



2020

INTERNATIONAL TRADE

Ghana Mission Report



Meeting with Accra Metropolitan Assembly

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Why Ghana

Ghana is seen as a gateway to West Africa, not only providing excellent opportunities in its market, but as a great way to position Florida-made products/services in the region. With the prospect of stable growth, an expanding domestic economy, and increased interest in American-made products and services, Ghana is an emerging market for Broward companies looking to establish a foothold in West Africa.

Presently, Ghana ranks as Port Everglades' 96th trading partner with no imports and very minimal exports to Ghana, which include nuclear reactors, machinery and parts. This mission presents an opportunity to spur trade activity between Ghana and Port Everglades.

The City of Fort Lauderdale enjoys a Sister-City relationship with Agogo, Ghana. Enterprise Florida collaborated with the U.S. Commercial Service (USCS) in Accra to coordinate the mission and facilitate business-to-business (B2B) meetings for the Florida participants. Additionally, mission participants benefited from networking events and meeting contacts outside of the scheduled B2B appointments.



Year of Return Ceremony



Meeting with Mayor of Accra



The Mission

The Enterprise Florida Export Sales Mission to Accra, Ghana is part of a statewide strategy to market Florida products and services more aggressively in Africa. This statewide strategy is intended to provide Florida businesses with opportunities to grow their business and build new relationships in West Africa. The mission was extremely active, featuring business matchmaking meetings for Florida exporters, one-on-one business meetings with potential Ghana partners and networking opportunities. Ghana represents an excellent opportunity for Broward County companies to expand their business in one of the fastest growing economies of Africa.

Broward County Mayor, Dale V.C. Holness, led the Broward delegation for this trip. He was accompanied by Miramar's Vice Mayor, the Honorable Alexandra Davis, City of Miramar Outreach Coordinator, Paul Njoroge, Broward County Office of Economic and Small Business Development's Economic Development Specialist for International Trade, Paola Isaac Baraya, as well as eight (8) Broward businesses, including two (2) selected for the U.S. Commercial Service Gold Key Program. The Gold Key Program provides vetted matchmaking and appointment-setting services to qualified Broward County firms with potential buyers in Ghana. Participating Broward businesses

included Cizmic Consulting (Gold Key Participant) looking to export project management and marketing research services, Brickell Capital Finance (Gold Key Participant) looking to finance infrastructure projects and offer contractor services, Mawona Atlantic Export looking to export construction materials, Ankara Fashion looking to expand their fashion conference and apparels, Pilgram Group looking to invest in various businesses in Ghana, Green Sustainable Strong looking to provide agricultural consulting services, Aquatic Solutions looking for water, wastewater and solid waste projects and Travel To Do Good looking to offer travel related services. Milani International Trading, a Nigerian mining business who attended FITCE also accompanied the delegation.



Reception with the U.S Ambassador to Ghana

Top Exports



Oil & Gas: oil production increased by more than 200 percent in 2019. There is an immediate need for oil and gas service businesses that can partner with indigenous Ghanaian companies as well as provide adequate production equipment.



Agricultural Sector: the domestic agricultural sector is largely composed of 80 percent crop production, 10 percent livestock, poultry and fishery production, and 10 percent forestry. The sector employs about 45 percent of the population and contributes approximately 20 percent of the GDP. This presents a substantial opportunity to offer fertilizers as well as agricultural equipment and services.



Construction Equipment: U.S. brands of construction equipment dominate the high end of Ghana's construction sector. Activity in the construction market in Ghana has been focused primarily on the non-governmental space as well as used and refurbished equipment from respected brands, which have the most immediate opportunities for success in Ghana.



Education & Training Services: the need for an educated, trained and skilled workforce is necessary in Ghana in order to grow existing and new targeted industries. American education is highly respected and presents strong opportunities for educational institutions including technical training centers that can offer their services in Ghana.



Main Meetings

ORIENTATION MEETING WITH AMBASSADOR NANCY QUARTEY-SAM & H.E. PRINCESS A.K. OCANSEY : The Broward Delegation was greeted and received by the President of the Women Tourism Association and Ambassador to the United Nations, Ms. Nancy Quartey-Sam, as well as a notable royal figure in Ghana, Her Excellency Princess A.K. Ocansey, during an orientation meeting. The purpose of the orientation was to review the productive itinerary planned for this trade mission including protocol procedures and cultural etiquette for each meeting. Both Ambassador Quartey-Sam and Princess Ocansey were integral in organizing the meetings for this mission. Enterprise Florida Mission Coordinator, Mr. Joseph Bell, was also invited to join this meeting.

MARKET BRIEFING WITH THE U.S. EMBASSY IN GHANA: Mayor Holness and the Broward delegation who registered as Gold Key or as Delegate participants in the Enterprise Florida mission participated in an informative market

briefing session hosted by the U.S. Embassy in Ghana. The commercial specialists from the Embassy presented valuable information such as the best prospects for exports to Ghana, the regulatory environment and foreign import regulations. The presentation also included information on how to partner and do business with Ghanaian businesses as well as the public sector and best practices with respect to protocol, cultural norms and etiquette.



Ghana Mission
Orientation Meeting



MEETING WITH MAYOR OF ACCRA: Mayor Holness and the Broward delegation had the opportunity to have a private meeting with the Mayor of Accra, the Honorable Mohammed Adjei Sowah. The Accra Metropolitan Assembly is the political and administrative authority for the city of Accra. The Assembly is comprised of 102 members: two-thirds of which are elected representatives and one-third of which are governmental appointees. The General Assembly has ten sub-metropolitan district councils which are subordinate to the assembly and perform functions assigned to them by law or delegated to them by the assembly. The Mayor of Accra presented the development and real estate projects in the downtown Accra area. The city has further potential for development notably in the telecommunication sector and the banking sector.



Meeting with the Mayor of Accra

MEETING WITH REPRESENTATIVES FROM THE CABINET OF THE PRESIDENT OF THE REPUBLIC OF GHANA: His Excellency Nana Akufo-Addo, President of the Republic of Ghana arranged for his Chief of Staff to meet with the Broward delegation as he was touring the country for his electoral campaign. Mayor Holness



presented all the benefits available to Ghanaian businesses for expansion into Broward County and discussed ideas to strengthen Broward County's bilateral trade ties with Ghana. An invitation to the next Florida International Trade and Cultural Expo (FITCE) was also extended to the President of the Republic of Ghana and his staff.

BUSINESS MATCHMAKING RECEPTION WITH KEY BUSINESS LEADERS: Mayor Holness addressed a group consisting of many of the largest and most influential business owners in Ghana at a reception organized by the Association of Women in Tourism. Broward delegates were able to meet one-on-one with the business leaders to explore business matchmaking opportunities and joint partnerships for Ghanaian projects.

BUSINESS MATCHMAKING WITH ACCRA CHAMBERS OF COMMERCE AND AMCHAM GHANA MEMBERS: The day following the matchmaking reception, the Broward delegation

participated in a breakfast matchmaking and networking event organized in collaboration with the Accra Chamber of Commerce, the American Chamber of Commerce for Ghana (AMCHAM) and the Ghana Investment Promotion Centre. This event included more than one hundred local businesses. Multiple Ghanaian chambers of commerce along with the Ghana Investment Promotion Centre presented about the best business opportunities in Ghana. Mayor Holness presented information regarding Broward County. The Broward delegation had the opportunity to meet one-on-one with the local businesses to explore export and import opportunities.



Chambers of Commerce
Matchmaking Event



RECEPTION WITH U.S. AMBASSADOR TO GHANA:

Enterprise Florida organized a reception at the residence of the U.S. Ambassador to Ghana, Her Excellency Stephanie S. Sullivan. The reception included Ghana’s Minister of Business Development, His Excellency Dr. Ibrahim Mohammed Awal, who announced that he will attend the next FITCE conference and bring a delegation of Ghanaian businesses. The reception allowed all the participating Florida businesses to network with high level dignitaries from the Ghana business and public sector community.

MEETING WITH KING OF THE KINGDOM OF ASHANTI:

The Broward Delegation flew to the City of Kumasi for an unprecedented opportunity to meet with the King of Ashanti, His Highness Otumfuo Osei Tutu II Asantehene, the 16th king of Asantehene of the Kingdom of Ashanti, absolute monarch and head of the Ashanti people. The Ashanti Empire was a pre-colonial West African state that emerged in the 17th century in what

is now Ghana. Previous visitors to the Palace, included Prince Charles of Wales and the U.S. Secretary of Commerce, Wilbur Ross. The visit was ceremonial and the Broward delegation had to follow a specific protocol for this visit. His Highness Tutu II Asantehene expressed his interest to come visit Broward County and greeted and thanked the delegation for their visit to Ghana and his Kingdom with the interest of growing our trade relations. Fort Lauderdale’s sister city, Agogo, is situated in the Kingdom of Ashanti and the King recognized the importance of this relationship during this special visit.

MEETING WITH MUNICIPAL COUNCIL OF AGOGO (SISTER-CITY):

The Broward delegation had the opportunity to visit Fort Lauderdale’s sister city, Agogo, with the objective to revitalize the sister city relationship. Agogo is a town in the Asante Akim North Municipal District of the Ashanti Region of Ghana. Agogo is approximately 49 miles



east of Kumasi, the capital of the Ashanti Region. Agogo’s main industries include agriculture and the trade of gold. Farming is the main economic activity in Agogo, generating approximately 70% of the town’s economic output. The town is well noted for growing plantain, watermelon, and tomatoes. The delegation met with the Agogo Traditional Council where potential agricultural projects were discussed with the delegation which particularly interested Green Sustainable Strongs and Aquatics Solutions who will further explore these export and investment opportunities.

MEETING WITH PARAMOUNT CHIEF OF AGOGO (SISTER CITY): The Broward delegation was received by His Excellency Nana Akuoko Sarpong, Traditional Ruler and Paramount Chief of Agogo for a special ceremony and meeting to strengthen the sister-city relationship established in 2007 with the City of Fort Lauderdale. One of the key exchange projects between Agogo and Fort Lauderdale was the creation of

Agogo Information Technology Center built by Citrix Systems and supported by Greater Fort Lauderdale Sister-Cities International. As the technology center is outdated, the Broward delegation proposed to contact Citrix Systems and/or other Broward technology businesses to propose revitalizing the technology center.



Mayor Holness Greets
Paramount Chief of Agogo

Post-Mission Actions

- Mawona Atlantic Export met six (6) potential clients for construction materials including developers and infrastructure or roads contractors.
- Ankara met four potential clients in the fashion industry.
- Pilgram Group met four potential clients to develop projects in Ghana and to establish a sister-partnership with a jazz lounge in Accra.
- Green Sustainable Strong found an agricultural project in Agogo.
- Aquatic Solutions found two clients to offer water/wastewater/solid waste management.
- Brickell Capital Financial and CIZMIC Consulting who did the Gold Key Program from the U.S. Department of Commerce met between 10-15 potential clients.
- City of Miramar met businesses looking to invest or relocate to Miramar and will seek a sister-city partnership with Ghana.
- Broward County secured the Minister of Business Development for the next FITCE conference with a business delegation from Ghana and City Officials from Agogo.
- Broward County was able to revitalize the sister-city relationship between the City of Fort Lauderdale and Agogo, and will continue to assist in the technology center project as well as other projects to strengthen the trade ties.

115 S. Andrews Ave. Room A-680, Ft. Lauderdale, FL 33301

Office: 954-357-6400

www.Broward.org/Econdev

