



REPORT

NETHERLANDS-GHANA BUSINESS FAIR

28-30 SEPTEMBER 2022

GIA Trade and Exhibition Centre
De Werf 11, The Hague

"Our Digital Future: Ghana
Beyond 2022"



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ABSTRACT

This report provides an overview of the Netherlands-Ghana Business Fair organized from the 28th to the 30th of September 2022 at The Hague - The Netherlands. This report outlines the main activities during the fair and covers the three days of activities that included keynote speeches on the opening day, workshops, panel discussions, company visits, symposium at TU Delft and SDG Café on the last day. Several other side events were also held with the Government delegation from Ghana and this includes community meetings with the Ghanaian business community in the Netherlands.



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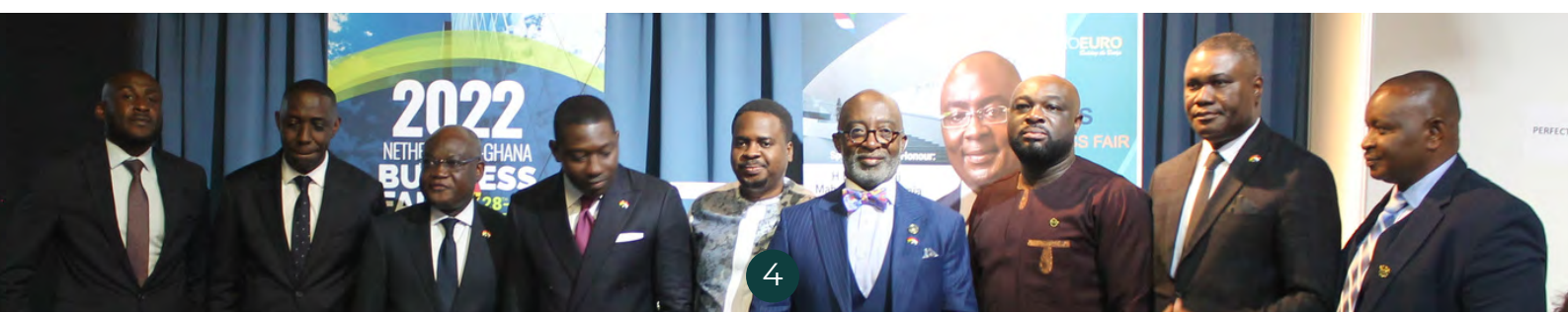
INTRODUCTION

The Netherlands-Ghana Business Fair has been the major annual event of AfroEuro Foundation in collaboration with the Embassy of Ghana in the Netherlands, Ghana Investment Promotion Centre (GIPC) and Association of Ghana Industries (AGI) since 2010. Its goal is to create an atmosphere of partnerships and networks for many investors bilaterally and globally from the Netherlands. Unfortunately, the last two years had the event improvised to reach out to business investors and prospective partners due to the outbreak of the COVID-19 pandemic in 2020. The event was thus held virtually through an online conference with delegates from Ghana and Netherlands via zoom.

This year, the fair was scheduled for Wednesday 28th September through Friday, 30th September 2022 in the Hague under the theme: “Our Digital Future: Ghana Beyond 2022”. We were honoured to have as guests, officials from the Government of Ghana. The main feature of the fair this year, was to highlight Ghana Government’s digitalisation strategy and the possibilities that exists for investments and bilateral partnerships. Participants to the fair included businesses from Ghana, the Netherlands, entrepreneurs and other business professionals.

The Netherland-Ghana Business Fair is tailored to meet specific needs and provide an interactive platform for business collaboration and networking. Highlights of the fair this year included: keynote addresses on digitalization and its prospects for foreign investors, workshops, matchmaking, visits to some companies and networking side events. In addition, there were also presentations by RVO (Netherlands Enterprise Agency), PharmAccess and many others.

Furthermore, there were business interactions and discussions to promote each country’s plans in specific sectors including agriculture, trade, housing, financial services, ICT, and investment. In addition, there were workshops to prepare local businesses on partnership building and negotiation for business purposes.



OBJECTIVES

The objectives of this year's event as in the past included: bridging the gap between Dutch investors and Ghanaian Businesses as well as provide an opportunity to know more about the changing trends in ecommerce, digitalization, data censoring, as well as knowing the latest products and services in the business-technology industry. In addition, the event brought together industry players and professionals, business experts of both countries under one umbrella to discuss numerous trade issues, import and export, including business policies, plans, future market conditions, and marketing strategies.

Furthermore, the fair's main feature was its capacity to provide participants with a plethora of information which is unavailable elsewhere, and a multiplicity of benefits. This included opportunities for networking, free business guide, efficient collection of business-related information of both countries to grow their businesses.

In the context of providing an environment for cooperation, collaboration and networking, the three-day event programme includes the following:

- ✔ Keynote address by Honourable Herbert Krapa, Deputy Minister of Trade and Industry.
- ✔ Presentations
- ✔ Discussions
- ✔ Workshop Sessions
- ✔ Symposium
- ✔ Company visits

THE THEME

"Our Digital Future: Ghana Beyond 2022"

In this age of information communication technology, digitalization, artificial intelligence, and incorporation of the multiverse, the business world seeks to leverage on identifiable working fields for growth and expansion. As such the event provided marketing opportunities for companies from both countries looking to raise their profile and promote their products and services to attract receptive business audience around the globe.

ORGANIZATION

ORGANIZING TEAM

Vincent Gambrah
 Abena Bemah
 Angèle Nascimento
 Louisa Owusu
 Louisa Twum-Baah
 Trony Ingati
 Bernice Yankson
 Frenck Gyamfi
 Bruno Fon
 Jacob N. P. Awidi
 Augustina Austin
 Jun Carino
 Gideon Oostdijck

MODERATORS

Opening Session
 Angèle Nascimento

Symposium / TU Delft
 Ama van Dantzig

SDG Café
 Thea Fierens

LOCATIONS

Main event

GIA Trade and Exhibition Centre
 De Werf 11, The Hague

Company visits

Rijk Zwaan / Westland
 Renewi / Hoek van Holland
 Leen Middelburg Chrysanten/ LCM Chrysanten
 Amar Import en Export B.V.

Visit & Symposium

Technische Universiteit Delft
<https://www.tudelft.nl/>

Co-Creation Centre, The Green Village -
<https://www.thegreenvillage.org/en/>
 TU Delft, Mekelweg 5, 2628 CC Delft, The Netherlands



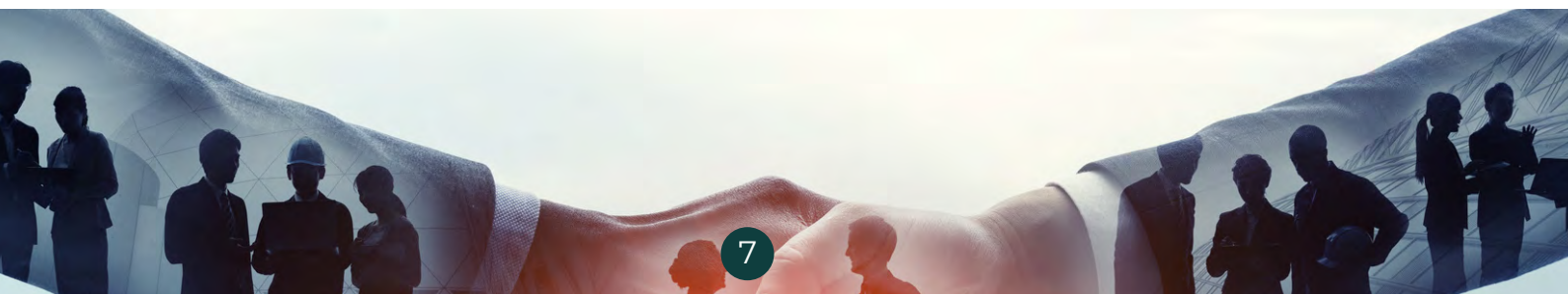
PARTICIPANTS

COMPANIES FROM GHANA

The GoodRoll	New Patriotic Projects National
Forson Asiedu Ventures	Advocacy Association of Ghana
Consolidated Bank Ghana	Adom City Estate
Billy Pull Enterprise	Adonko Bitters
Kandyd Ghana Ltd	Asikuma Odoben-Brakwa District
Padez Industries Ltd	Assembly
Ga South Municipal Assembly	Dataware Tech
Joykids Enterprise	Crown Hill Properties
Ewuraba Natural Ventures	JL Properties
Korle Klottey Municipal Assembly	Felinet IT Services
Taussein Venture	C4C Group of Companies
Divine Winners Company Ltd	Blanko Oil Company Ltd
Esbert Multimedia Services	African Views Organization
Ghana Investment Promotion Centre	

COMPANIES FROM THE NETHERLANDS

Faya Consultancy	Sle Global B.V.	Erna Leenaars
Africa In Motion	Blackstargh UK	Your Business Expansion
F.I.T. Resort B.V.	Manset Media	Mohamed Abdullah
Nutri Partners B.V.	Royal Smilde	Eric Agyeyomah
Solid Ground Estate	Perfect Pastry	Schippers Group
Security Engineer	Wander Farms	Agric Aquaponics
Fresh Exotic Farm	Fruitwell	ICT Rafael Vigelandzoon
Hande Herzogin zu Mecklenburg		Afroeuro Foundation
De Wolde Holding Investment Company		ICT Rafael Vigelandzoon
Green Gold Social Enterprise		Projob Company Onboarding



IMPRESSIONS

DAY ONE: WEDNESDAY 28TH SEPTEMBER 2022

The first day of the event began with registration of participants & companies, followed by welcome note by the event moderator, Angèle Nascimento. Mr Peter Kievoet, Director Economic Affairs, Mobility and Urban Development, City of The Hague was introduced by the moderator. In his remarks, he welcomed the event participants to the Hague and shared the city's vision on entrepreneurship, investments, and partnership.



Mr Peter Kievoet



Mr. Vincent Gambrah

Thereafter Mr. Vincent Gambrah, director of AfroEuro Foundation made the opening speech, whereby he introduced the theme for this year's business fair "Our Digital Future: Ghana Beyond 2022" and welcomed all the guests. In the time being both Dutch and Ghanaian companies had the opportunity to set up their stands to showcase the products and services their business or had to offer.

In his remarks, H.E. Francis Danti Kotia, Ghana's Ambassador to The Netherlands, commended Afroeuro Foundation for convening the event as a testament to the bilateral and fruitful cooperation between the Netherlands and Ghana. He reiterated the fact that both countries are dedicated to the sustained efforts at furthering trade between both countries. He reminded the participants of the long-standing relationship between the Netherlands and Ghana.



H.E. Francis Danti Kotia
Ambassador of Ghana to the Netherlands

Netherlands Enterprise Agency (RVO)

The ambassador's address was followed by the representative of the Netherlands Enterprise Agency (RVO), Anne-Katrien Denissen. In her opening remarks, Ms Anna introduced RVO as the Dutch agency responsible for enhancing international development and business overseas. The agency support Dutch companies that want to invest in Ghana as well as support private sector development in Ghana. The two sectors RVO will be focusing on in the coming years in Ghana will be cocoa and horticulture.



Anne-Katrien Denissen
Private Sector Development Coach, RVO

Ms Anna's presentation concluded with the introduction of two projects focused on the youth: Orange Corners and New Business Challenge.

Interested in Anne's presentation? Click this link



Interactional Interview

As an additional part of the morning program, an interactional interview was conducted with Mr Sander De Klerk, Founder & Chief/ Rolling Officer at the Good Roll. Good Roll is a company dedicated to the manufacturing and distribution of sustainable toilet rolls. The papers are made of 100% recycled paper.

Visit the website at: <https://thegoodroll.com/en/>



Mr Sander De Klerk

Ghana Investment Promotion Centre (GIPC)

The CEO of the Ghana Investment Promotion Centre (GIPC), Mr Yofi Grant presented the work of the organization and thanked Afroeuro Foundation for the initiative of the event of which GIPC has been a participant for a couple of years now. In his presentation, Mr Grant discussed Ghana's approach to the digitalization process since the implementation of the Mobile Money Interoperability (MMI) project which has made Ghana the fastest growing mobile money market in Africa, with over 36.9 million registered mobile money accounts.



In his presentation, Mr Grant also discussed the key highlights of Ghana's digitalization strategy and efforts. The key highlights he discussed include:

- ✓ Biometric National ID Card (NID) - the Ghana Card
- ✓ The Mobile Money Payments Interoperability System
- ✓ The National Digital Addressing System (Ghana Post GPS)
- ✓ Implementation of Paperless Port System
- ✓ Automation of Business Operating Permit
- ✓ Digitalization of Procurement Platform for the Public Procurement Authority

Besides the keylights, Mr Grant also discussed Ghana's Government strategy regarding the digitalization of Government Administration Services (ETransform).

[Interested in Mr Grant's presentation? Click on this link](#)



PharmAccess Foundation

Dr Kwasi Boahene, Director of PharmAccess Foundation, spoke about the activities of his organization which is to make inclusive health markets work in Sub-Saharan Africa. PharmAccess works with both the government and private companies in Ghana. In his presentation, Dr Boahene discussed the approach to ensuring that better health care is accessible to all by: supporting health insurance; introducing digital platforms to democratize healthcare; improving healthcare quality through standards; developing care bundles and using data to improve health outcomes; providing loans to health SMEs; and conducting independent research into health care.



Dr Kwasi Boahene
Director

Interested in Dr Boahene's presentation? [Click on the link](https://www.pharmaccess.org/stories/accelerating-health-financing)



Source: <https://www.pharmaccess.org/stories/accelerating-health-financing>



His remarks were followed by brief comments from Honourable Kwaku Ampratwum-Sarpong, Deputy Minister of Foreign Affairs (Ghana). This was followed by the keynote address from Honourable Herbert Krapa, Deputy Minister of Trade and Industry (Ghana).

The business fair was officially opened by Honourable Herbert Krapa, Deputy Minister of Trade and Industry (Ghana) and Mr Peter Kievoet, Director of economics affair, mobility, and urban development (The Hague Municipality). This was followed by visit to the exhibition stands by officials led by the Afroeuro Foundation team.



Honourable Kwaku Ampratwum-Sarpong,
Deputy Minister of
Foreign Affairs

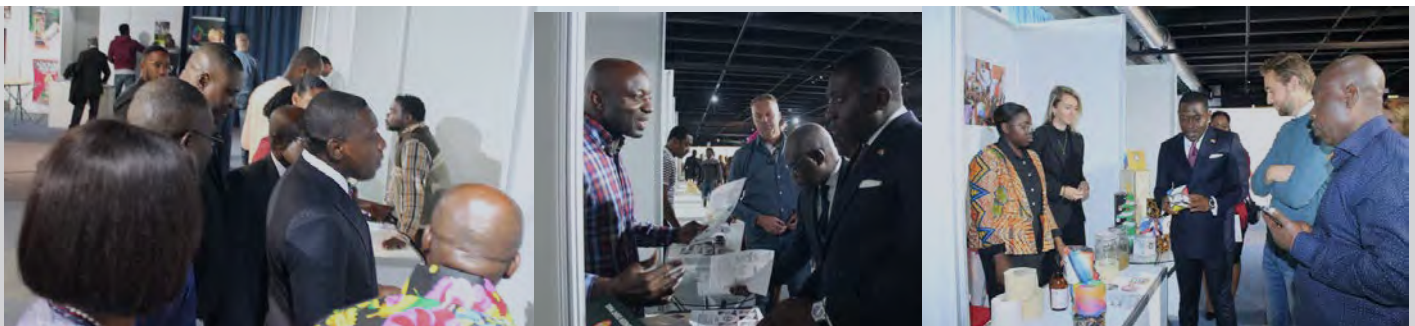


Honourable
Herbert Krapa
Deputy Minister of
Trade and Industry



Peter Kievoet
Director of Economics
Affair, Mobility, and
Urban Development,
The Hague Municipality

Officials visiting the fair booths





After lunch, the afternoon session was highlighted by two interactive workshops. Details of the workshop follow in the next section.

Day one of the fair ended with networking amongst the participants.

WORKSHOPS

Partnership Formation

Facilitator: Ronald van Velzen (Your Business Expansion)

<https://www.yourbusinessexpansion.com>

The internet and other forms of information technology have supported global trade to a huge extent over the last three decades. Africa is not exempt of the impact this is having on local businesses. Emerging businesses in Ghana and elsewhere on the continent need the expertise to build local and global partnerships.

Your Business Expansion's slogan of 'think global, act local' aims at enhancing businesses' desire to expand across the globe. Every business has untapped potential to grow beyond their current geographical borders.

This workshop aimed at sharing YBE's experiences, tools and tactics on helping businesses harness their potential to take advantage of the growing needs of clients around the world.

ICT Innovation in Agribusiness: The Challenges and Opportunities in Ghana

Facilitator: Maarten Hermus (Holland Greentech)

<https://hollandgreentech.com>

The agricultural sector is a key driver of the Ghanaian economy, contributing an estimated 21.3% for 2013 of the GDP. There is a greater opportunity in the local investment of crops and livestock as Ghana imports over US\$450 million worth of rice alone annually and also substantial amounts of chicken, meat and dairy products. Inadequate and inappropriate storage facilities are constraints to agricultural.

This workshop will aim at providing participants the opportunity to understand Holland Greentech's work and how this could be of added-value to Ghana-based companies & investors in the sector.

[Want to read the workshop presentation?](#)
[Click this link](#)

Context-driven ICT: think local, act local, train locals

Facilitator: Benedicta Nkansah, Director Ben SMART IT Consulting and Training

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. Current internet capacity for the country is 120 gigabytes per second. 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. The infrastructure needs present investment opportunities in several areas and sectors in Ghana.

Mrs. Benedicta Nkansah is the director of Ben SMART IT Consulting and Training. She has been an IT professional for over a decade with specialty in the implementation of ERP, SAAS as well as software application development and solutions.

This workshop provided insights on the possibilities for harnessing IT solutions to addressing Ghana's current information and technology needs.

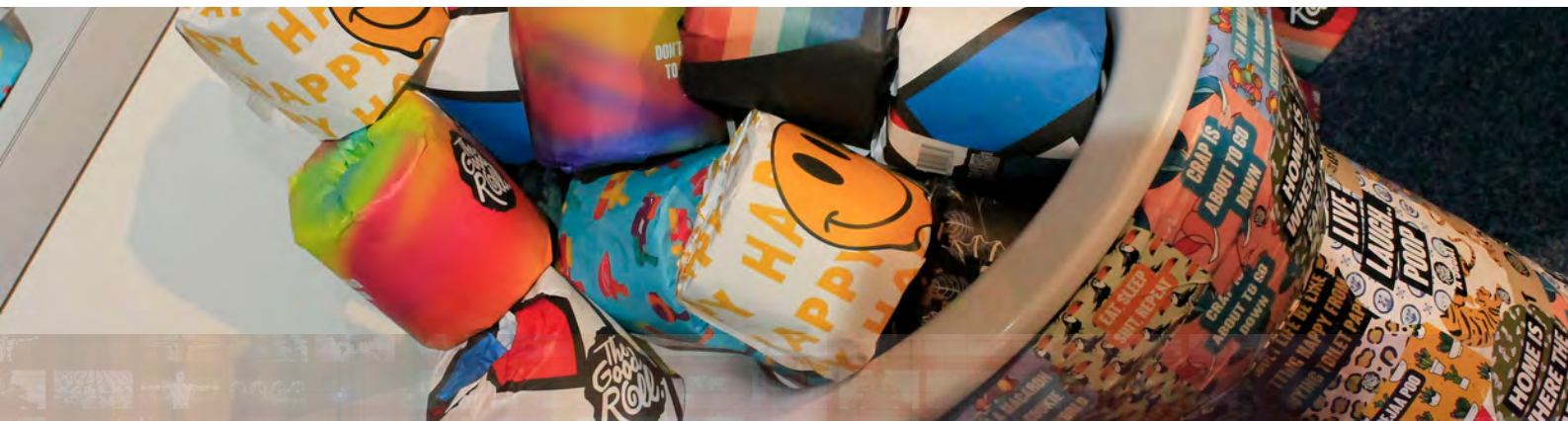
SmartCity: The role of the chiefs, business and government in land acquisition

Facilitator: Dr. Wale Idris (African Views Organization)

<https://www.africanviews.org/>

The African continent has vast cultural asset that spans beyond the continent. In 2011, the United Nations declared a Year of the African Descendants. The African Union (AU) also announced the African Diaspora as its sixth region on May 30th at the United Nations' Africa Day celebration. Before that, the New York State Assembly proclaimed in recognition of Africa Day on May 24th, 2011, at Albany's State building. African Views is a committed to creating and maintaining a safe place where people of all ages, races, and cultures can come together to ask questions, learn about others, teach, share valuable information, especially about fair representation of cultures within the world's cultural diversity. We work to create avenues for strategic collaboration between Africans and Africans in Diaspora to achieve this mission.

One of the areas we envisage is transforming urban municipalities into smart cities. In order to do so, the cooperation of the local authorities and other stakeholders is essential. This workshop highlighted the role of the Diaspora in this mission.



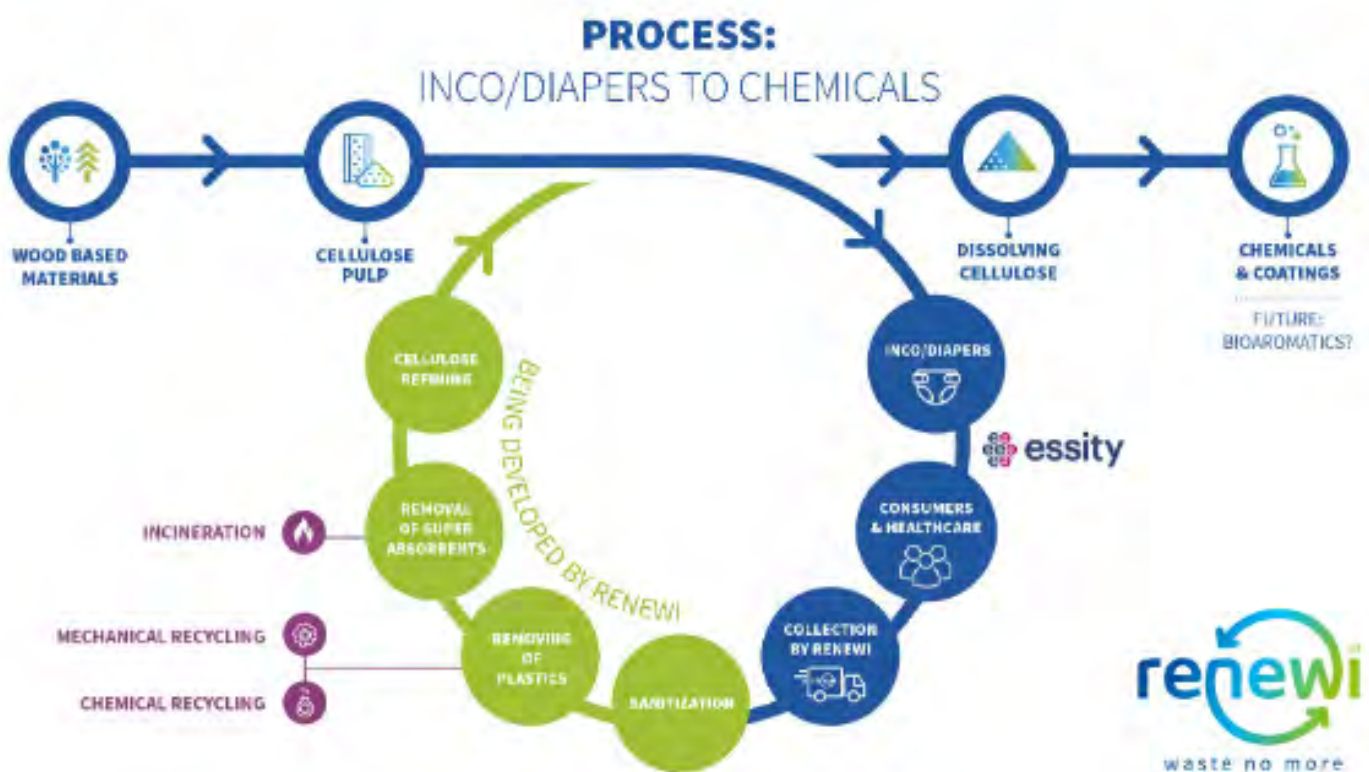


DAY TWO: THURSDAY 29TH SEPTEMBER 2022

COMPANY VISIT RIJK ZWAAN / WESTLAND



COMPANY VISIT RENEWI / HOEK VAN HOLLAND



NGBIZFAIR AND TECHNISCHE UNIVERSITEIT (TU) DELFT ORGANIZE SYMPOSIUM



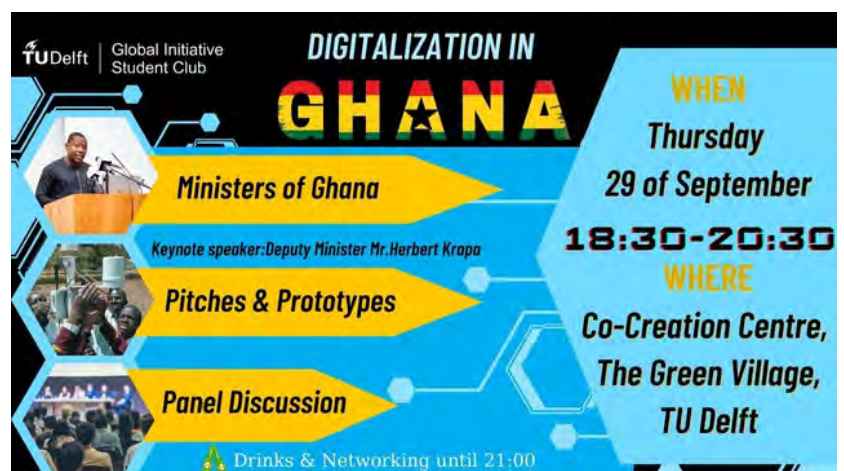
On Thursday, 29th September, Hon . Herbert Krapa and the delegation from Ghana visited TU Delft. Students, representatives of TU Delft and the business operators listened to the keynote address of the Honourable Deputy Minister on the theme, "Our Digital Future: Ghana Beyond 2022"

The event was held at the Co-Creation Centre, The Green Village, TU Delft Campus

As part of the itinerary of the business fair, the Ghana delegation graced by Mr Herbert Krapa, Deputy Minister of Trade and Industry, Mr Kwaku Ampratwum-Sarpong, Deputy Minister for Foreign Affairs and H.E. Francis Danti Kotia, Ghana's Ambassador to the Kingdom of the Netherlands as well as the business representatives from Ghana, participated at the symposium co-organized by the TU Delft Global Initiative. The event was held at the Co-Creation Centre, The Green Village at the TU Delft Campus.



The program kicked-off at 17:30 with dinner at The Green Village, followed by the prototype market that featured student projects and start-ups. The event was opened by Prof. Ena Voûte, followed by Hon. Herbert Krapa.



The opening session was followed by a Q&A session with the audience led by the moderator, Ms. Ama van Dantzig. This was followed by pitches from program participants at the TU Delft Global Initiative program as well as other startups. A panel discussion and closing reception at 20:30 followed the pitches.



Science for the benefit of people. All people. Worldwide.



Moderator: Ms Ama van Dantzig
Co-founder, Dr. Monk

NETWORKING





PITCHES

TU DELFT SOLUTIONS IN GHANA



Lindsey Schwidder
Horticulture in Ghana for brighter future



Frank Annor, CEO TAHMO
Trans-African Hydro-Meteorological Observatory (TAHMO)



Prof. dr. ir. Doris van Halem
African Water Corridor



Guido Geerts
CEO Delft Imaging





PANEL DISCUSSION



Prof. dr. ir. Nick van de Giesen



Mónica Estébanez Camarena
TU Delft | Global Initiative PhD Fellow



Guido Geerts
CEO Delft Imaging



Akshit Gupta
PhD Candidate and Founder
of Respire



Mutaka Alolo, Ph.D
Director of Special Projects
and Investor Relations at
Office of the President of
the Republic of Ghana



Facilitated by the moderator, the panellists focused on the main theme of the fair and the leading question was:

What are opportunities & challenges in terms of digitalization in Ghana.
What are vision how to overcome these challenges?

The panel discussion focused on key issues regarding multi-sectoral collaboration in order to enhance the digitalization process in Ghana, the opportunities and the governance structures aimed at enabling the digitalization process in a way that to guarantee success.

DAY THREE: FRIDAY 30TH SEPTEMBER 2022

COMPANY VISIT LMC CHRYSANTHEN / MAASDIJK



COMPANY VISIT AMAR IMPORT EN EXPORT B.V.





PUBLIC NETWORKING EVENT: SDG CAFÉ INCLUDING PITCHES

How does digitalization in trade affect the SDG transformation of Ghana?

The digitalization of everyday life in Ghana is gradually gaining grounds in the bigger cities with the growing middle class and an increase in internet penetration. The payments system is increasingly being optimized, logistics are improving, and online providers are trusted. With this, Ghana provides a perfect place for investment in information technology due to its democratic stability and a young budding talents and opportunities in the country.

The SDG Café provided an opportunity for exchange of ideas on this trend and explore areas for investment and cooperation.

The event started at 17:00 with the moderator, Thea Fierens who welcomed at the participants and led in the introduction of all Café visitors and the theme. This was followed by a keynote speech by Harm Spoor from PUM (Netherlands senior experts).



Moderator: Thea Fierens

Hoogheemraad Rijnland, Coördinator #SDGCafe,
PUM, HHS, vm ExCo Dir. United Nations, vm lid
Tweede Kamer



Mr Harm Spoor
Keynote Speaker

Harm is a digital transformation expert and discussed developments in digitization in relation to the SDGs, with agriculture as a specific example.

Mr Spoor's presentation outlined key elements on digitalization in the context of the SDGs. In addition, he shared on how digitalization affects business through three key aspects: internet / connected devices; Apps platforms / algorithms & Big data. Intelligent combinations of these resources reduces cost, improves customer service and innovates and disrupts business models

[Interested in Mr Spoor's presentation? Click this link](#)



After the keynote, this was followed by Q&A with the participants. There was a great sphere of sharing and discussions.



PITCHES

The café also featured pitches from the participants as well as from NL in Business (VNO-NCW/MKB Nederland); Hans van Tol of Dutchpowergroup on energy transition and digitization and Johan de Visser (PUM).



The pitches were well received and prompted spirited discussions on the opportunities for further cooperation and knowledge exchange.

The café ended at 19:00 with closing remarks from the moderator and other participants. The evening closed with a network session.



THE FACES BEHIND THE EVENT



Vincent Gambrah
Director, Afroeuro Foundation



Angèle M. Nascimento
Assistant Director



Trony Ingati
Social Media Coordinator



Louisa Twum-Baah
Marketing Officer



Jacob N. P. Awidi
Marketing Officer



Abena Bemah
Coordinator for Ghanaian Companies



Bruno Walter
Content Editor



Jun Carino
Web Manager



Augustina Austin
Fundraising Advisor



Louisa Owusu
Logistics & Catering



Frenck Gyamfi
Advisory and Promotion Lead



Bernice Yankson
Accounting



Gideon Oostdijk
Sound Technician

WORD OF THANKS

On behalf of the board and team of Afroeuro Foundation, we would like to thank all the officials, participants and guests to the Netherlands - Ghana Business Fair this year. The event could only be a success with your participation.

We extend our gratitude to the Government of Ghana and the Vice President of the Republic of Ghana, H.E. Dr Alhaji Mahamudu Bawumia and honoured to have received his special representative, Hon. Herbert Krapa, Deputy Minister of Trade and Industry. We appreciate the presence of the Deputy Minister of Foreign Affairs, Honourable Kwaku Ampratwum-Sarpong and H.E. Francis Danti Kotia, Ghana's Ambassador to the Kingdom of the Netherlands.

We acknowledge the attendance of PharmAccess and thank Dr Kwasi Boahene for his presentation on the work the organization is doing in making inclusive health markets work in sub-Saharan Africa as well as digitalizing healthcare in Ghana.

Our gratitude also goes to the Hague Municipality, who have been supporting the event for several years now as well as to the Netherlands Enterprise Agency (RVO) for always supporting the event with their expertise in trade and enterprise development.

We thank PUM for providing an excellent workshop on the SDGs and to TU Delft for hosting the symposium on digitalization in Ghana.

We appreciate the Ghana Investment Promotion Centre (GIPC) for always working with us to promote trade and investment between Ghana and the Netherlands.

Our appreciation goes to the Korle Klottey Municipal Assembly (Accra) for their representation at the fair. We thank the executives for their attendance and contributions.

We thank the GIA Trade and Exhibition Centre for hosting the event as well as Afroeuro team members, moderators, sound technicians, photographers, videographers and the catering team for their contribution to the success of the event.

Vincent Gambrah
Director, AfroEuro Foundation

ABOUT AFROEURO FOUNDATION

AfroEuro Foundation is a Hague-based non-profit, non-governmental organization established in 2003. The organization seeks to build a positive image for African-European migrants living and working across Europe. In addition, the organization is also registered in Ghana and works to enhance entrepreneurship in rural Ghana, linking the Diaspora for development in Ghana.

The organization stands by the motto, "It's possible" and "Building Bridges". Our believe is that it's possible for African migrants and other nationals, irrespective of their social class or economic background, can develop an adequate social capital and network if they work hard and develop a good social network.

We believe it is possible to achieve goals and opportunities made available for migrants to develop their creative talents and potentials. Also, we believe that it's important to build the bridge the gap that exists between the north and the south to facilitate economic development process.

Contact

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Organisers: <https://afroeuro.org>

Event website: <https://www.ngbizfair.com>

