

NETHERLANDS GHANA

BUSINESS FAIR

Promoting opportunities for local development within Ghana-Netherlands through Partnership formation, business engagements, networking and trade (One District, One factory, part 2)

2019



BACKGROUND INFORMATION

The 2019 Netherlands-Ghana Business Fair aims to provide a three day of multiple activities intended to boost business awareness operating in the Netherlands and Ghana. The two countries have historical ties, and our aim is to turn these ties in 21st century economic era, as win-win-win strategy focusing on business promotion, exhibitions, exchanges of best practices, market creation and matchmaking which will lead to enormous mutual benefits for Ghana- Netherlands.

The Business Fair will address The Netherlands' development agenda in relation to Southern countries at different levels where it engages the private sector to seek opportunities and invest in Sub-Saharan Africa. The concept of *trade for aid* has gained currency both at the corporate, nonprofit and governmental levels. The Business Fair will also promote integration (cultural and economic) between Ghana and the Netherlands focusing on youth employment, Micro Small and Medium Enterprise (MSME), development through match-making, joint ventures etc. This will enable Ghanaian companies to identify their partners to either access its funding, capital, partnerships formation, technology, innovation possibilities, markets or venture operations which will yield return on investments for both parties. Of the emerging nations of the world, Ghana is an attractive investment opportunity based on its investment criteria. The Netherlands Ghana Business Fair begun in the year 2010. If implemented, this will be the 4th Business Fair since its inception.

OBJECTIVES

- To promote business awareness and cooperation among businesses from Ghana and The Netherlands



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- The business fair will serve as an opportunity to explore key opportunities and challenges that exists in both countries and also promote partnership among businesses from both countries
- The event will be an opportunity for Dutch companies unfamiliar with businesses processes in Africa to understand the social, economic and political framework & factors which influence businesses in Ghana & the Netherlands
- The event will provide Dutch companies the opportunity to work with Ghana-based companies as a gate way to the West African business market and contribute to the development of the African Continent

Specific Objectives

The Netherlands-Ghana Business Fair aims to:

- Contribute to Africa's growth through socio-economic development
- Strengthen the Private sector
- Promote business partnership between Ghana and Netherlands
- Recognize key opportunities and challenges in both countries with focus on integration
- Sharing & exhibiting cross country business services and products
- Stimulate the entrepreneurial spirit between the two countries with focus on opportunities for youth development in employment and MSMEs (micro, small and medium-sized enterprises).
- Aid Dutch companies to consider Ghana as gate way to West Africa business market
- Working with Dutch companies in understanding alternative business processes that work more effectively in Ghana

- Open market opportunities for Dutch companies in Africa using Ghana as a case study
- Network with key major sources of business capital for Ghanaian businesses
- Understand the social, economic and political framework affecting business in Ghana and The Netherlands
- Gain insights into developing countries' business practices and their positioning in this new global market place

SECTORS IN FOCUS FOR THE NETHERLANDS GHANA BUSINESS FAIR 2019

The business fair in the year 2019 will focus on four main interesting and promising sectors namely;

- Agro Business
- Housing/Real Estate
- Water/Wash/Renewable Energy
- ICT
- Ghana-Netherlands Home Made products



EVENT DATES

4th - 8th October 2019

EVENT VENUE

The Hague, Netherlands

TARGET GROUP & STAKEHOLDERS

The Netherlands-Ghana business fair aims to impact a wider group of Stakeholders in The Netherlands and in Ghana. The beneficiaries and stakeholders that are targeted for this fair includes;

- Dutch Businesses operating in Africa

- Dutch Businesses interested to invest in West Africa
- Ghanaian Businesses seeking international partners
- Dutch Development Agency
- Dutch Business Promotion Agency
- Asanteman Traditional Council, Holland
- Netherlands Africa Business Council
- Ghana Investment Promotion Centre
- Ghana Chamber of Commerce
- Association of Ghana Industries
- Ghana Netherlands Business Council and Culture
- Individuals investors, institutional investors and commercial Advisors
- Ghana Embassy in The Netherlands
- Royal Dutch Embassy in Ghana
- Dutch Officials
- CEO's, Board members of Corporate Bodies
- Financial Institutions and Venture Capital
- International NGO's with interest on social entrepreneurs
- Ghanaian Diasporas
- Districts Assemblies (DCEs) and their officials
- Chiefs and their officials

PROGRAM

Program – Day 1 (Friday, 4th October 2019)

- Registration of Participants
- Welcome Address by the Ghana Ambassador



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- Opening Speech – Opportunities for Businesses in Ghana and The Netherlands
- Official opening
- Business Exhibition
- Partnership Formation Workshops and Matchmaking Sessions
- Networking cocktail

Program – Day 2 (Monday, 7th October 2019)

- Business Connections
- Company visits and networking opportunities

Program – Day 3 (Tuesday, 8th October 2019)

- Boat tour around the city of The Hague, Netherlands
- Evaluation
- Networking Cocktail / buffer

PARTNERSHIP AND SPONSORSHIP

AfroEuro Foundation embraces and recognizes sponsors and partners as key contributors and special guests to the business fair. Sponsors and partners are categories in 3 main areas due to their contributions or funding for this program – Platinum, Gold and Silver Sponsor Partner. The Sponsorship benefits are included in this document.

Benefits of partnership:

- Event Sponsor (branding the event)
- Acknowledgement in all printed and electronic materials as presenting sponsor



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- Full page advertisement on business Fair publication
- Company logo on the official website and all promotional materials
- Reservation of business lunch during the program
- Business Gala Dinner
- Front seat with tables during presentation
- Opportunity to showcase company's (products) to be displayed during pre-opening, reception
- Opportunity for presenting company
- Free Company standard for promotion
- Participation of company delegates
- Attend all 3 days events

REGISTRATION

Interested participants are expected to register online at (insert link for registration)

Registration fee is 100 euros. (Please note that registration fee is none refundable)

CONTACT DETAILS

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