

# NETHERLANDS | 20 GHANA | 23 BUSINESS FAIR

## HIGHLIGHTS

22-23 June 2023

Concordia CC, Hoge Zand 42 | The Hague

Digital Transformations in Economic Development

[www.ngbizfair.com](http://www.ngbizfair.com)





**Thursday, 22 June 2023**

# Introduction

AfroEuro Foundation, in collaboration with the Ghana Embassy in the Netherlands, hosted the Netherlands-Ghana Business Fair from the 22nd to the 23rd of June 2023 at the Concordia CC in The Hague, Netherlands. The main objective of this two-day event was to promote and strengthen trade and investment opportunities between Ghana and the Netherlands. With the theme "Digital Transformations in Economic Development," the fair aimed to stimulate collaborations on business opportunities, focusing on key sectors such as health investments and technology, affordable housing, innovations in agricultural production & value chain, and Financial Technology Innovations (FINTECH).

The Netherlands-Ghana Business Fair brought together 120 delegates, comprising companies and entrepreneurs from Ghana and the Netherlands, government officials, private sector operators, and the general business public in the Netherlands. The fair featured exhibitions from approximately 20 companies from both countries, providing an opportunity for the delegates and visitors to explore various business prospects.



Digital revolution is transforming economies and driving innovation across all economies. The European Commission's Digital Economy and Society Index ranks the Netherlands as the EU's third most digitalized country. The report says that investments in innovation, research, and knowledge development will help cement the Netherlands' strong position in innovative research, use of digital technologies, and the level of digital skills. In Ghana, the ICT sector posted steady growth over the past decade, increasing its contribution to GDP from 2.3% in 2014 to 3.9% 2020. Following the Covid-19 lockdowns in 2020, information and communications became the fastest-growing subsector of the economy in early 2021, with year-on-year growth of 22.1% and 20% in the first and second quarters respectively. Innovations in healthcare, agriculture, finance, etc. must address the pain points of, particularly, the most vulnerable members of society. Ghana needs increased access to digital tools and technologies.

The Netherlands-Ghana Business Fair connected entrepreneurs, startups, FinTech platforms, policymakers, investors, venture funds, education, research and development institutions to understand the emerging opportunities for businesses in both countries.

# Objectives

The fair aimed to connect entrepreneurs, startups, policymakers, venture funds, and institutions to achieve several key objectives:

- **Understanding Business Dynamics and Decoding Opportunities:** Participants gained insights into various business ideas and opportunities to expand their businesses.
- **Exploring Emerging Opportunities:** Attendees had the chance to explore opportunities for new startups and business ventures and network with potential business partners.
- **Connecting with Supportive Entities:** The fair facilitated connections with business incubators, technology institutions, marketing agencies, government agencies, financial technology platforms, angel investors, venture capital funds, and bankers.
- **Benefiting Diverse Stakeholders:** The fair catered to businesses, entrepreneurs, incubators, start-ups, investors, banks, VC funds, FinTech platforms, experts, policymakers, senior corporate executives, education and research institutions, and educated youth seeking business opportunities.



**Opening**

# Opening

The event commenced at 09:40 AM, with Mr. Stefan Lakhichand serving as the moderator and welcoming the delegates. He introduced the first speaker of the day, Mr. Vincent Gambrah, Director of AfroEuro Foundation, the organizers of the event. In his address, Mr. Gambrah highlighted the significance of the fair in fostering economic ties between Ghana and the Netherlands.

Following Mr. Gambrah's remarks, a welcome address was delivered on behalf of the Hague Municipality by Mr. Marijn Fraanje, Director of Urban Development & Economic Affairs, The Hague City. He emphasized the city's commitment to promoting international business cooperation.

The official opening remarks were then presented by Dr. Senalor K. Yawlui, Deputy Head of Mission, Embassy of Ghana in the Netherlands, representing H.E. Francis Danti Kotia, Ambassador of the Republic of Ghana. Dr. Yawlui underscored the importance of such events in strengthening bilateral trade relations and promoting economic growth.





Event Moderator  
Mr. Stefan Lakhichand | Speaker, Facilitator, Director Public Transformation



Mr. Vincent Gambrah  
Director AfroEuro Foundation



Mr. Marijn Fraanje  
Director Urban Development & Economic Affairs, The Hague City



Dr. Senalor K. Yawlui  
Deputy Head of Mission, Embassy of Ghana, The Netherlands



Dr Kwasi Boahene  
Director Health Systems, PharmAccess





# Plenary Session One

Digital Technologies For Sustainable Financing & Health Care Delivery in Africa

The first plenary session, titled "Digital Technologies For Sustainable Financing & Health Care Delivery in Africa," featured guest speaker, Prof. Charles Agyemang, Professor of Global Migration, Ethnicity, and Health at Amsterdam University Medical Centre. Prof. Agyemang's presentation delved into "The dynamics of health and healthcare in Africa – a comparison between Africans in the Netherlands and Sub-Saharan Africa." His insights shed light on the challenges and opportunities in the healthcare sector in both regions.

Following his presentation, a panel discussion ensued, facilitated by Ms. Thea Fierens, Hoogheemraad Rijnland / Coordinator SDG Café. The panel comprised experts from different domains, including health systems, medical care, and risk & compliance, who engaged in a stimulating discussion on the future of healthcare in the two countries



# Guest Speaker

**The dynamics of health and healthcare among Africans - comparison between Africans in the Netherlands and Sub-Saharan Africa**

Maintaining healthy life upon migration remains a major challenge and tough nut to crack.

**Non-communicable diseases such as hypertension, stroke, diabetes and cancers are major burden in African migrants** and rapidly increase upon settlement in the host countries, in this case the Netherlands.

**Three main methods of assessing migrant health:** ethnic inequalities, role of context and role of migration



**NCDs are not only public health problems. They are also developmental problems,** because the rising prevalence of long-term chronic conditions has major social and financial implications for affected individuals, families, healthcare providers and the government.

**High incidence of NCDs is attributed** to gene and family habits, pre- and post-migration history, socio-economic differences, behavioral and biological factors, access to health physical psychosocial stress and epigenetic modifications.

**By comparing African migrants in the Netherlands with compatriots in home countries, he made the following observations about the role of migration:**

- Important for migrants and non-migrants alike
- Reveal real lifestyle changes upon migration
- Pinpoint key predisposing factors for poor health

## **Here are some key lessons for addressing NCDs among Africans in Europe and those on the African continent.**

- Migration influences cardiometabolic disease risk & management in African migrants.
- Dietary behaviors contribute importantly to the prevalence of cardiometabolic diseases between African migrants & Non-migrant Africans.
- Epigenetic markers are different between migrants and non-migrants & contribute significantly to the high prevalence of cardiometabolic disease among migrants.

- Psychosocial stressors have differential effect on CVD risk factor in migrants and non-migrants:
  - Negative life events were more common in migrants whereas perceived discrimination were more common in migrants.
  - Recent negative life events were associated with a high estimated CVD risk in non-migrants only.
  - Higher levels of perceived discrimination were associated with a high estimated CVD risk in migrants only.
  - Psychosocial stress was associated with increased body weight among migrants, but reduced body weight among non-migrants.
- There is opportunity for effective intervention as the results are taken seriously by migrants (hit home message), emphasizing the importance of capacity building & collaboration between host/migration countries.

# Panel Discussion



Facilitator: Ms. Thea Fierens  
Hoogheemraad Rijnland / Coordinator SDG  
Café



Patricia Monthé  
CEO, MEDx eHealthCenter B.V



Prof. Charles Agyemang  
Amsterdam University Medical Centre



Dr Kwasi Boahene  
Director Health Systems PharmAccess



Mrs. Meverly Adjhei Benjamin  
Specialist in Risk & Compliance



Mr. Maarten Oranje  
Expert, Performance-Based Financing, Cordaid





# Plenary Session Two

Innovations For Agribusiness: Opportunities for Dutch & Ghanaian Businesses

The second plenary session was themed "Innovations For Agribusiness: Opportunities for Dutch & Ghanaian Businesses." Dr. Senalor K. Yawlui, Deputy Head of Mission, Embassy of Ghana in the Netherlands, took the stage as the guest speaker. He delivered a comprehensive presentation on the legal and regulatory framework for doing business in Ghana, specifically focusing on the agribusiness sector.

The subsequent panel discussion, moderated by Dr. Antony (Otieno) Ong'ayo from the International Institute of Social Studies (ISS), brought together experts & practitioners to discuss potential collaboration and investment opportunities in agribusiness. The panelists included Mr. Johan de Visser, Country Coordinator Ghana (PUM), Mr. George Nyarko, Founder / CEO, Afroglobal Manufacturing Ltd, Dr. Senalor K. Yawlui, Deputy Head of Mission, Embassy of Ghana, and Mr. Vincent van Reenen, Business Development Coach Ghana & Nigeria, Netherlands Enterprise Agency (RVO), The Netherlands.



# Guest Speaker

Dr. Senalor K. Yawlui is the Deputy Head of Mission at the Embassy of the Republic of Ghana in The Hague. He has a strong academic background, holding degrees in law, an MA, and a PhD, and is also a Barrister-at-Law. His career has been marked by significant roles in Ghana's Ministry of Foreign Affairs, including Director for Consular Affairs. He has held diplomatic positions in various countries and contributed to academia through part-time lecturing. Additionally, he represents Ghana on national boards and commissions. Dr. Yawlui's extensive knowledge and experience make him a key figure in Ghana's diplomacy and legal affairs, where he also represents Ghana at the ICC and OPCW.



Dr. Senalor K. Yawlui  
Deputy Head of Mission, Embassy of Ghana  
The Netherlands

# Panel Discussion



Facilitator: Dr Antony Ong' ayo  
International Institute of Social  
Studies (ISS), The Hague



Mr. Johan de Visser  
Country Coordinator Ghana (PUM)



Mr. George Nyarko  
Founder / CEO, Afroglobal Manufacturing Ltd



Dr. Senalor K. Yawlui  
Deputy Head of Mission, Embassy of Ghana  
The Netherlands



Mr. Vincent van Reenen  
Business Development Coach Ghana & Nigeria,  
Netherlands Enterprise Agency (RVO), The  
Netherlands





# Plenary Session Three

Promoting Trade Between Ghana and the Netherlands: Opportunities, Capacities & Constraints

After a well-deserved lunch break, the third plenary session commenced, themed "Promoting Trade Between Ghana and the Netherlands: Opportunities, Capacities & Constraints." Mr. Vincent van Reenen, Business Development Coach Ghana & Nigeria at the Netherlands Enterprise Agency (RVO), took the podium as the guest speaker. His presentation shed light on various trade opportunities between the two nations, while also addressing the challenges that needed to be overcome. Subsequently, a panel discussion was facilitated by Dr. Mollynn Mugisha, Managing Director, Africa Cultural Promotion Center BV. The panelists, including representatives from diverse sectors, discussed strategies to enhance trade relations and exploit untapped potentials in the Ghanaian and Dutch markets.



# Guest Speaker

Vincent obtained both a bachelor's and a master's degree from Vrije Universiteit Amsterdam. Vincent began his professional journey as a team leader at International Card Services (ICS). He also worked as a member of the Quality and Sustainability team at Moyee Coffee. Afterwards, he participated in young expert programs. In 2016-2017, Vincent assumed the role of Sustainability and HR at Beconnect Industrial. From 2017 to 2022, Vincent began his career at PVH Corp as a CR specialist in Africa. He worked his way up to the position of senior CR specialist in East Africa. In 2023, Vincent assumed the role of Business Development Coach for Ghana and Nigeria at the Netherlands Enterprise Agency (RVO) in the Netherlands.



Mr. Vincent van Reenen  
Business Development Coach Ghana & Nigeria,  
Netherlands Enterprise Agency (RVO), The  
Netherlands

# Panel Discussion



Facilitator: Dr. Mollynn Mugisha  
Managing Director, Africa Cultural  
Promotion Center BV



Ms. Carola Baller  
Deputy Director International Affairs,  
VNO-NCW | MKB-Nederland



Jeroen Zevenbergen  
Operational Manager Ghana, The Good Roll



Mr. Vincent van Reenen  
Business Development Coach Ghana & Nigeria,  
Netherlands Enterprise Agency (RVO), The  
Netherlands



Mrs Louisa Manyah-Neuteboom  
Genesis Lifestyle BV





# Conclusions & Networking

The day's sessions concluded with Mr. Vincent Gambrah, Director of AfroEuro Foundation, delivering the closing remarks. He encouraged participants to explore the exhibition booths and leverage the networking opportunities to strengthen business connections. The first day of the Netherlands-Ghana Business Fair came to a close at 6:00 PM, marking the end of a productive and engaging day of discussions, knowledge-sharing, and collaboration.





**Friday, 23 June 2023**

# Highlights

The second day of the Netherlands-Ghana Business Fair was a Closed-Door Meeting, hosted by AfroEuro Foundation in partnership with the Dutch Enterprise Agency (RVO). The event welcomed approximately 30 companies from Ghana and the Netherlands, focusing on creating a conducive environment for in-depth discussions and targeted networking opportunities.

The day's proceedings commenced at 10:00 AM, with Mr. Vincent Gambrah, Director of AfroEuro Foundation, welcoming the attendees and setting the tone for the day's activities. Keynote remarks were then presented by various dignitaries, including Dr. Senalor K. Yawlui, Deputy Head of Mission, Embassy of Ghana in the Netherlands, who represented the Minister for Food & Agriculture, Hon. Bryan Acheampong, and H.E. Francis Danti Kotia, Ambassador of Ghana to the Netherlands. Their speeches emphasized the significance of collaboration between Ghana and the Netherlands, particularly in sectors like agriculture, technology, and healthcare.

## Objectives

- Facilitating networking and collaboration among Ghanaian and Dutch business operators
- Identifying potential investment opportunities in Ghana and the Netherlands
- Exploring avenues for knowledge transfer and technology exchange between Ghana and the Netherlands
- Strengthening bilateral relations between Ghana and the Netherlands in the agricultural industry





Facilitator: Mr. Vincent Gambah  
Director AfroEuro Foundation



Facilitator: Dr Antony Ong' ayo International  
Institute of Social Studies, The Hague



Mr. Vincent van Reenen  
Business Development Coach Ghana & Nigeria,  
Netherlands Enterprise Agency (RVO)



Dr. Senalor K. Yawlui  
Deputy Head of Mission, Embassy of Ghana in the  
Netherlands



Ms. Anne-Katrien Denissen  
Private Sector Development Coach, Netherlands  
Enterprise Agency (RVO)

Following the keynote remarks, several companies had the opportunity to showcase their products and services, providing valuable insights into their businesses and potential areas for partnership. The presentations were led by representatives from different companies, including Mr. George Nyarko, Founder / CEO, Afroglobal Manufacturing Ltd, Mr. Pantel Wielhouwer, Skipper, Van den Herik, Ivan Eikelenboom, Co-Founder, UNIFIX Care, and Eleasha Ankomah, representing The Good Roll and many others.



The event's focal point was moderated discussion featuring representatives from Ghanaian and Dutch businesses, African Diaspora representatives, Government officials as well as public & private entrepreneurship actors. The panelists engaged in substantive discussions on investment opportunities in the Ghanaian agricultural sector, exchanged ideas and experiences, and fostered networking and collaboration among Ghanaian and Dutch business operators.

The discussions aimed to identify and capitalize on potential investment opportunities in Ghana and the Netherlands, bolstering economic ties between the two nations.



# Closing Remarks



Mrs. Mayfair Adomako-Mensah  
Minister-Counsellor, Political &  
Economic Affairs  
Embassy of Ghana, The Hague

On behalf of His Excellency Mr. Francis Danti Kotia, the Ambassador of Ghana to the Netherlands, I extend our heartfelt gratitude to all of you for your active participation in this two-day event. The proceedings have been both fruitful and highly productive. We eagerly anticipate forging more partnerships and fostering future collaborations. Additionally, we would like to emphasize that our embassy doors are always open, not only to those who have already decided to invest in Ghana but also to anyone seeking information on investment opportunities. We eagerly anticipate the next event next year and express our sincere appreciation for your presence and engagement. Thank you very much.



The event concluded at 1:00 PM with a networking session and lunch. This provided an excellent opportunity for participants to further strengthen business connections, explore potential partnerships, and lay the groundwork for future collaborations.







**Sunday, 25 June 2023**

**Private Real Estate Exhibition, Amsterdam**

# Introduction

The Netherlands-Ghana Business Fair 2023 provided an excellent opportunity for real estate companies from both countries to come together and explore potential business collaborations. As part of this event, three prominent real estate companies from Ghana, namely Locus Estates, Crownhill Properties, and Sethi Realty (also known as Nono Sethi / Nyame Dua Apartments), participated in a private exhibition held exclusively for the Ghanaian community in Amsterdam South-East. The exhibition took place at Charity's House, situated at Bijlmerdreef Amsterdam. This brief report delves into the highlights and outcomes of the event, which commenced at 10 am and concluded at 6 pm.

The private exhibition aimed to connect the Ghanaian community residing in Amsterdam and nearby regions with reputable real estate companies from Ghana. The three companies, Locus Estates, Crownhill Properties, and Sethi Realty, brought with them a diverse portfolio of real estate offerings, including residential, commercial, and mixed-use developments. The event was organized to foster dialogue, networking, and partnerships between the real estate companies and potential investors or buyers within the Ghanaian community.

# Companies

## Locus Estates

Represented by Yaw Afrifa and Isaac Ofori, Locus Estates is a well-established real estate firm known for its innovative projects and commitment to quality construction. The company has a proven track record of successful residential and commercial developments in Ghana.

## Crownhill Properties

Emmanuel Bonney, the CEO of Crownhill Properties, represented the company at the exhibition. Crownhill Properties is renowned for its luxury and high-end real estate projects, offering exclusive living and commercial spaces in Ghana's prime locations.

## Sethi Realty / Nyame Dua Apartments

Nono Sethi, the founder of Sethi Realty and Nyame Dua Apartments, showcased the company's expertise in affordable and mid-range housing solutions. The company has been instrumental in providing quality housing to a wide spectrum of Ghanaians.

# Highlights

The private exhibition at Charity's House witnessed an impressive turnout of attendees from the Ghanaian community in Amsterdam South-East. The event's schedule included showcasing their latest projects and highlighted their unique selling points. These allowed potential buyers and investors to gain insights into the companies' philosophies, construction practices, and future plans.

Furthermore, the exhibition provided an excellent platform for attendees to interact with representatives from Locus Estates, Crownhill Properties, and Sethi Realty. The one-on-one interactions enabled visitors to ask specific questions, seek clarification on investment opportunities, and discuss potential partnerships.





The Netherlands-Ghana Business Fair 2023 private real estate exhibition resulted in several positive outcomes. The participating companies received significant interest and inquiries about their projects from potential buyers and investors within the Ghanaian community in Amsterdam. Several networking connections were established between real estate professionals, laying the foundation for future collaborations and joint ventures.

Moreover, the event's success highlighted the importance of fostering strong business ties between the Netherlands and Ghana. It underscored the potential for growth in the real estate sector and identified avenues for further cooperation between the two nations.

The private real estate exhibition at the Netherlands-Ghana Business Fair 2023 in Amsterdam brought together key players in the Ghanaian real estate sector with the diaspora in the Netherlands. The event not only facilitated business discussions but also celebrated the rich cultural heritage of Ghana. With the resounding success of this exhibition, it is evident that such initiatives play a crucial role in promoting bilateral trade, cultural exchange, and economic growth. As Locus Estates, Crownhill Properties, and Sethi Realty continue to expand their footprints in international markets, collaborations like these hold immense promise for the future of the real estate industry in both Ghana and the Netherlands.





# Organization

# Crew



Bruno Fon



Lydia Haliza



Trony Ingati



Kobina Markin



Efrance Nabaloga



Kemigisa Doreen



Amidu Abdul-Rahaman



Nicolie McIntosh



Olakunle Lawal

# Exhibitors

Sethi Realty / Nyame Dua Apartments



<http://www.nyameduagh.com>



Embassy of the Republic of Ghana  
[www.thehague.mfa.gov.gh](http://www.thehague.mfa.gov.gh)



The Good Roll  
[www.thegoodroll.com](http://www.thegoodroll.com)



Genesis Lifestyle BV  
[www.genesislifestyle.shop](http://www.genesislifestyle.shop)

# Exhibitors



**UNIFIX**  
CARE

[www.unifix.care](http://www.unifix.care)  
Unifix Care



**KEVIN LESLIE**

Kevin Leslie Collections  
[www.kl-collections.com](http://www.kl-collections.com)



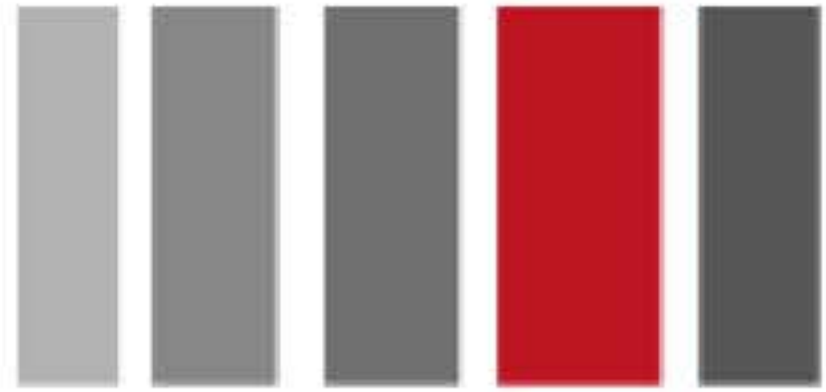
AFRICA CULTURAL PROMOTION CENTER

Africa Cultural Promotion Center  
[www.theacpc.nl](http://www.theacpc.nl)



Glow Nutri Care  
[www.glownutricare.com](http://www.glownutricare.com)

# Exhibitors



**LOCUS**

[www.locusestates.com](http://www.locusestates.com)



**USTAZ**  
— G R O U P —

[www.ustazgroup.biz](http://www.ustazgroup.biz)



**Bellslov**  
**Estate Ltd**

[www.bellslov.com](http://www.bellslov.com)

**DutchPowerGroup**  
*Get energised*

[www.dutchpowergroup.com](http://www.dutchpowergroup.com)

Nutri Partners B.V.

DON IFC Holding B.V.

# Exhibitors



**Crownhill Properties**

Visit Crownhill Properties on 



**CIRCULARITY GH LTD**  
RECOLLECT • REUSE • RECYCLE

**Circularity Ghana Ltd**

Visit Circularity Ghana Ltd on Facebook 



**AFRO TEA**

**Afroglobal Manufacturing Ltd**

Visit Afroglobal Manufacturing Ltd on 



# Outcomes

What Past Delegates Had to Say

# Emmanuel Bonney

CEO Crownhill Properties Ltd

Emmanuel has been attending the event for 5 years. In his comment, Emmanuel points out the event gets better every year. In addition, he mentioned the event provides opportunities for participants to interact and share ideas. "I have learned a lot over the years and that's why I keep coming back for more". He encourages companies in Ghana to be part of the annual event.





# Eleasha Ankomah

Project Assistant The Good Roll

Eleasha shared with us, The Good Roll has been attending the event for the 2nd year after being at the event in 2022. She commented: "We have had many good experiences, created a great network during the last 2 years. This year was a such an upgrade, with so much information and participants to link up with. We have met some potential investors interested in the agricultural sector with whom we could collaborate".



# Mieke Weterings

Lead Consultant, Faya Consultancy

"My main objective as a consultant is to connect people. I have been to the past Netherlands-Ghana Business Fair and what I liked about the event this time was the opportunity for companies to pitch. The power of an event such as this is the fact that you don't have to be a multinational in order to attend".



# Survey

Delegates' Opinions



# Survey

The Netherlands-Ghana Business Fair 2023 was marked by valuable insights, engaging discussions, and promising networking opportunities. The event received feedback from participants, and their opinions have been summarized below to provide a comprehensive overview of the event's strengths and areas for improvement:

## **POSITIVE FEEDBACK**

- **Positive Engagement and Experience:** Many attendees expressed satisfaction with the event, stating that they "couldn't have it any better" and that it was "so far so good."
- **Promotion and Awareness:** The importance of promoting the event on various social media platforms, particularly LinkedIn, was highlighted. Participants emphasized the need for increased awareness to match the event's significance.
- **Exhibition and Panels:** Participants found the panels and exhibition stands to be interesting and engaging. The diversity of topics covered in seminars and panel discussions was appreciated.

# Survey

- **Catering:** The catering received praise, with participants enjoying delicious meals during the event.
- **Time Management and Hosting:** This year's time management and hosting were commended for their exceptional execution. Participants appreciated the organized structure and efficient flow of the event.
- **Engagement with Young Entrepreneurs:** A recommendation was made to focus on opportunities for young entrepreneurs in Ghana's tech sector, drawing inspiration from successful events like Emtech Asia and Dubai-Africa.

## **AREAS FOR IMPROVEMENT**

- **Networking Space:** Several attendees expressed a desire for more space dedicated to networking, as well as a suggestion to reduce the number of seminars and panel discussions to allow for more networking opportunities.
- **Visitor Return Delays:** Some participants noted delays in the return of attendees after breaks, leading to disruption and wasted time. Implementing strategies to minimize delays and ensure punctuality was suggested.

# Survey

- **Exhibitor List and Presence:** Attendees recommended having a clear exhibitor list to inform participants about who will be exhibiting, enhancing the overall event experience.
- **Visa Accessibility:** A suggestion was made to facilitate easy access to obtaining visas for foreign exhibitors from Ghana, streamlining the process and promoting international participation
- **Focus and Theme Alignment:** Participants recommended sharpening the focus of session themes and ensuring alignment with different aspects of the main theme. Clarity in session topics and areas of focus was emphasized.
- **Inclusion of Dutch Entities:** Participants suggested involving more Dutch entities, both private and public, in panel discussions and exhibitions to enhance cross-border collaboration and knowledge sharing.

# Survey

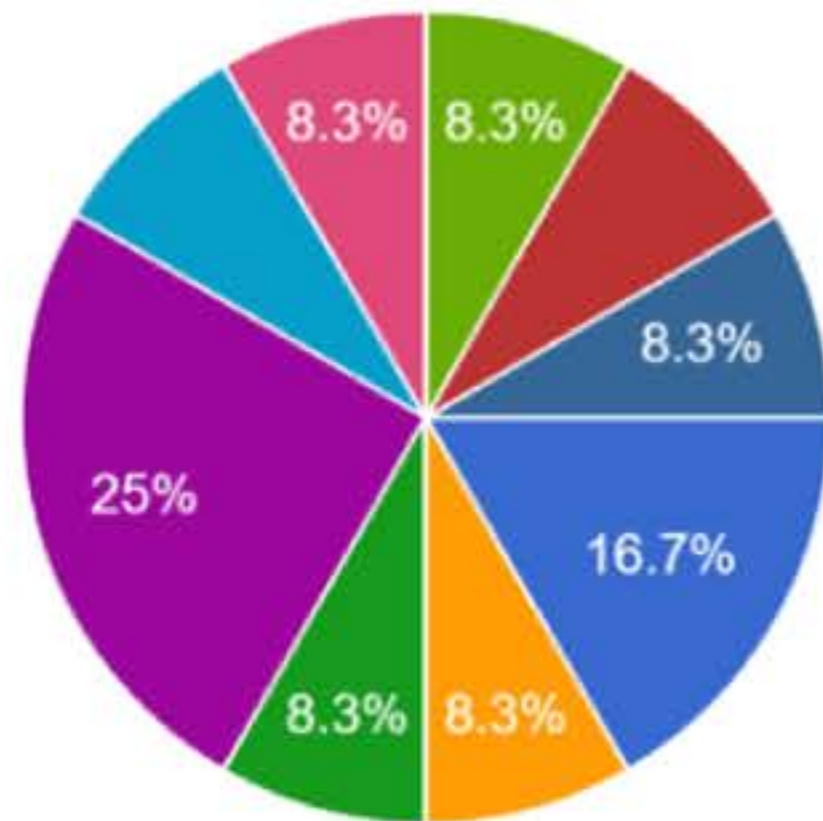
- Awareness and Marketing: While positive feedback was received about the event, attendees recommended improving the advertising and marketing efforts to better reflect the event's significance and attract wider attention.

In conclusion, the Netherlands-Ghana Business Fair 2023 was well-received by participants, who appreciated the engaging discussions, exhibition stands, and networking opportunities. While there were areas identified for improvement, such as enhancing networking spaces, promoting visa accessibility, and refining session focus, the event overall provided valuable insights and opportunities for collaboration between the Netherlands and Ghana. The feedback received will be crucial in shaping future editions of the event for even greater success.



# Survey

Occupation / Job Title

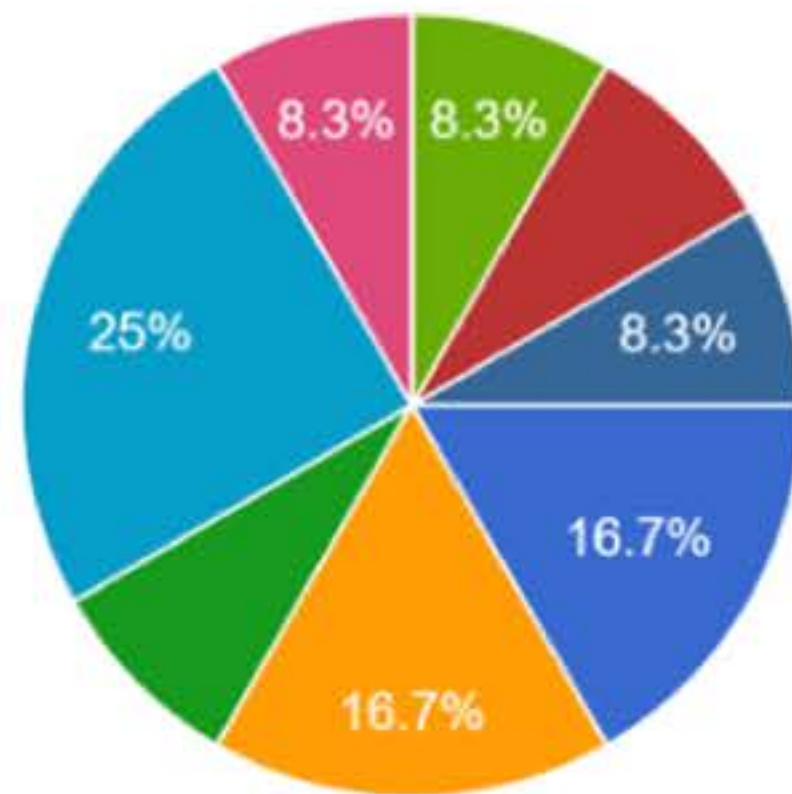


- Entrepreneur / Business Owner
- CEO / CIO
- Founder/ Co-Founder
- Professor / Researcher
- Consultant
- Director
- Manager
- IP expert (Jurist)



# Survey

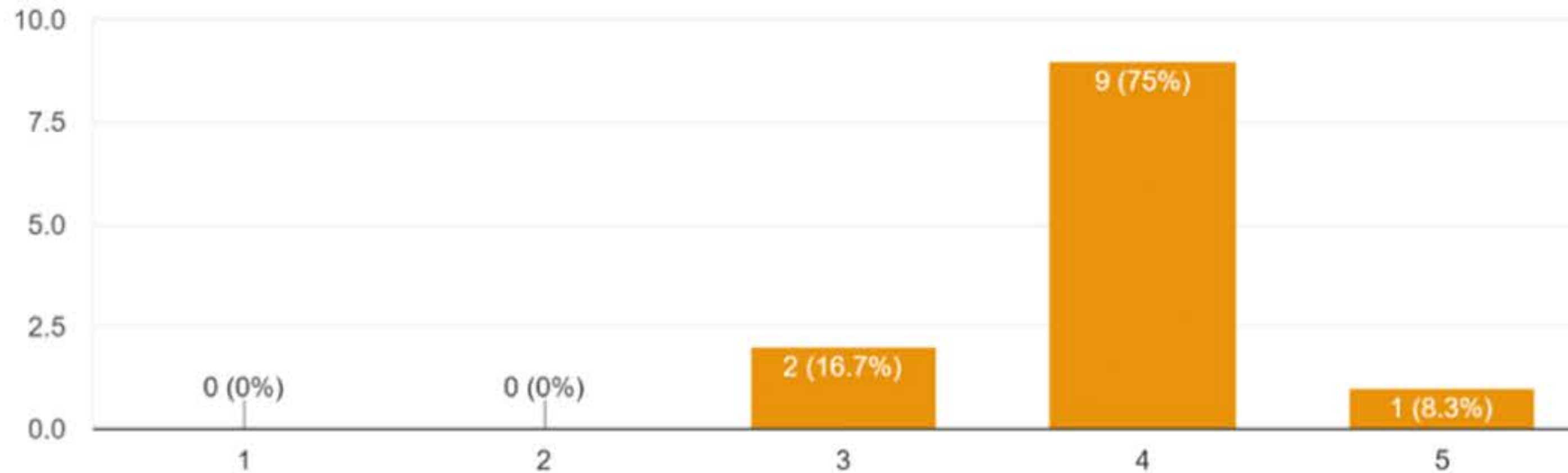
How did you know about the event?



- Email
- Instagram
- LinkedIn
- Facebook
- Twitter
- Friends, Colleagues
- Eventbrite
- Ghana Union WhatsApp Platform

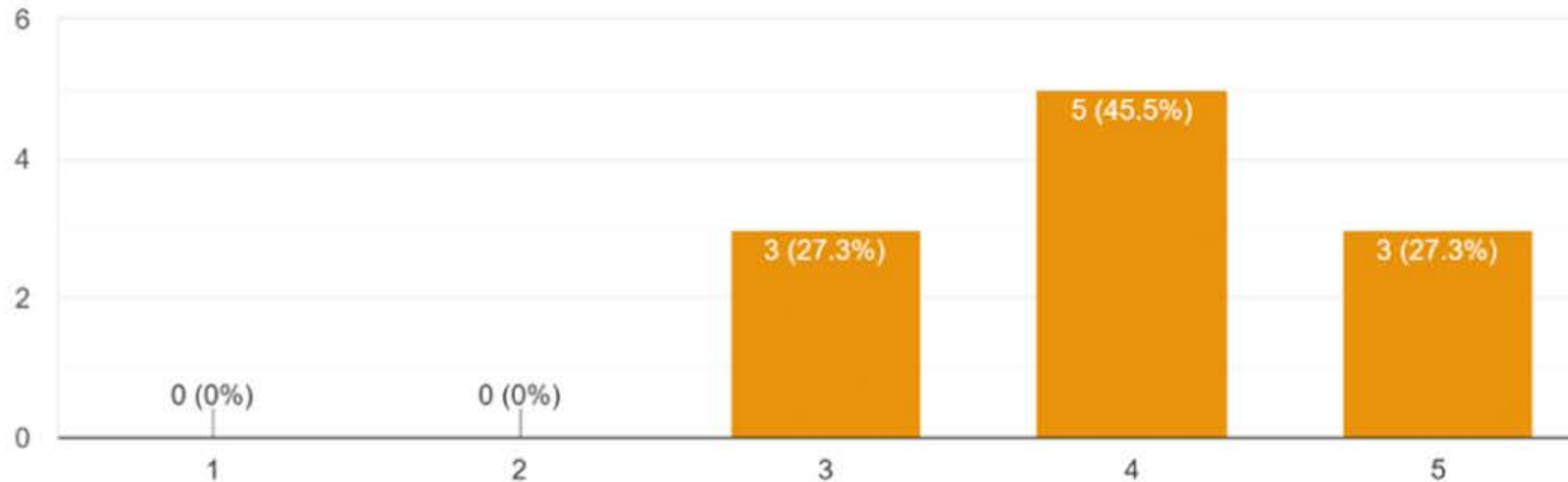
# Survey

How would you rate the plenary session 1 "Digital Technologies For Sustainable Financing & Health Care Delivery in Africa"?



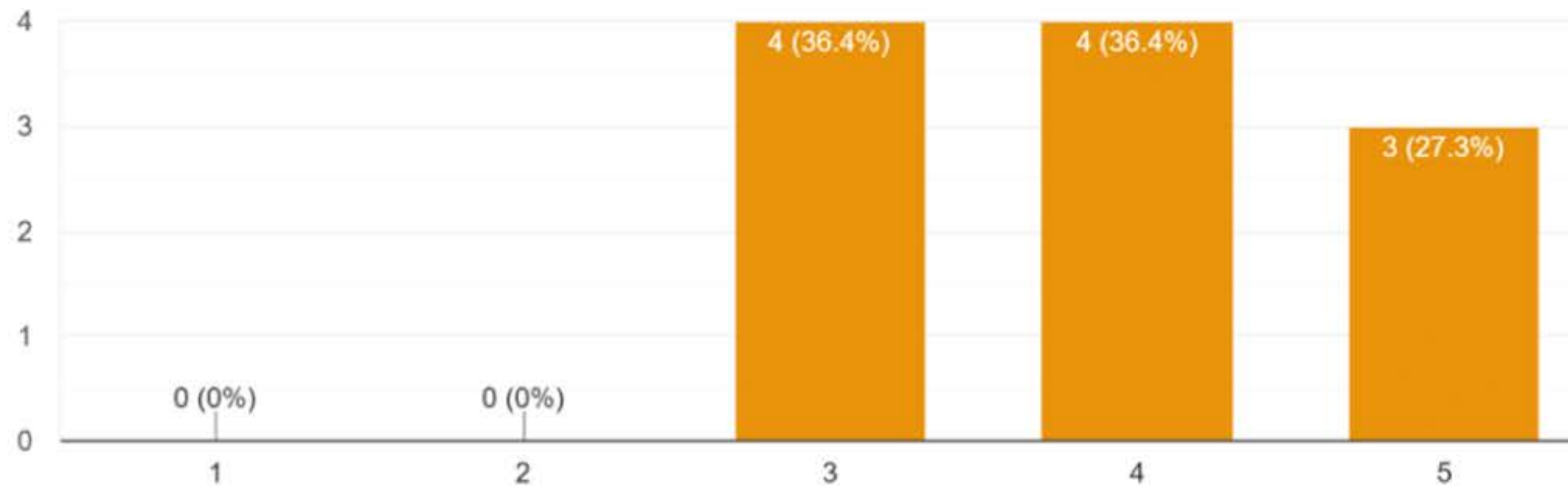
# Survey

How would you rate the plenary session 2 "Innovations For Agribusiness: Opportunities for Dutch & Ghanaian Businesses"?



# Survey

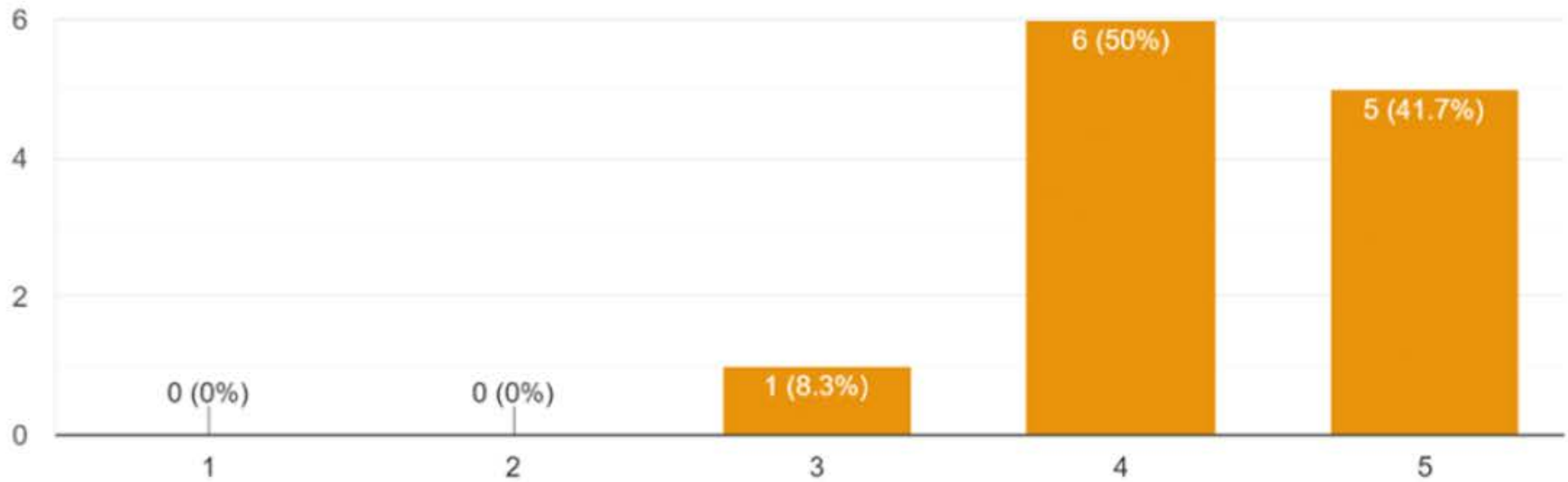
How would you rate the plenary session 3 "Promoting Trade Between Ghana and the Netherlands: Opportunities, Capacities & Constraints"?



# Survey

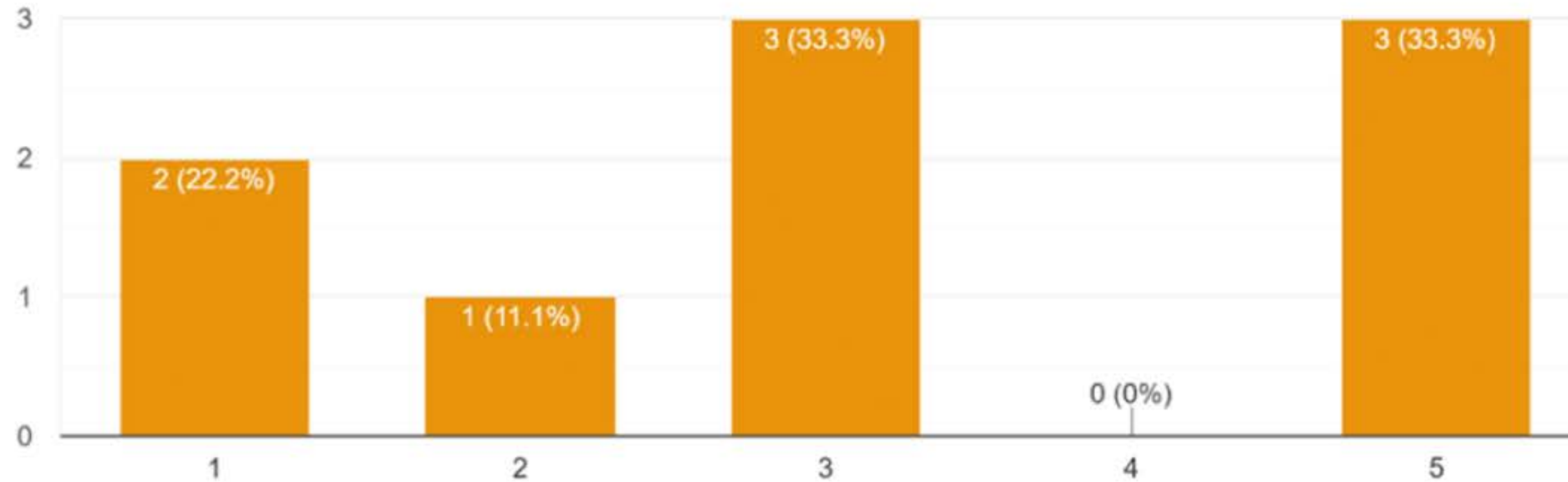
How would you rate the guest speakers?

■



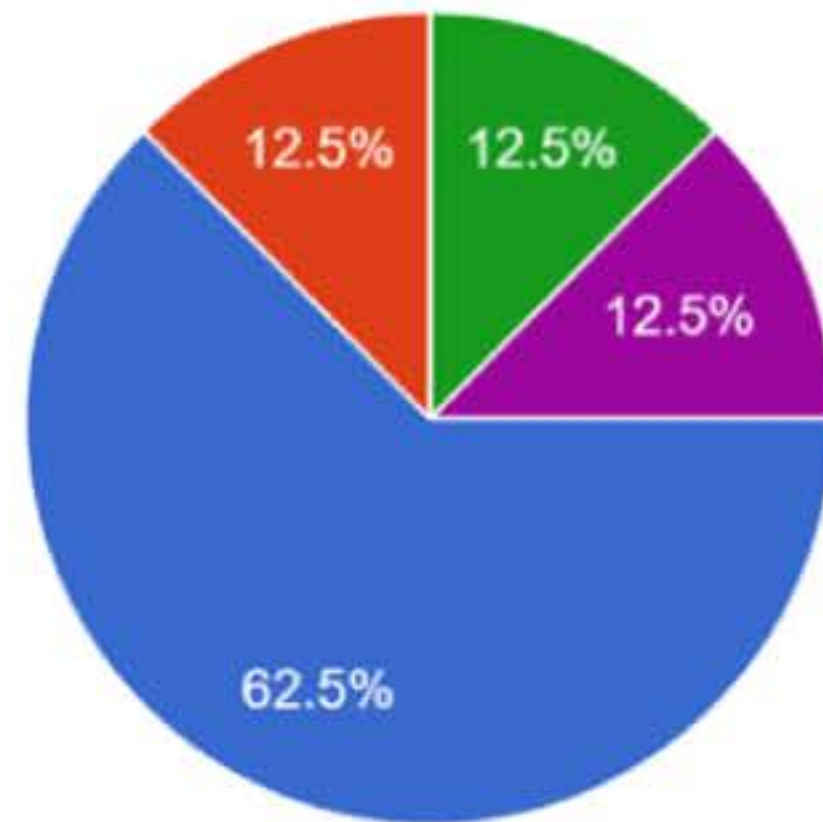
# Survey

How satisfied were you with the networking opportunity?



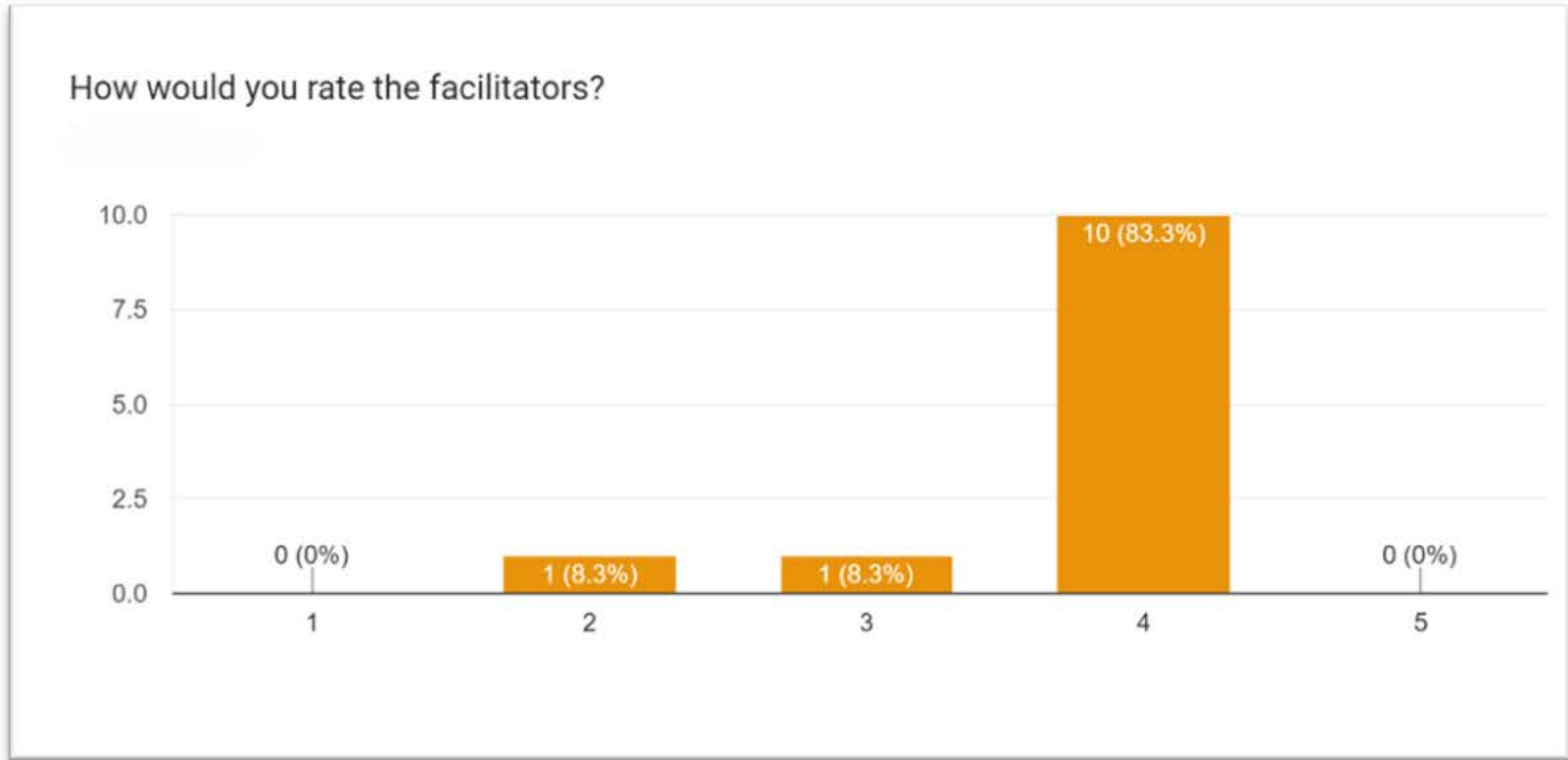
# Survey

Did the sectors chosen meet your expectations?



- Agribusiness / Horticulture
- ICT
- Housing / Real Estate
- Health
- Finance

# Survey





# Participating Partners



# Afroeuro Foundation

AfroEuro Foundation is a Non-Governmental Organisation established in 2003. The organisation seeks to build a positive image for African diaspora in Europe and mobilize the capacity and resources of African diasporans for **economic development** in Africa. With “Building Bridges” as its motto, AfroEuro builds and facilitates **understanding and learnings** between developed economies and Africa.

AfroEuro subscribes to the NEPAD principles and works in collaboration with African **diaspora professionals** and networks, governments, and youth towards Africa’s participation in global health, economy, commerce and trade. We also bridge the gap between the African diasporans and their hosts countries in Europe by promoting **policy influence**, empowerment, education, capacity building and knowledge and transfer.

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# Contact Us



