



## MULTI SECTOR TRADE EVENT

Exhibitors displaying over 300 products from over 15 countries.

**18 - 20 MAY 2023**

Accra International Conference Centre



### The main sectors of the exhibition:

**Sector 1:** Industrial Products & Machinery, Plastics, Printing & Packaging, Aviation, Laboratory & Scientific Equipment, Electrical's, Oilfield, Safety & Security, Weighing and Measuring Instruments, Automotive, Marine, Mining & Drilling, Automation.

**Sector 2:** Building & Construction, Hardware & Tools, Interiors & Lighting, Water Technology, Airconditioning, Power & Energy.

**Sector 3:** Food & Hotel Supplies, Pharmaceuticals, Agriculture & Fisheries, Hospital Supplies, Health & Medical, Catering Equipment

**Sector 4:** Office & Computers, IT & Electronics, Telecom & Satellite.

**Sector 5:** Consumer products, Fashion, Home Appliances, Personal Care, Textiles & Garments, Sports Goods.

**Sector 6:** Real Estate & Investment, Export Promotion Councils, Free zones.

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### Exhibitor & Visitor Analysis of Last Year:

According to the registration approximately 6800 business / trade visitors were estimated to have visited the exhibition. About 1080 overseas trade visitors were recorded who came from Belgium, Canada, India, Oman, Pakistan, South Africa, Nigeria, Ethiopia, Tanzania, Uganda & UAE



### The Event:

Ghana Trade Show is the prime international multi-sector trade event in the region attracting visitors from 10 African countries. Exhibitors from 15 countries have already confirmed participation at the exhibition.

The exhibition is organized by Grow Exhibitions, the largest trade exhibitions organizer in Africa that hosts 14 trade events in 11 African countries annually.

### Why Ghana?

Ghana's wealth of resources, democratic political system and dynamic economy, makes it undoubtedly one of Africa's leading lights. Gaining the world's confidence with a peaceful political transition and a grounded and firm commitment to democracy has helped in expediting Ghana's growth in foreign direct investment (FDI) in recent years.

Ghana has recently embarked on an ambitious but achievable reform programme to improve the investment climate for both local and international investors. These efforts have paid off tremendously with Ghana being ranked the best place for doing business in West Africa, ahead of Nigeria and Cote d'Ivoire, according to the 2018 Ease of Doing Business Report.

It is also known to be the Gateway to West Africa as it re-exports to many land locked countries in the region like Burkina Faso, Mali, Niger etc.



### General & Market Information:

With a population of 26.7 million, Ghana is one of the world's largest gold and diamond producers, and is also known to be one of the largest producers of cocoa in the world as of 2018. Ghana's growing economic prosperity and democratic political system has made it a regional power in West Africa. It is also known to be the Gateway to West Africa as it re-exports to many land locked countries in the region like Burkina Faso, Mali, Nigeria etc.

**GATEWAY TO THE 250 MILLION WEST AFRICAN MARKETS:** Ghana is an average natural resource enriched country possessing industrial minerals, hydrocarbons and precious metals. It is an emerging designated digital economy with mixed economy hybridisation and an emerging market. Ghana's real gross domestic product (GDP) growth is projected to rebound to 5.2% in 2017 from 3.4% in 2016 reflecting the positive impact. The country's medium-term growth prospect is strong with 8.2% in 2017 and moderating to 7.5% in 2018 under the assumption that fiscal adjustment remains on track with the support of the International Monetary Fund (IMF) and other development partners.

### Exhibition Venue:

The exhibition will be held at Accra International Conference Centre is a centre of attention for everyone doing business in West Africa. It is located in the Christianborg area in Accra Osu. Its exhibitions attract trade visitors from all the sectors of Ghana and the neighbouring countries such as Cote D'Ivoire, Burkina Faso, Benin, Nigeria.



### Participating Countries:

Participating countries are Belgium, Canada, China, Columbia, Denmark, France, Germany, Ghana, India, Italy, Kenya, Malaysia, Pakistan, Saudi Arabia, South Africa, Tanzania, Thailand, UAE.

### Summary of Last Exhibition:

The exhibition was attended by exhibitors from 15 countries. The exhibitor survey indicated prospective and confirmed business transactions worth US\$ 24 million approximately while 6,800 business / trade visitors were estimated to have visited the exhibition.

### Statistics of Previous Event:

⇒ FOREIGN EXHIBITORS	85 %
⇒ GHANA EXHIBITORS	15 %
⇒ FOREIGN VISITORS	16 %
⇒ GHANA VISITORS	84 %
⇒ TRADE VISITORS	72 %
⇒ GENERAL VISITORS	28 %

### Advertising & Sponsorship:

Several Options are available for exhibitors/non exhibitors to promote their products by:

1. Advertising in the Exhibition Guide
2. Advertising on Invitations, Event Bags, Banners
3. Advertising In Newspaper, Radio & TV advertisements



### Exhibition Days & Timings:

**18 - 20 MAY 2023 ( 3 DAYS )**

10 AM - 01 PM Trade Visitors & Invitees Only  
02 PM - 06 PM Trade & General Visitors

GTS 2023 is the global platform that aims to connect International Companies to showcase their products and services with the developing market of Ghana & other West & Central African countries.

### Accommodation:

Accra offers both economical and luxury hotels, apartments. Major International chain of hotels includes names such as Accra City Hotel, Kempinski, Marriott, Movenpick, etc. The organiser's provide special tailor-made packages including accommodation, transportation etc on request.

### Visa Application Procedure:

Available at the airport on arrival for most nationalities. The organiser can assist in processing of entry visas for all the exhibitors and trade visitors, particularly of nationalities whose countries high commission are not present in Ghana.

### Contact Details:

**Bright Exhibitions**

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