

Proposal: Netherland-Ghana Business Fair 2018



Introduction

The aim of the NetherlandsGhana Business Fair is to provide a program consisting of multiple activities aimed at boosting business awareness for businesses operating in the Netherlands and Ghana. Ghana has historical ties with The Netherlands, and our aim is to transform and enhance these relations in the contemporary economic climate. As such one of the program's sub aims is to promote The Netherlands' development agenda in relation to Ghana at various levels where it can engage the private sector to seek investment opportunities in Sub-Saharan Africa/Ghana. In creating a platform for economic opportunities, the NetherlandsGhana Business Fair succeeds in promoting a win-win strategy that places an emphasis on business promotion, exhibitions, exchange of best practices, market creation and matchmaking, all to the benefits of the parties involved.

This event will mark the third edition of the business fair, with the 2018 version of the event having been adapted to encompassing West African nations beyond just Ghana. Afroeuro is presently engaged in discussions with RVO and other Dutch and West-African organisations to expand it to the West-African region. Across Sub-Saharan Africa the slogan of "*trade not aid*" has gained support and tract at the corporate, nonprofit and governmental levels of many African nations. As such, the NetherlandsGhana Business Fair enables and encourages West African countries to move beyond foreign relationships based on aid to economic relationships founded in trade. Moreover, the fair serves as an important platform for West African businesses to interact and network amongst themselves as well; creating or building upon and strengthening existing relationships.

Although the business fair targets couple of West African countries, the Afroeuro Foundation focuses its efforts specifically on the participation of Ghana in the Business fair. Ghana is currently taking on an ambitious industrialization campaign that spans across the country headed by president Nana Akufo- Addo. The campaign, titled '*One District One Factory*' (Ghana Beyond Aid) seeks to focus on and utilize the natural resources of each of the 216 districts in the manufacturing of products for both international and local use. The aim of the program is, amongst other things, to allow for Ghana to create youth employment opportunities and

simultaneously reduce the nation's reliance on foreign imports and aid. As one of the quickly emerging global players in the world, Ghana offers an attractive investment opportunity based on its selective investment criteria. The strategy of the policy is to place a heavy emphasis on the budding sectors of Ghana's economy that are exhibiting rapid growth. These include but are not limited to: Input/raw material producer groups, agro-processing and business, textiles and clothing, ICT, pharmaceutical and cosmetics, waste management, distribution and trading, tourism, arts and crafts.

In trying to realize the vision of the Ghanaian President's policy, the Afroeuro Foundation fully supports and organizes the participation of Ghanaian businesses in 'The NetherlandsGhana Business Fair' 2018. For these reasons, the organizers have designated four interesting and promising sectors namely; *Agro-business, ICT/E-Commerce, Housing/Real Estate and Water/Wash/Renewable Energy* to stimulate business promotion and activity during the Netherlands-Ghana Business Fair. These sectors make up the tentative key sectors for the NetherlandsGhana Business Fair 2018. More information about the different Ghanaian business sectors in the fair can be found next:

Agro-Business



The major problem in Ghana with respect to food security, which has necessitated an ever-rising increment in food import, has to do with a seemingly insatiable gap between demand and supply

and the strengthening of the value chain. This gap is no longer chiefly brought about by inadequacy, but rather by a quality disparity that exists between imported foods and their counterparts produced locally. Ghana has a total land area of about 23.9million hectares out of which 57% is suitable for agricultural purposes. Even though 60% of the country's labor force is engaged in the sector, its full potential is yet to be realized.

Agro-Business Advantages for Dutch Businesses

- Poultry and Dairy
- • Feed production (technology)
- • Slaughter and Processing (technology)
- • Equipment
- • Vaccines and drug

Information, Communication & Technology / Mobile Solutions



Ghana is attracting the attention of the global telecommunications community as the low access rates and market potentials of the country are increasingly becoming clear.

Internet

Current internet capacity for the country is 120 gigabytes per second. A new fibre optic cable from GLO, the telecom giant, has just arrived, adding a connection capacity of 620 gigabytes. Ghana is preparing to take advantage of a myriad of national and international tele-data services, and to expand into much more global communication. The internet penetration and use will increase enormously, partly through the increasing smartphone use.

Mobile Phone

The current mobile penetration rate in Ghana is 67 percent or about 12 million users. The main telecom network operators are MTN, Vodafone, GLO, Tigo and Airtel. It is estimated that there are about 30 million mobile phones in the country (2014).

Mobile Opportunities for Ghanaian and Dutch Private Sector

The infrastructure needs present investment opportunities in the following areas:

- • Last mile connectivity – to bring connectivity to the end user
- • Education Communication Network and Government Private Network
- • Ghana Ports & Harbors Communication Network
- • Rural and Metropolitan Area Networks
- • Justice Department and Police Communication Networks
- • Regional Data Centers – to host business and mission critical applications, e.g., National Health Service, government agency intranets, air traffic control systems, medical life support systems, etc.
- • National Health Administration and Payroll Services
- • Automation of manual tax collection services, e.g. toll booths, public car parks, taxi ranks, etc.
- • Driver Vehicle License Administration Service
- • Lands Registry Commission administration service, Judiciary Management and Administration Service
- • Intranets and E-commerce (e.g. mobile banking services and APPs)
- • Value-Added Telecommunication Services, IPTV and VoIP Services
- • Calling cards and Integrated mobile Top-up service
- • Wholesale International Call Termination and DID services
- • Mobile Virtual Network Operator (MVNO) and Hosted Application Services
- • Data and Telecom Services

Housing / Real Estate



Ghana's real estate market has prospered in recent years as a result of growing demand for housing, hotels, office space, and commercial and industrial centers throughout the country. Hyper growth in Ghana's real estate and infrastructure development have opened up a widespread need for construction products and services for commercial buildings, housing units and transit construction. Ghana's construction and building industry is doing very well, and is a significant contributor to the national economy in terms of both GDP and job creation.

Opportunities for Ghanaian and Dutch Private Sector

There is ample opportunity for foreign companies to enter Ghana's construction industry with the *focus on innovation and expertise in urban development*. With the booming real estate industry and high demand for infrastructure development, Ghana provides a wide range of possibilities for companies entering the market. Most non-emergency government contracts for road construction are open to both local and international companies through a process of competitive bidding. There are many smaller local companies that would also be seeking partnership for financial assistance, equipment and training. Ghana has nearly limitless potential when it comes to opportunities to invest in real estate which, until recently, has remained largely unexplored. In recent years the industry has seen a surge of foreign companies looking to enter the real estate business to put up hotels to accommodate the growing tourism industry. Ghana's main advantages in the construction industry include:

- Plentiful raw materials, especially lumber, stone, granite and lime
- Large pool of inexpensive, trainable labor

→ Exposure to the huge Economic Community of West African States (ECOWAS) market of over 300 million people

Water Management / Renewable Energy



Water, electricity and sanitation make up Ghana's utilities sector. Since the early 1990s, the government has undertaken reforms including the restructuring and privatization of the utilities sector. Independent regulatory agencies have been established to oversee utilities and facilitate a fair and transparent business environment. Private sector participation and decentralization of rural water and sanitation services have encouraged competition and user participation. Investment in both the maintenance and expansion of infrastructure is needed across the utilities sector. Opportunities exist for a wide range of suppliers and service providers.

Water

It is estimated that 51% of Ghana's population has access to treated water. Water services are currently supplied to Ghana's urban areas by the Ghana Water Company Limited (GWCL) which is solely owned by the state. GWCL is responsible for providing water services to around 87 cities and towns. Rural water supply is overseen by the Community Water and Sanitation Agency (CWSA). District Assemblies are responsible for management of local water supply including initial investments, operations and maintenance. Ghana's rural water sector consists of over 287 small towns and over 16,000 rural communities. Among rural populations, an estimated

44% have access to water supplies. In urban areas, the percentage is believed to be around 61 percent. The vision of the water sector is sustainable water and basic sanitation for all by 2025 which means ensuring that all people living in Ghana have access to adequate, safe, affordable and reliable water services, practice safe sanitation and hygiene and that water resources are sustainably managed.

Renewable Energy

Ghana's energy sector is characterized by huge dominance of traditional biomass resources. National access to electricity is about 66%. Transmission infrastructure has been extensive. Over the years it has deteriorated, resulting in frequent interruptions in power supply, transmission bottlenecks, overloaded transformer sub-stations and high system losses. Energy import is 24%, but in future it can be reduced due to proven own oil reserves.

Renewable Energy Policy

The 2010 Ghana National Energy Policy contains areas dealing with renewable energy deployment, waste-to-energy management and energy efficiency. These underline the need for improved support policy, and for the private sector's involvement to foster sustainable and efficient energy generation. The goals of the renewable energy sub-sector are to increase the proportion of renewable energy in the total national energy mix and ensure its efficient production and use. The Government has launched an "energy economy" initiative to increase renewable energy production, with particular attention to electrification of rural communities by 2020. *Rural areas cannot be covered only by grid extension but also by off-grid solutions.* Government and the regulator are working towards removing existing fiscal and market barriers, such as custom duty and value added tax. The country's Renewable Energy Bill, which has a feed-in-tariff component to ensure return on investment for independent power providers, is currently in the advanced stages of being passed into Ghanaian law.

Opportunities for Ghanaian and Dutch Private Renewable Energy Sector

The private sector will continue to play a key role in delivery of goods, services and works in the water sector. Government of Ghana (GoG) will finalize and implement the policy framework for

the involvement of the private sector in the rural/ small towns' water and urban water sub-sectors. The framework will define supporting measures to encourage private sector participation in operation and maintenance of water systems as well as financing arrangements e.g. Build, Own and Operate (BOO), Build, Operate and Transfer (BOT) etc.

International Investment in Ghana:

Currently, the Ghanaian government has invested 465 million dollars into their 'One District One Factory' program, with there being a fair amount of international investment and interest in the program as well. This can be exemplified by the Chinese government having reportedly to have invested 2 billion dollars into the Ghanaian 'One district One Factory' program, with players such as Germany and Mexico having expressed a large deal of interest in the program and in the Ghanaian economy as well. The apparent success of the 'One District One Factory' program is a reflection of the fact that Ghanaian businesses and sectors have become increasingly more attractive to foreign investors and partners in recent years. The business fair invites Dutch companies and businesses to join other nations who have built and improved upon the foundations of a long-lasting and profitable business relationship between with Ghana.

Date: 27th, 28th and 29th September 2018

Location: New World Campus, The Hague

Tentative Example of Fair Program:

Tentative Program: Day 1

- Registration of Participants
- Welcome Address by the Ghana Ambassador
- Opening Speech – Investment opportunities in Africa
- Official opening
- Workshops

- Matchmaking 1st Session
- Networking cocktail

Tentative Program: Day 2

- Business Connections
- Matchmaking 2nd Session
- Company visits and networking opportunities

Tentative Program: Day 3

- Company visits and networking opportunities
- Evaluation
- Cocktail and Gala Dinner



The Afroeuro Foundation is a Non-Governmental Organisation established in 2003. The organisation seeks to identify and build a positive image for African-European migrants living and working within Europe. It operates in both Netherlands and Ghana. The Headquarter is in The Hague.