

INVITATION



# DANISH STATE VISIT TO GHANA

23-24 NOVEMBER 2017



On the occasion of the visit by HM the Queen of Denmark to Ghana, the organising team is pleased to invite Danish companies to join the accompanying business delegation. The delegation visit will take place from 23-24 November.

[www.danishstatevisit.dk/Ghana2017](http://www.danishstatevisit.dk/Ghana2017)

# DANISH STATE VISIT TO GHANA 2017

## WHY GHANA?

Ghana's economy is on the rise. A peaceful and stable country with growth levels expected to stabilize around 7-8% in the coming years. The middle-class is growing and so is the demand for high-quality products, technology and services. This business delegation offers Danish companies an excellent opportunity for exploring the potential in Ghana and the West-African market in general.

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### TRADE RELATIONS BETWEEN THE TWO COUNTRIES

In 2016, Denmark exported goods and services to Ghana worth a modest 272 million DKK. However, Denmark and Ghana have long-standing, strong ties from the development cooperation and Danish companies will benefit from this goodwill when entering the market. Additionally, Ghana offers a stable, English-speaking hub for access to the West African market, comprising some 350 million people.

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### SECTOR FOCUS

Activities, seminars, and events during the visit will take place within the three sector themes mentioned below, key Danish strongholds with a demonstrated Ghanaian demand. Priority will be given to companies from these sectors. Participation in the business delegation is primarily relevant for companies that already have experience with commercial activities in Ghana or other African countries. The final program will be adjusted according to the profile and interests of the delegation.

#### Food and Agriculture

- Food/beverages in retail and HoReCa
- Food ingredients and processing technology
- Agriculture value chain and feed (pork, fish, poultry, cattle)
- Aquaculture

#### Sustainability

- Renewable energy
- Energy and water efficient solutions
- Sustainable architecture and green building
- Smart cities and urban planning
- Waste management

#### Maritime, Infrastructure and Railways

- Shipping, including maritime security
- Infrastructure and port development
- Maritime equipment
- Off-shore

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### PRICE

The participation fee is DKK 20,000 per company including two representatives per company. For more information on what is included in the price, please see page 5.

### GHANA AT A GLANCE

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Population:  
28.2 million (2016 est.)

GDP:  
42.7 billion USD (2016)

GDP per capita:  
1,513 USD (2016)

GDP growth:  
3.6 % (2016)

Inflation:  
15.4% (end of 2016)

Public debt:  
72.5 % (end of 2016)

Price of electricity:  
0.40 USD / kWh

Corruption index (CPI):  
70 out of 176 (9th in Africa)

Political regime:  
Presidential democracy

Latest election:  
7 December 2016

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## TENTATIVE PROGRAMME

The visit will take place from 23-24 November, 2017. The main events on 23 November will take place at Kempinski Hotel in Accra while the sector specific content on 24 November will mainly take place in and around Accra.

For more information about the sector specific content of the programme, please visit our webpage [www.danishstatevisit.dk/Ghana2017](http://www.danishstatevisit.dk/Ghana2017). The latest version of the programme will always be available online.

ACTIVITY		
FOOD AND AGRICULTURE	SUSTAINABILITY	MARITIME AND INFRASTRUCTURE
<b>WEDNESDAY 22 NOVEMBER</b>		
Late arrival in Accra		
<b>THURSDAY 23 NOVEMBER</b>		
Welcome briefing		
Grand opening		
Trade fair and networking opportunities		Round table with stakeholders
Business Lunch		
Sector specific seminars		
Informal networking dinner in international restaurant		
<b>FRIDAY 24 NOVEMBER</b>		
Sector specific site visits		
Lunch		
Visit to modern production facilities in Ghana		Sector seminar Maritime, Infrastructure and Railways
Sector specific meeting with potential local business partners and stakeholders (Meeting with local producer and/or large supermarket chain – tbc)	Sector specific meeting with potential local business partners and stakeholders (Meeting with architects and city planners – tbc)	Sector specific meeting with local businesses and stakeholders (Meeting with 1-2 Danish companies active in the maritime sector in Ghana – tbc)
Grand dinner hosted by HM The Queen of Denmark		
<b>SATURDAY 25 NOVEMBER</b>		
For those interested: Individual meetings for Danish companies and a cultural programme		
Please note that the final programme will be adjusted according to the overall profile of the participating companies.		

# DANISH STATE VISIT TO GHANA 2017

## SECTOR FOCUS

Activities, seminars, and events during the visit will take place within the following three sector themes.

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### FOOD & AGRICULTURE

The demand in Ghana for imported food products is considerable. Limited national production of basic goods such as dairy products, soft drinks, and fish products provide export opportunities for Danish companies. Furthermore, the growing middle class continues to demand processed food products, and market possibilities are thus significant for both Danish exporters as well as manufacturing companies ready to establish their factories in new markets.

Ghana has extensive uncultivated but fertile land and the Government has expressed its desire to modernize the agricultural sector. This opens great opportunities for export of Danish technology and knowhow to the agriculture and food processing sector. The export of machinery and technology already at this point constitutes the largest share of Danish export to Ghana and is steadily increasing. Across the different segments of the food and agriculture sector, Danish businesses will find interesting opportunities.



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### SUSTAINABILITY

New technology and sustainable solutions are needed for Ghana to evolve into a cleaner country with a robust infrastructure and well-functioning resource management. As the standard of living gradually increases, the demand for these solutions is on the rise. The demand for sustainability is not restricted to the domain of the public sector. Private individuals and companies are also looking for ways to implement new designs and technology to improve among other things resource efficiency.

Ghana's economic expansion also offers interesting possibilities for Danish green energy solutions. Traditionally hydropower and gas/oil-based power production have met the demand, but the growing economy combined with lack of maintenance and insufficient transmission lines have resulted in shortage of power and high prices. Owing to these challenges, Ghana is now promoting investments in other renewable energy sources than hydropower, aiming at attaining a 10% renewable power supply by 2020, up from the current 0.3%. Joining the delegation will help Danish companies assess the possibilities in this gradual green transition.



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### MARITIME, INFRASTRUCTURE AND RAILWAYS

About 90 percent of Ghana's – and West Africa's – international trade is transported by ship, and the continued growth of the economy depends on access to reliable, competitive quality shipping. Besides the development within international trade, Ghana has recently begun evolving its potential as an oil-producing country, and Danish businesses are already engaged in the off-shore sector. In Ghana's continued economic development, an efficient and well-functioning maritime sector will be crucial to fully unleashing the potential.

A large proportion of Ghana's goods are already transported on Danish-controlled vessels but there is potential for much more Danish involvement. Looking to the future, the prospects for growth and investments in the sector appear most promising. Large-scale expansions of the main ports are already being developed, involving Danish interests, and additional infrastructure projects including railways are in the pipeline. The off-shore oil industry is expected to develop further over the coming years, and there is a growing interest in Danish maritime technology.



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## WHAT'S INCLUDED?

The fee for participation is 20,000 DKK per company, which includes two representatives. The fee is based on 25 participating companies and an expected subsidy from the Trade Council. Please note that it does not cover cost for hotel, travel and visa.

### The basic package includes:

- Pre-meeting in Copenhagen in November. You can participate in person or online (webinar)
- Company presentation in the official brochure
- Targeted invitations to Ghanaian partners to participate in relevant events
- Outreach to Danish and Ghanaian media
- Welcome briefing by the Ambassador and the organising team
- Grand opening event as well as business luncheon
- Participation in sector specific business seminars/workshops with key stakeholders
- Participation in sector site visits
- Grand dinner hosted by HM The Queen
- Local transportation (excl. flights) between events that are part of the standard program
- Debriefing

## WHAT CAN YOU ADD TO THE STANDARD PARTICIPATION?

### Extra company representative in the business delegation

Two company representatives are included. The fee for an extra representative is DKK 3,000.

### Extra seats for the business lunch and Grand dinner

The cost of three participants is included in the basic package. Companies can invite additional guests at the cost of DKK 500 for the business luncheon and DKK 1,250 for the Grand Dinner per person.

### Additional seminars and workshops

Extra professional activities such as a seminar about the Nigerian and/or Ivory Coast markets may be available as chargeable add-ons for Friday or Saturday depending on interest. Contact the Embassy for more information.

### Individual company events

The Embassy stands ready to assist participating companies in organising e.g. individual B2B-meetings, site visits, and stakeholder meetings during Saturday the 25th or the following week. These additional activities are chargeable. Please consult with the Embassy for more information.

## FURTHER INFORMATION

Please visit the website [www.danishstatevisit.dk/Ghana2017](http://www.danishstatevisit.dk/Ghana2017) for more information on the sector tracks and general information about Ghana.

You are more than welcome to contact the organising team:

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## HOW TO SIGN UP?

Please complete the online registration form no later than 8 September 2017.

[www.danishstatevisit.dk/ghana2017/sign-up/](http://www.danishstatevisit.dk/ghana2017/sign-up/)

Upon registration, you will receive a confirmation of your participation and newsletters with relevant information. The organisers will contact you to clarify wishes and expectations.

All relevant information regarding the state visit will be updated on the website.

### Hotel and travel information

Upon registration, you will receive a travel proposal from BCD Travel, who will assist you further. Please contact BCD Travel by e-mail: [delegation@bcdme.com](mailto:delegation@bcdme.com)

