

BRIEF PROPOSAL FOR THE 6TH VOLTA TRADE & INVESTMENT FAIR

Executive Summary

The Volta Regional Coordinating Council, in collaboration with the Association of Ghana Industries (AGI) Eastern, Volta & Oti Chapter, the Ghana Tourism Authority (GTA) and other partners, proudly presents the 2023 Volta Trade & Investment Fair (Volta Fair 2023). This impactful event aims to boost trade and investment in the Volta Region and beyond, with a specific focus on leveraging the African Continental Free Trade Area (AfCFTA) for local economic & continental development. The fair is scheduled to be launched in August 2023, followed by the main fair event taking place from November 26th to December 10th 2023. The Ho Sports Stadium has been selected as the venue for this transformative gathering.

The 2023 Volta Trade & Investment Fair aims to create an inclusive platform for businesses, investors, local authorities and industry leaders to showcase their offerings, forge valuable connections, and seize opportunities within the AfCFTA framework. By fostering economic growth, facilitating knowledge exchange, and promoting collaboration, the fair will position the Volta Region as a vibrant hub of trade and investment.

The Ho Sports Stadium, a spacious and enclosed venue, will provide an ideal setting for networking, knowledge sharing, and business transactions. With meticulous planning and a focus on impact, the fair promises to be a highly successful event, driving the region's economy and unlocking its potential.

We invite you to join us on this transformative journey as we propel the Volta Trade & Investment Fair to new heights. Your participation as an exhibitor, sponsor, or attendee will contribute to the growth of the region, foster partnerships, and explore remarkable opportunities within the AfCFTA framework. Together, let us shape a prosperous future driven by innovation, collaboration, and sustainable development.

Objectives

The principal aim of the 6th Volta Trade & Investment Fair is to drive regional economic growth by showcasing the untapped potential of various sectors such as agriculture, manufacturing, technology, and tourism amongst others.

This platform will provide a unique opportunity for industry leaders, entrepreneurs, local authorities and investors to come together, fostering a vibrant ecosystem of commerce, innovation, and tourism development.

Our strategy consists of:

1. **Highlighting Local Industries:** The Volta Trade & Investment Fair will serve as a platform to highlight the diverse economic sectors in the Volta region, including agriculture, manufacturing, technology, and tourism. We will showcase the capabilities and offerings of local businesses, attracting attention from potential investors and partners. By emphasizing the tourism sector, we will highlight the region's unique attractions, cultural heritage, and investment opportunities in hospitality, ecotourism, and related services.
2. **Creating Networking Opportunities:** We will facilitate networking opportunities among attendees, exhibitors, industry experts, and government officials. Through structured networking sessions, district focus days, business matchmaking events, and panel discussions, we aim to foster connections that can lead to collaborations, joint ventures, and investment opportunities. Specifically, we will organize targeted tourism-focused sessions and workshops to promote tourism development and investment in the Volta region.
3. **Marketing and Promotion:** Our marketing efforts will be comprehensive and diverse. We will leverage various channels such as social media platforms, targeted online advertising, traditional media, industry publications, and strategic partnerships to reach our target audience. We will collaborate with tourism authorities, local businesses, and regional associations to promote the fair as a key event for trade, investment, and tourism in the Volta region.
4. **Creation of AfCFTA Village:** One unique feature of this year's Fair is the creation of an enclave where exhibitors from other African countries, who have expressed interest, will mount their stands to showcase their products. This is to foster intra continental trade as envisaged by AfCFTA.
5. **Collaboration with Government and Industry Associations:** We will collaborate closely with relevant government agencies, tourism boards, and industry associations to align our efforts with existing tourism development initiatives. By fostering strong partnerships, we can leverage resources, knowledge, and networks to maximize the impact of the fair on regional tourism growth. We will actively involve the Ghana Tourism Authority, regional tourism associations, and other stakeholders to ensure the fair's success.

By implementing this strategy, we aim to attract over 400 exhibitors and over 50,000 attendees from across the country and beyond. The wide-ranging participation will promote a diverse exchange of ideas, opportunities, and collaborations, further reinforcing our event's objectives of driving regional economic growth, showcasing local industries, and promoting tourism development in the Volta region.

We anticipate the event will significantly contribute to the local economy in particular and the country at large. The economic uplift will result from direct sales at the event, a surge in local tourism, a bolstered hospitality industry and strong partnerships for trade and industry. Essentially, the 6th Volta Trade & Investment Fair is expected to play a crucial role in enhancing the prosperity of the Volta Region, the country Ghana and Africa in general.

Launch Event Plan

Our comprehensive event plan includes an official launch in Ho in August 2023, cultural performances, addresses by dignitaries, and several exhibition categories. Guided by our theme, "Leveraging the African Continental Free Trade Area (AfCFTA) to Promote Local Economic Development".

Sustainability Plan

We will focus on promoting sustainable practices and incorporating tree crops that serve as valuable raw materials for industries and food production. This includes crops like coconut, coffee, and oil palm, which are well-suited for the Volta region. Our commitment to the UN's Sustainable Development Goals (SDGs) drives us to organize an environmentally friendly event by implementing waste sorting, reducing non-reusable materials, and partnering with vendors who share our sustainability values. By aligning with the SDGs and prioritizing sustainability, we aim to contribute to the region's economic growth and promote responsible business practices.

Stakeholder Analysis

Our event involves various stakeholders including exhibitors, sponsors, MDAs, local and regional government entities, community organizations, attendees and the media. We are committed to regular communication with these stakeholders to ensure their needs and interests are met while aligning with our event objectives.

Conclusion

The Volta Regional Coordinating Council, the Association Of Ghana Industries Eastern, Volta & Oti, the Ghana Tourism Authority Regional Office and other partners invite your generous support to make the 6th Volta Trade & Investment Fair a resounding success. Your contributions will significantly influence local economic development and promote the Volta region as a vibrant and potential-rich investment hub.

Contact Details

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