

## **The Embassy of Ghana At the Global Festa-Japan Fair from 1<sup>st</sup> – 2<sup>nd</sup> October, 2016**

The Embassy of Ghana exhibited Ghanaian products and prepared Ghanaian foods at the 2016 edition of the Global Festa fair from 1<sup>st</sup> to 2<sup>nd</sup> October. The fair was held at the Odaiba Central Park in Tokyo, and attracted over hundred thousand visitors within the two-day period. The Embassy acquired and allocated two booths to Ghanaian-owned entities in Japan; Messrs. Afrikico Shop and Lila's Place Restaurant, to sell Made-In-Ghana products and dishes at the event.



The Global Festa Trade Fair is Japan's biggest international cooperation event, held annually to coincide with the commemoration of "International Cooperation Day" which falls on 6th October. The Global Festa Japan, 2016 was aimed at promoting trade, investment and cultural exchanges between Japan and African countries, NGO's and Development Agencies.



The various African Embassies participating in the fair, mounted exhibitions to promote the main export products and investment opportunities in their respective countries. Also, Businesses engaged in imports and sales of African products in Japan acquired booths at the fair, and sold assorted items of African origin including garments, handicrafts, processed foods and drinks, cosmetics, beads, shea butter products and home décor items.



The Embassy of Ghana exhibited products including cocoa, shea butter, beads and jewelry and kente products from different manufacturers in Ghana. Also, brochures and promotional items from Trade and Investment agencies in Ghana such as the Free Zones Board, the Ghana Investment Promotion Centre, and the Ghana Export Promotion Authority were exhibited. Embassy also provided information on suppliers and manufacturers of the items on display, while explaining the opportunities available in Ghana for joint ventures in the manufacturing sector to interested Japanese investors and visitors to the booth.



The Japanese visitors to the Ghana booth showed interest and made purchases of the various Made-in-Ghana items on sale. The items which attracted attention were 'Kingsbite' chocolate, shea butter cosmetics (packaged in small containers for usage on lips and hands of ladies), ladies' handbags, sandals, wrist bands, earrings made of Kente, small carvings and paintings, and Bolgatanga baskets.



The Global Festa-Japan 2016 Fair was a success as it attracted over hundred thousand visitors. This Embassy featured prominently at the Fair and held successful interactions with potential Japanese buyers of Ghana's manufactured products, as well as investors interested in Joint venture arrangements with Ghanaian companies.

