

NETHERLANDS – GHANA BUSINESS & TOURISM EXPO

Innovative Business & Tourism Partnerships

OUTLINES OF ACTIVITIES

Day 1: Netherlands-Ghana Business Growth Day

Date: Thursday, 29 August 2024

Venue: Koorenhuis, Prinse gracht 27 The Hague, The Netherlands

Dress Code: Business Attire

PROGRAMME SCHEDULE:

09:00 - 10:00: **Welcome and Registration**

OPENING CEREMONY FOR BUSINESS GROWTH DAY

10:00 - 10:15: **Welcome Address by the Director of economic department** – City Council of The Hague.

10:15 - 10:35: **Opening address: Ambassador of Ghana to The Netherlands** - H.E. Francis Danti Kotia

10:35 - 10:55: **Innovative Strategies for Sustainable Agriculture: Leveraging Technology and Partnerships to Transform Food Chains**

- **Speaker:** Drs. Peter Arensman
- **Overview:** Explore the intersection of technology, sustainability, and collaborative partnerships in the agricultural sector for mutual benefit of countries

10:55 - 11:15: **Digital Transformation & Investments in Health Systems.**

- **Speaker:** Dr. Kwasi Boahene, Director of Health Systems, PharmAccess
- **Overview:** Discussing the impact of digital transformation on healthcare in Ghana and the Netherlands and exploring investment opportunities within the health sector

11:15- 11: 45: **Keynote Address by** – Hon. Kennedy Agyapong – Member of Parliament, Farmer and an experience business man (Director of Assign Farms, Supercare group of companies and Hollywood Shopping Centre)

11:45- 11: 55: **Short Presentation:** Doing business internationally by Good Roll Company

11:55 - 12: 45: **Workshop 1: "Doing Business in Ghana: Policies, Insights, and Strategies"**

- Hosted by: Embassy of Ghana, The Hague – Dr. Senalor K. Yawlui (Dep. Head of Mission)
- Focus: Regulations and investment in the area of cocoa – cocoa value addition

12:45 - 13:45: **Lunch Break**

14:00 - 15:15: **Workshop 2: "Innovation in Agriculture: Sustainable Practices from Ghana and the Netherlands"**

- **Hosted by:** Netherlands Enterprise Agency (RVO) – Mr. Vincent van Reenen
- **Focus:** Exploring sustainable agricultural innovations contributing to growth in both nations.

14:00 - 15:15: **Workshop 3: "Tourism in Ghana & the Netherlands: Projects and Opportunities"**

- **Hosted by:** Ghana Tourism Authority (GTA) – Mr. Akwasi Agyeman (CEO)
- **Focus:** Discussing current projects and opportunities within the tourism sectors of both countries.

15:15- 15:30: **Coffee Break**

15:30 - 15:50: **Investment Opportunities Between Ghana & the Netherlands**

- **Speaker:** Dr James Ato Condua Orleans-Lindsay Chairman, JL Properties Ltd. (Ghana)
- **Overview:**
 - Outlining the landscape of bilateral investments highlighting strategic opportunities
 - Pros and cons in doing business in Ghana.

16:00 - 16:45: **Panel Discussion and Q&A**, Featuring speakers and workshops leaders from the day

- Panelist:
 - Dr. Senalor K. Yawlui (Dep. Head of Mission)
 - Mr. Vincent van Reenen (Netherlands Enterprise Agency – RVO)
 - Mr. Akwasi Agyeman (Ghana Tourism Authority – CEO)
 - Drs. Peter Arensman
 - Dr. Kwasi Boahene (Director of Health Systems, PharmAccess)

16:45 - 18:00: **Networking Reception**

Day 2: Business Partnership Matchmaking

Date: Friday, 30 August 2024

Venue: Koorenhuis, Prinse gracht 27 The Hague the Netherlands

PROGRAMME SCHEDULE:

09:00 – 09:30: **Welcome, Morning Coffee and Networking**

09:30 –10:00: **Remarks by:** Representative of Invest International on investment opportunities

10:00 - 10:30: **Investor Pitch Sessions**

Scheduled one-on-one meetings and pitch sessions where Ghanaian companies present their business models, projects, and ideas to a panel of Dutch and international investors

10:30- 11:00: **Workshop - Expanding Horizons: Enhancing Ghana's Export Potential through Strategic Partnerships**

- **Speaker:** Representative of Ghana Export Promotions Authority (GEPA)
- **Overview:** To emphasize the role of innovation in driving sustainable development, showcase Ghana's diverse export opportunities, and foster partnerships between Ghanaian exporters and Dutch businesses through the Netherlands-Ghana Business & Tourism Expo.

11:00 – 12:00: **Workshop – Partnership and investment opportunities overview**

- **Speaker:** Mr. Peter Boon (GUSHIKAMA Business Consult)

12:00 – 12:30: **Q&A.**

12:30 - 13:50: **Lunch Break**

14:00 - 17:00: **Panel discussion:** Future Forward; Ghanaian Creatives Defining Contemporary Culture.

- Panelist: Salim Mustapha Stokey – Dutch Foreign Affairs
- Owura Yeboah, - Engineer
- George Africa - CEO of Locus Estate

17:00 – 18:00: **Break**

18:00 - 21:05: **Dinner, Lectures and fashion show.**

- **Culture & History:** Cultural Relationship between the two countries (past, present, and future) focus on Dutch & African history
- Featuring: Representative African study center Leiden, Lawyer Anokye Frimpong

21:05: Closing Remarks and End of Day 2

Day 3: SAWASA Festival - Den Haag

The SAWASA Festival, also known as GhanaFest, celebrates Ghanaian culture and heritage. It features traditional music, dance, cuisine, and art, bringing together the Ghanaian community and friends in the Netherlands. The festival fosters cultural exchange, unity, and appreciation of Ghana's rich traditions.

Date: Saturday, 31 August 2024

Venue: Van de Vennepark, The Hague

Time: 12:00 – 19:00

Admission: Open to public