

Ghana Coconut Festival to Launch on September 20th at Accra International Conference Centre



ORGANIZED BY:



African
Coconut
Group



GHANA EXPORT PROMOTION AUTHORITY



The festival will take place on **September 20 to 23, 2022** at the Accra International Conference Centre

1. Trade and exhibition activities
 2. Seminar and mentorship program for youth and women in coconut
 3. Economic and technical negotiation activities
 4. Networking with attendees and exhibitors
 5. Ghana folklore, celebrations and cultural performances
 6. Coconut farm visit
- ... so much more for Coconut value chain operations.

Benefits

- Boost local Trade (Forex Bureaus, Hotels, Food & Beverages, Transport, Arts Crafts Industry)
- Facilitate local and international market links within the coconut value chain
- Create Direct and Indirect Jobs at the Coconut Festival ground
- Technology Transfer through Seminars and B2B
- Encourage more people especially the youth and women to go into production

RESERVE YOUR BOOTH NOW!!

To Register for Exhibition

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OUR PARTNERS:



Pickering, Ontario Sep 2, 2022 ([IssueWire.com](https://www.issuewire.com)) - The 2nd International Ghana Coconut Festival will begin on September 20th, otherwise known as '**National Coconut Day**', this year at the Accra International Conference Centre.

Intending to bring critical stakeholders together within the coconut growing and processing industry, this four-date trade and exhibition event hopes to help the industry's growth, excitement, and success. The Ghana Coconut Festival will act as a foundation for stakeholders worldwide to spark valuable ideas, generate better business opportunities, and network with potential investors.

Themed "**Repositioning Ghana's Coconut Sector for Accelerated Industrialization**", the festival aims to explore ways of expediting the sector's growth by enhancing the value of the raw materials produced from coconut. It has been reported that this coconut event will be one of the multiple channels that individuals and companies can utilize to expose the real potential of the coconut industry to both local and foreign direct investment. After all, the Regional Coordinating Council has facilitated the planting of over five million coconut trees to stabilize the production of Ghana's coconut business.

Speaking at the launch last Friday, August 11th, 2022, **Afua Asabea Asare**, the Chief Executive Officer of the Ghana Export Promotion Authority, shared some information. She disclosed plans by the government to offer support to investors to generate coconut processing factories under the **One-District-One-Factory** initiative.

She suggested that a collaboration with the **African Coconut Group**, which saw the carrying out of some policy initiatives, felt it has seen some critical successes being created in the coconut production industry.

By displaying to the globe what this sector can offer, this international festival will hopefully underscore the success, importance, and setbacks the coconut industry currently undergoes and how this can impact consumers. With this in mind, the festival event will show off the market's prospects for growth with suitable interventions and policies. We can publicly expose the following aims of this highly anticipated festival event:

- Provide suppliers with the opportunity to showcase what they can offer customers across the globe
- Publicly recognize the contributions of those working in the coconut sector to make this product more than a mere commodity
- Bring the business community, coconut industries, and interested stakeholders together, detecting and enhancing further economic potential, such as its ability to generate substantial export revenue
- Increase the visibility of the coconut sector to boost its potential for expansion
- Promote the production and exportation of coconuts to meet the increasing global demand for this fruit and its derivatives

We can expect a few results from the festival, such as its ability to increase entrepreneurship, investments, and job opportunities for those within the coconut sector. In turn, the Ghana Coconut Festival hopes to help both private and public export sector stakeholders collaborate and create local

and foreign investments to develop all-important economic profit and job opportunities.

There is so much optimism that this festival will be used as a platform for quality technology transfer and marketing required to meet international – and possibly even global – standards.

We hope it will also strive to create an opportunity for more successful companies to help small and medium-sized businesses, as well as an event that will encourage our next few generations to get excited about and involved in this industry.

Festival organizers announce that this festival will provide stakeholders with a range of advantages they require to get their businesses booming again. The founder of **Canada's Coconut and Superfoods Expo, Julian Baricuatro**, even encouraged stakeholders to brand Ghana's coconuts as '**superfoods**', with their unique health benefits helping attract more consumer attention. Undoubtedly, this fruit holds many health and wellness benefits and economic benefits, including employment creation. Furthermore, local and foreign investors and small to medium-sized businesses wanting to upscale their activities can utilize this event to look for innovative coconut products in food, beverages, cosmetics, medication, art, and grooming. After all, the festival offers businesses an expansive customer base of reliable purchasers, equal opportunities, enhanced brand awareness, and the right footing to kick off rapid economic growth!

The main event will occur at the **Accra International Conference Centre from September 20th to September 23rd, 2022.**

By bringing together essential players in agriculture and industry among exhibitors, this launch of the yearly National Coconut Day is sure to help boost the potential of the coconut business across the world.

For more details about this highly anticipated festival, hop online and **contact us today!**

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