

BUSINESS MISSION TO GHANA

Concept Note

DATE: 3rd - 6th September, 2015

ORGANISER: Embassy of Ghana

SUPPORTING ORGANISATIONS: Ministry of Foreign Affairs of Japan, Ministry of Economy, Trade and Industry of Japan, JETRO, JICA, AFRECO, KEIDANREN, JBIC, African Business Promotion Support Network, Keizai Doyukai, Nikkei Business Publication, Kinki Japan Tourism Org., UNIDO, Society for African Economy-Japan.

EXPECTED PARTICIPANTS: Sixty (60)

ACCOMMODATION: MOVENPICK HOTEL / LA PALM BEACH HOTEL (TBC)

Background

a) Africa-Japan Ties

Africa has been described as the final frontier to development in terms of needed investment. Japan, which has one of the strongest economies in Asia and the world at large, has been a strong development partner of Africa. It is also a leader in many fields including technology and agriculture. Through the TICAD process, since 1993, Japan has remained steadfast in its support of the African cause. Japan-Africa trade has been estimated at a modest \$25 billion. However, Africa has increasingly become a strategic continent in terms of energy, minerals and agricultural commodities. It is also a large consumer market of about one billion people which has much to offer Japan and the world, in terms of raw materials and oil. According to the World Bank, eleven out of the 20 fastest growing economies in the world are in Africa.

During his visit to Cote d'Ivoire in January, 2014, for an ECOWAS meeting, Prime Minister Abe reiterated that Japanese cooperation with Africa was one of equals and partnership, and that Japanese aid was designed to create jobs and transfer technologies. The visit was a follow up from a successful TICAD V conference in Japan, which attracted over 40 African heads of state and which coincided with

an important business conference that strengthened ties between this great Island nation and the African continent. Sub-Saharan Africa is still experiencing strong growth estimated by both the World Bank and the IMF to be between 4.0 - 4.9% in 2015. To follow up on the great Japanese interest in investing in Africa, the Embassy of Ghana in Tokyo, MOFA of Japan, METI of Japan, JICA, JETRO, AFRECO, UNIDO, KEIZAI, DOYUKAI, KEIDANRIN, JBIC and NIKEI B.P. Inc., are working together, despite strong headwinds and new challenges, to organise an investment Mission to Ghana from 3rd to 6th September, 2015.

b) Facts about Ghana

Ghana is the foster child of West Africa's economic resurgence and the gateway to a safe regional market of over 250 million people. It is the centre of the world and the Greenwich Meridian cuts through the country in Tema. Thus, the country is serviced by major international airlines that cover the world from Accra with over 170 flights per week. It is known as the Land of Gold (significant producer) and cocoa. As the world's number two producer of cocoa, the country hosts four out of the world's five leading producers of chocolate (Barry Callebaut, Cargill, Cadbury, Cocoa Touton are located in the Free Trade Zones in Ghana). Other exports are timber, bauxite, aluminium products, manganese, oil, pineapples, mangoes, shea butter, seafood and bananas.

In terms of ease of doing business, the World Bank has ranked Ghana as number 67 in the world. The people are warm and friendly and personal safety is guaranteed throughout the day in all parts of Ghana. There is a vibrant telecommunications sector with six cellular phone operators which have over 70% population coverage. Internet connectivity has similar coverage, while electricity penetration is about 80% which is the second highest in Africa. Ghana expects to achieve universal coverage of electricity by 2020, to all parts of the country. The workforce is easily trainable, adaptable and computer savvy. Investments are guaranteed by the constitution and profits can easily be repatriated. Expatriates can have employment quotas.

Ghana has a coastline of 539 km of unspoilt, pristine and uncrowded beaches as well as Wetlands containing avian sanctuaries, which have been described as "Bird watchers' paradise". They also contain over 1,000 species of butterflies. The captivating variety of tourist attractions include wildlife, breath-taking mountains and waterfalls, monkey sanctuaries and 16 Forts and Castles declared

by UNESCO as World Heritage sites. For nature lovers, there are two canopy walkways to provide the spirit of adventure.

Vibrant parades and colourful regalia, thrilling durbars and stunning warrior dances take place in August (festival month). The prestigious and rich *Kente* is usually on display on important occasions. Culinary delights are made from maize, cassava, plantain, yams, coco-yams, rice and millet. The country is a leading democracy in Africa and a haven of peace and political stability. Ghana has no political detainees and there is Press Freedom which has buoyed the growth of a vibrant media. There are 19 Japanese companies in Ghana and they can attest to good rates of return on investments. DR. Hideyo Noguchi brought our people together long before the establishment of formal diplomatic relations with Japan 55 years ago. Our relations are deepening and expanding yearly and the challenges in the power and infrastructure sectors present opportunities for huge Japanese investments including development of solar farms. **Ghana has been ranked by PriceWaterhouseCoopers as the 5th best destination for investment in infrastructure in Africa.** The country spent U.S. \$590 million on infrastructure projects in the past 10 years. However, it is expected to spend U.S. \$12 billion on infrastructure in the next 10 years. This is another area of great potential for Japanese investors, particularly because **faster economic growth in Africa is coming from investments in infrastructure and technologies.**

On Foreign Policy, Ghana is a friend to all and enemy to none. Our diplomatic policy moves in concentric circles, that is, neighbours, Africa, rest of the world. **High priority is placed on the promotion and maintenance of global peace and security.** This is why **Ghana is among the United Nations' top ten (10) troop contributing countries for peace-keeping in various flashpoints of the world.** **The country is also deeply involved in conflict resolution and the promotion of peace and stability within its sub-region and on the African continent.** Since charity begins at home, **Ghana has ensured peace and stability at home, with democratic regimes being replaced only through free, fair, peaceful and credible democratic elections.** Both Parliament and the independent Judiciary operate as checks on the Executive in their respective areas of competence. **The constitution forbids appropriation of private property including investments.** Come and experience happiness, peace and prosperity laced with the Ghanaian hospitality, and personal safety at any time of the day. **Ghana and Japan are negotiating a Bilateral Investment Treaty that will be the overarching framework within which investments will be protected.**

c) Objectives

The Business mission aims to promote investments from Japan into Ghana in targeted sectors, including **Energy, Agriculture, Education, Health, ICT, Industry, Infrastructure, Transportation, Real Estate and Tourism**. It will provide:

- Information about Ghana's business environment and available opportunities;
- Space and platform to discuss collaboration on how to implement innovative and productive partnership with Ghana's private sector;
- Energy solutions by leveraging the latest technology and trends from Japan; and
- A space and platform to discuss "Investing in Ghana" including Financial intermediation in the Export Sector.

d) Activities

The programme for the business delegation will include meetings with Ghana's Vice President, the Minister for Foreign Affairs & Regional Integration, the Minister for Trade & Industry, the Minister of Tourism, the Deputy Minister of Finance and Officials of the Ghana Investment Promotion Centre, to discuss investment opportunities, processes, regulations, procedures and incentives for investing in Ghana. There will be dedicated one-on-one business meetings with Ghanaian counterparts, to further explore specific opportunities. There will also be some touristic attractions and sampling of Ghanaian culture on the eve of departure. The Japan Embassy in Ghana will also hold a briefing and host a reception.

The delegation will undertake visits to project sites and companies operating within the incentives regime of the Ghana Investment Promotion Centre and the Ghana Free Zones Board. These are intended to acquaint Japanese investors with the array of offers available for partnership with Ghanaian companies, the Ghana-Japan Chamber of Commerce and the Ghana Chamber of Commerce & Industry in the targeted sectors.

e) Travel and Accommodation Arrangements

The Embassy will partner with Kinki Japan Tourism, nominated by the Japanese Embassy in Accra, to provide travel and accommodation packages for participants. Ghana's Ministry of Tourism will liaise with the company on these arrangements. Each package will cover the costs associated with participation in interactive business meetings, visits to companies and project sites, flight tickets, 4 nights' accommodation, entertainment activities, guided tours and transportation to some tourist attractions within Ghana.

f) Event Location: Ministry of Foreign Affairs and Regional Integration Conference Room.

Draft Programme:

Day 1 - Welcome reception Hosted by Embassy of Japan

Day 2 - Overview of the Ghanaian Economy and the Government's Economic Transformational Agenda

- **Seminar on Trade & Investment opportunities in Specific Sectors and Incentives**
- **Financial Intermediation in the Export Sector.**

Day 3 - Visits to Companies/Tourist sites, Networking & Cultural Evening

Day 4 - Visits to GIPC and Free Zones enclave at Tema

- **Departure in the evening**

SUBSCRIPTION:

Please register your participation online by completing and returning the attached form to the Embassy for the attention of the Officer indicated below:

Closing date: 7th August 2015

Note:

Please indicate specific Sector in which your company is interested when you register. Tour operators/Travel Agencies will have some different programmes arranged for them.

BUSSINESS MISSION TO GHANA

REGISTRATION FORM

ATTENTION: The Commercial Counsellor / GHANA EMBASSY

EMAIL: mission@ghanaembassy.or.jp

Fax: 03-5410-8635

Name:.....

Position:.....

Organisation/Company:.....

Area of Interest:.....

Phone:.....

Fax:.....

Email:.....

Number of Persons:.....

Special Requests (if any):.....