation's Infant Mortality Project that seeks to provide deprived hospitals with incubators and other essential medical supplies, to alleviate infant mortality in Ghana.

*Donation in the Ghana press*

# INFANT MORTALITY - AFRICA

## A GUBA Anthem for Charity:



*PLAY VIDEO - iTunes single*

We enlisted the assistance of several African singers and producers to create an upbeat anthem which is available on iTunes for purchase. All proceeds go to the GUBA Foundation.

## The James Town Project:



*The community at work*



*Resources that we donated*



*Kids being educated and prepped for the clean up*

The GUBA Foundation partnered with several celebrities and town leaders to organise a 'clean up' of James Town. Schools were visited to educate the next generation. ~~the~~ GUBA Foundation provided volunteers and resources. There was a real sense of community cohesion and participation, as the community joined in with the effort to help with the project.

2015 –  
2017

# AUTISM – UK

## Several Additional Awareness Events:



*An event flyer*



*Children with autism performing with the African drummers at the May 2014 event*



*Panel of parent speakers at the October 2013 event*



*Members of the community living with autism participating in our advertisement*



*An event flyer*

2012 –  
2014

GUBA Foundation took the awareness campaign to the south of London. This time providing experts in speech therapy, parent training, accessing finance, social work and autism in women. 150 attendees benefited, gaining expert advice and knowledge in how to help their children.

This event was again repeated the following year in the north of London, benefiting over 70 attendees. Children with autism performed. An adult with autism shared his experiences on becoming successfully employed and the importance of early intervention. Members from the community again agreed to be apart of our tv advert helping to reduce stigma. Long lasting and supportive relationships were established through community participation.



# AUTISM – UK

The Inaugural Autism Awareness Event and the GUBA Foundation Launch:



*PLAY VIDEO – Event Advert*



*The community networking and meeting with services*



*Attendees from the community at the event*



*Panel of experts and service providers*

We hosted a free event for 200+ Ghanaian families. We arranged for autism experts to give advice on education and schooling, behavioural issues, respite care and autism facilities. Parents were given a rare opportunity to ask questions, network with service providers and other families like themselves. The attendees heard from a father, a mother and a sister of people living with autism and their testimonies created an atmosphere of openness, helping to raise awareness and reduce the stigma within the community.

2012 –  
2014



# Awards & Accolades

## 2022

- » **10 Female Trailblazers to Watch in African Tourism** – The Pyne Awards

## 2021

- » **Top 100 Women CEOs in Africa** – African Women CEOs Summit
- » **50 Most Inspirational African Female Leaders 2021** – Young Global Leaders Network
- » **100 Most Outstanding Female Change Makers** – Humanitarian Awards Global
- » **WINBAfrica Nation Builders Award** – Contribution to Nation Building and Growth Centered Development on the African Continent, African Women Foundation for Nation Building (WINB)
- » **AWE Awards** – Recognition for outstanding performance during the pandemic
- » **Hospitality and Tourism Influencer** – Hospitality Awards 2021

## 2020

- » **Certificate of Honour for Leadership** – Presented by the International Women’s Club, New Delhi for exceptional management during the COVID-19 pandemic.

- » **Those Who Inspire Publication** - Named as one of the influential people in the 'Those Who Inspire' publication.

## 2019

- » **Most Influential Entrepreneur in Entertainment** - Award Africa Tertiary Entrepreneurs Awards (ATEA).
- » **'Who's Who in Ghana'** Dentaa Amoateng MBE was named as one of the influential people within the country.
- » **'9 Ghanaian Mompreneurs We Admire'** featured and acknowledged for successfully juggling family life and a career.
- » **Top 8 Social Entrepreneurs** - listed as one of the top in 2019

## 2018

- » **Top 50 African & Afro-Caribbean Leaders in the UK** - Named by the African Leadership Magazine for outstanding contributions to the socio-economic development and leadership influence, in the African and Afro-Caribbean community in the United Kingdom.



# Awards & Accolades *Cont'd*

## 2017

- » **Exemplary Leadership, Diaspora Mobilization Award** – Awarded for successful management and mobilizations of Diaspora affairs.
- » **100 Most Outstanding Women Entrepreneurs in Ghana** - Named by the African Network of Entrepreneurs for outstanding work.
- » **African International Citizen Award** - Ghana Peace Awards
- » **100 Most Outstanding Women Entrepreneurs in Ghana** - Woman Rising organization.

## 2016

- » **Member of the Most Excellent Order of the British Empire (MBE)** - Honoured by Her Majesty the Queen; Elizabeth II's in her Birthday Honours in 2016. This is for the successful mobilization of the African Diaspora.
- » **Social Entrepreneur of the Year** - Enterprise Minds Awards

## 2015

- » **Young Professional Role Model Award** – presented for youth leadership.
- » **British Award for African Development** – acknowledged for outstanding achievement in community and social development.
- » **BE Mogul Award** - recognised for her outstanding entrepreneurial skills and her consistent contribution to business development in the UK.

## 2013

- » **Young Professional Role Model Award** – Young Professionals and Youth Coalition (YPYC) in
- » **Most Innovative African Woman in Europe (AWE) Award** - for her work in promoting Ghanaian achievement in the UK and charity work.

# Professional Appointments



» **Diaspora and International Relations Manager for Asante Kotoko Football Club (2020)**

With her vast reach and diverse network, she was enlisted to promote the work of the Asante Kotoko Football Club to the African diaspora network worldwide. With her expertise, the aim of this role is for her to provide strategy to improve the positioning and efficacy of the club.

» **Steering Committee Chairman – Beyond the Return (2020)**

Following the success of the Year of Return, the Steering Committee is setup under Lady Dentaa's leadership to coordinate and provide sustainable plans which will utilize on the tourism acquired from the Year of Return.

» **Brand Ambassador for the Royal Senchi Resort (2019)**

Appointed as Brand Ambassador to promote the resort beyond Ghana and to assist in generating sales.

» **Former Board Member for the 'Year of Return' initiative (2019)**

The Year of Return is an initiative of the government of Ghana that is intended to encourage African diasporans to come to Africa to settle and invest in the continent. As a board member she assisted with the implementation of the initiative.

» **Board Member for the Ghana Tourism Authority (2017)**

Leading, assisting and coordinating with all tourism related work in Ghana.

» **Special Advisor to the Ghana Secretariat for Brazil 2014 World Cup (2014)**

Working alongside the Secretariat and government to oversee the running of the Ghanaian Black stars during the World Cup.



# Recent Engagements

## **Public appearances, projects and interviews in 2022**

- » How Africa Transforms After the Virus – Kusi Ideas
- » Facilitated the visit of the Vice President of Costa Rica, Epsy Campbell Barr’s official visit to Ghana.

## **Public appearances, projects and interviews in 2021**

- » Coordinated Ghana’s visit to Costa Rica as part of the International Day for People of African Descent

## **Public appearances, projects and interviews in 2019**

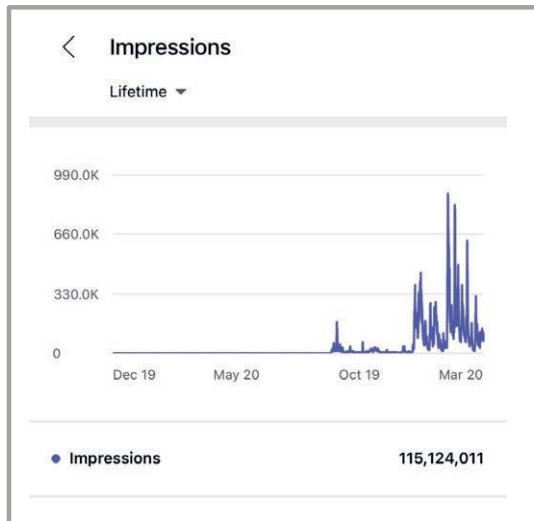
- » Moderator and Breakout Sessions Leader - Warwick African Summit 2019
- » Host and Speaker- Concordia Africa Initiative
- » Interview for Cherie Blair - Concordia Africa Initiative
- » Facilitator and Host - Gurls Talk Ghana
- » Panelist for Tribvix Openspace
- » Panelist for SHE Summit Glitz Africa
- » House of Commons - Autism

## **Public appearances, projects and interviews in 2018**

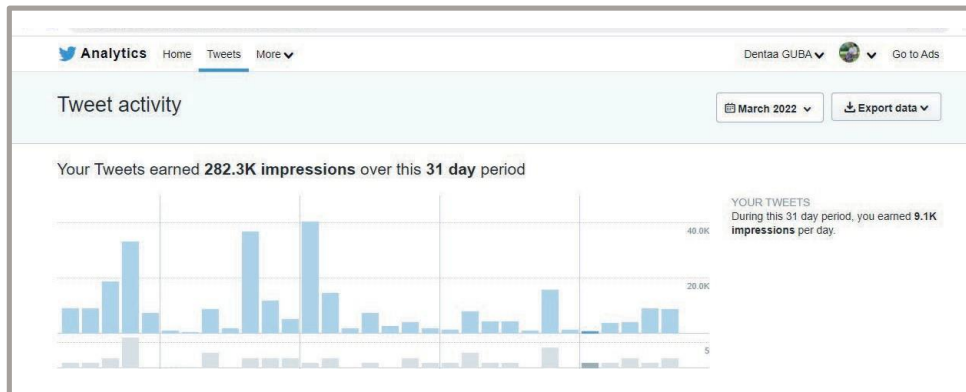
- » Motivational Speaking Engagement - St Augustine’s CE High School
- » Facilitator of African Fashion showing honour of HRH Prince Charles
- » Speaker - Woman CEO Summit
- » Ahaspora Speaking Engagement with 100 students
- » Meet & Greet with Vogue Editor Edward Enningful OBE
- » Meet & Greet with June Sarpong

# OnlineReach

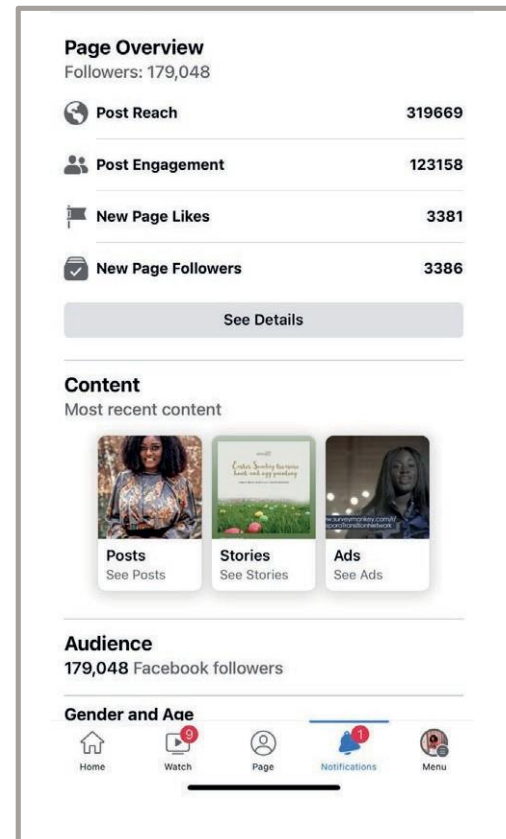
## Youtube



## Twitter



## Facebook





# PRESS LINKS

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- » <https://www.gov.uk/government/news/dentaa-amooteng-honoured-by-her-majesty-the-queen>
- » <https://www.ghanacelebrities.com/2013/06/25/entrepreneur-tv-star-founder-of-guba-awards-dentaa-amooteng-named-winner-of-the-2013-african-women-in-europe-award/>
- » <https://www.newsghana.com.gh/dentaa-amooteng-mbe-pops-up-as-the-top-50-african-afro-caribbean-leader-in-uk/>
- » <https://www.businessghana.com/site/news/entertainment/137268/Dentaa-Amooteng-officially-honoured-with-Most-Excellent-Order-of-British-Empire>
- » <http://thebritishblacklist.co.uk/dentaa-amooteng-mbe-talks-life-family-being-the-ceo-of-multiple-international-businesses/>
- » <https://www.youtube.com/watch?v=HfFaHQIONo8>
- » <https://www.myjoyonline.com/business/2018/June-20th/dentaa-named-influential-african-.php>
- » <https://www.forbes.com/sites/biancabarratt/2019/02/25/these-black-women-are-blazing-a-creative-trail/#59b7603840bf>











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UNITE AND  
BUILD AFRICA

