



**GHANA  
INVESTMENT  
AND TRADE WEEK**

**SUMMIT**

# POST SHOW REPORT

23 – 27 October 2023 | Grand Arena – Accra, Ghana



**GHANA  
INVESTMENT  
PROMOTION  
CENTRE**

**MIE GROUPS**  
EXHIBITION • TRADING • TOURISM



# INTRODUCTION

## Ghana Investment Trade Week

The **GITW Summit 2023** was a remarkable testament to the power of collaboration. Through combined efforts with the Government, Stakeholders, and Industry, GITW achieved the extraordinary act of development synergy. This collective endeavor not only garnered significant attention but also enhanced the immense potential of Investment and Global Trade opportunities in Ghana.

One of the essential strategies employed was the strategic emphasis on **KEY SECTORS**, facilitated through our strong B2B Platforms and Channels. This approach proved instrumental in creating a focused and targeted environment for meaningful discussions and connections. The GITW summit's success in this regard has set a new standard for future actions in the territory of investment and global trade.



SUMMIT

ATING ECONO



1

# KEY ACHIEVEMENTS & OUTCOMES

**Global Focus and Engagement:** The GITW Summit successfully attracted attention from key source markets, with delegates from South Africa, Iran, China, and Germany converging to explore Ghana's investment landscape.

2

**Platform for Strategic Partnerships:** Through collaboration with the Government, Stakeholders, and Industry, the summit achieved a remarkable outcome by creating a platform for real, committed, and viable investment and trade solutions.

3

**Spotlight on Key Sectors:** The strategic emphasis on KEY SECTORS through strong B2B Platforms and Channels provided a focused atmosphere for meaningful discussions and connections, resulting in the identification of real investment opportunities.

4

**Elevating Ghana's Global Standing:** The summit's success in highlighting the PAN African market and facilitating international engagement solidified Ghana's position as a new market for investment and trade.



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# EVENT OVERVIEW

The GITW Summit encompassed a dynamic blend of conference sessions, exhibitions, and workshops, providing a multifaceted platform for investment and global trade discussions.

The summit hosted a diverse community of attendees, including industry leaders, investors, policymakers, and experts from various sectors. We were delighted to welcome over **1500+** attendees, representing a wide spectrum of interests and expertise.

With more than **100+** exhibitors showcasing their innovations and projects, the summit was an excellent opportunity for networking and exploring potential collaborations.

Among the notable guests were distinguished figures from South Africa, Iran, China, and Germany, bringing a wealth of international insights and perspectives to the summit. Their presence greatly enriched the discourse on investment and global trade opportunities in Ghana.



# EVENT FORMAT

|                                     |                     |                        |                               |
|-------------------------------------|---------------------|------------------------|-------------------------------|
| INVESTMENT SUMMIT                   | MULTI-SECTOR        | EXHIBITION/ CONFERENCE | INDUSTRY AWARDS & DINNER      |
| HIGH-LEVEL DELEGATION SIDE MEETINGS | VIP BUYER PROGRAMME | SPECIAL HOST COUNTRY   | TRADE & INVESTMENT ZONE FOCUS |
| VIRTUAL B2B MEETINGS                | WHITE PAPERS        | CULTURAL TOURS         | INDUSTRY & FREEZONES TOURS    |



# PRE-EVENT PREPARATION

In the lead-up to the GITW Summit 2023, meticulous planning was the cornerstone of our success. Months of careful coordination and strategic decision-making went into ensuring every aspect of the event was executed seamlessly.

## GHANA INVESTMENT TRADE WEEK TIMELINE

# 7 MONTHS BEFORE THE EVENT

- Conceptualization and initial brainstorming sessions took place. The primary theme, objectives, and target audience were defined.
- The core team was assembled, comprising experts in events, marketing, logistics, and technology. Detailed event planning commenced, including venue selection, budgeting, and drafting of the event schedule.
- Key partnerships with stakeholders, including the Government, Industry leaders, and the Ghana Investment Promotion Centre (GIPC), were established. Marketing and promotional strategies were devised and set into motion.

GHANA INVESTMENT TRADE WEEK  
**TIMELINE**

# 5 MONTHS BEFORE THE EVENT

- Registration for exhibitors and attendees opened. Comprehensive logistical arrangements, sponsorship and floor space were finalized.
- Finalization of the event agenda, speakers, and workshop details.
- Host country were finalized for GITW

GHANA INVESTMENT TRADE WEEK  
**TIMELINE**



# 2 WEEKS

## BEFORE THE EVENT

- Intensive promotional campaigns were ramped up, targeting both local and international audiences.

# FINAL DAYS

## BEFORE THE EVENT

- The team worked tirelessly to ensure all Operational & production materials were in place. Last-minute adjustments and preparations were made to guarantee a flawless experience for attendees.

# GHANA INVESTMENT TRADE WEEK TIMELINE

## Ghana Investment Trade Week

# CHALLENGE FACED

While the pre-event preparation was executed with precision, there were few challenges. Adapting to unforeseen circumstances, such as changing regulations and logistical hiccups, required quick thinking and flexible problem-solving.

Additionally, coordinating with a diverse range of stakeholders, each with their own priorities and timelines, demanded adept communication and negotiation skills.

Despite these challenges, the team's dedication and adaptability ensured that the GITW Summit 2023 was a resounding success.



## Social Media Engagement

Active presence on platforms like LinkedIn, Twitter, and Facebook, leveraging captivating content, engaging visuals, and relevant hashtags to create a buzz around the event.

## Email Campaigns

A series of well-crafted email campaigns were deployed to reach potential attendees, exhibitors, and sponsors. These campaigns featured compelling content, early-bird offers, and personalized invitations

# MARKETING & PROMOTION

## Ghana Investment Trade Week

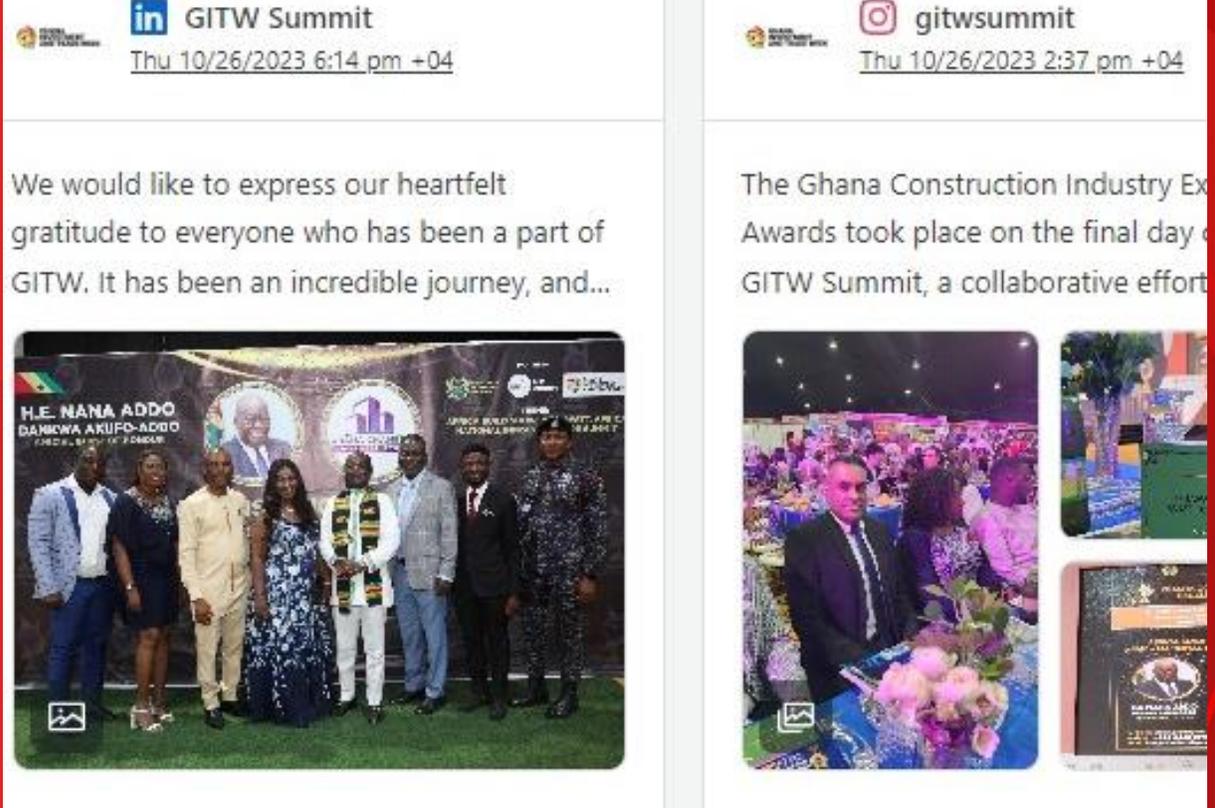
The marketing strategy for the GITW Summit 2023 was a comprehensive blend of targeted approaches designed to maximize outreach and engagement across diverse channels.

## Social Media Engagement

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**1.2M+** Total Reach

**1M+** Total Impressions



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# PARTNERSHIPS & COLLABORATIONS

Strategic partnerships were forged with industry influencers, trade associations, and relevant publications.

## STRATEGIC PARTNER



## DIAMOND SPONSOR



## BRONZE SPONSOR



## MEDIA PARTNER



## PARTNERS & SUPPORTERS



GHANA INVESTMENT PROMOTION CENTRE

MIE GROUPS  
EXHIBITION • TRADING • TOURISM

# PAID PROMOTION

## Performance Metrics

Targeted pay-per-click (PPC) and display advertising campaigns were launched to reach specific demographics and industries interested in investment opportunities in Ghana.

# Website Traffic

**10K**

Total Website  
Visits

**7K**

Unique  
Visitors

**5K**

Pageviews

# Social Media

**1M+**

Total Impressions

**300**

Likes, Shares, Comments

**1.2K+**

New Followers/Fans

 gitwsummit  
Mon 10/23/2023 7:00 pm +04

The Ghana Investment and Trade Week is officially underway! Day 1: The exhibition grounds are now open, showcasing the...



gitwsummit  
10/23/2023 3:34 pm +04



 GITW Summit  
Mon 10/23/2023 7:00 pm +04

The Ghana Investment and Trade Week is officially underway! Day 1: The exhibition grounds are now open, showcasing the...



 gitwsummit  
Mon 10/23/2023 3:33 pm +04

GITW is currently underway. #gitw #ghana #grandarena



# Email Campaigns



## REGISTER NOW!

An invitation for you to join our upcoming event **GITW Summit 2023** which is **13 days away**, and we are pleased to announce that registration for this event is entirely **free of charge!** Our goal is to make this event accessible to as many people as possible, fostering a diverse and vibrant community of participants.

The **GITW Summit 2023** brings together outstanding minds, ground-breaking concepts, and boundless chances. It is not just another conference. Here's what to anticipate:

**Inspirational Keynotes:** Learn from business innovators and thought leaders who have influenced the development of technology and innovation.

**Opportunities for networking:** Make contact with experts, businesspeople, and visionaries from various industries. Create alliances, share thoughts, and consider working together to build your future.

**Panel Discussions:** Participate in stimulating discussions on the most recent trends, challenges, and possibilities in the rapidly changing

Don't miss out on this fantastic opportunity to be part of our event - **Register for free today** and join us at the **GITW Summit in 2023** and join us in shaping a memorable and engaging experience for all.



REGISTER NOW

47.8%

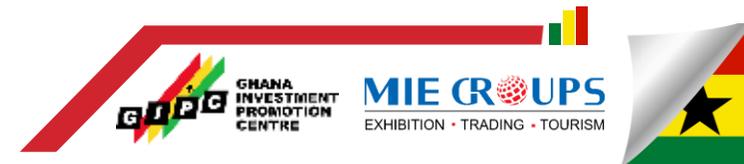
Open Rate

90.5%

Click-Through Rate

36.3%

Conversion Rate



# Partnership Impact

1

Number of Collaborations

170K+

Reach through Partnerships

The screenshot displays a grid of 12 event cards from the website businessghana.com/site/events. Each card includes an event title, a date, a location, and a price. The events are:

- Personality** (Oct. 24, 2023, Register Now, Price: GHS 0.00)
- Impact Capital Tour** (Price: GHS 0.00)
- Unting Impact makers worldwide** (07/11/2023, Price: GHS 0.00)
- Marrakech to host 2023 Africa Investment Forum Market Days** (Price: GHS 0.00)
- Ipsos Webinar: WHATEVER HAPPENED TO THE NEW NORMAL? - Nov 9** (Price: GHS 0.00)
- Mining Indaba 2024 hosts the return of the Mining Innovation** (Price: GHS 0.00)
- Ghana Investment and Trade Week (GITW)** (23-25 OCTOBER 2023, GRAND ARENA, ACCRA, GHANA, Price: GHS 0.00)
- Africa Build Show Ghana** (23-25 OCTOBER 2023, GRAND ARENA, ACCRA, GHANA, Price: GHS 0.00)
- Megawatt Africa** (23-25 OCTOBER 2023, GRAND ARENA, ACCRA, GHANA, Price: GHS 0.00)
- CTW Ghana** (23-25 OCTOBER 2023, GRAND ARENA, ACCRA, GHANA, Price: GHS 0.00)
- Webinar Ipsos: Demystifying Double Materiality** (Price: GHS 0.00)
- Eggstra 0' Food Invasion: Une Experience Gastronomique** (Price: GHS 100.00)





HOME

VISIT ▾

SUMMIT ▾

**4.4MINS**

**Average Time on Page**

**Content  
Marketing**

## **GITW SUMMIT 2023: A REMARKABLE**

We are thrilled to announce that the GITW Summit was an outstanding summit. With a multitude of engaging discussions, the first two days have exceeded expectations.

Stay tuned for more updates, as we continue our journey.



# Paid Advertising

**Budget: 50,000 AED**

These metrics reflect the effectiveness of our marketing efforts in generating interest and engagement for the GITW Summit 2023. By leveraging a combination of digital strategies and partnerships, we were able to create a dynamic online presence and attract a diverse and engaged audience to the event.



**Outdoor Ad**



**Radio & Video Production**



**News paper**



**Online banners**

# Web Banners



# Social Media



**Ameyaw Debrah** 316K posts Follow

**Ameyaw Debrah** @AmeyawDebrah · Oct 22  
Register and be a part the Ghana Investment Trade Week Summit.  
[gitws Summit.com](http://gitws Summit.com)

1 5 50 6.2K

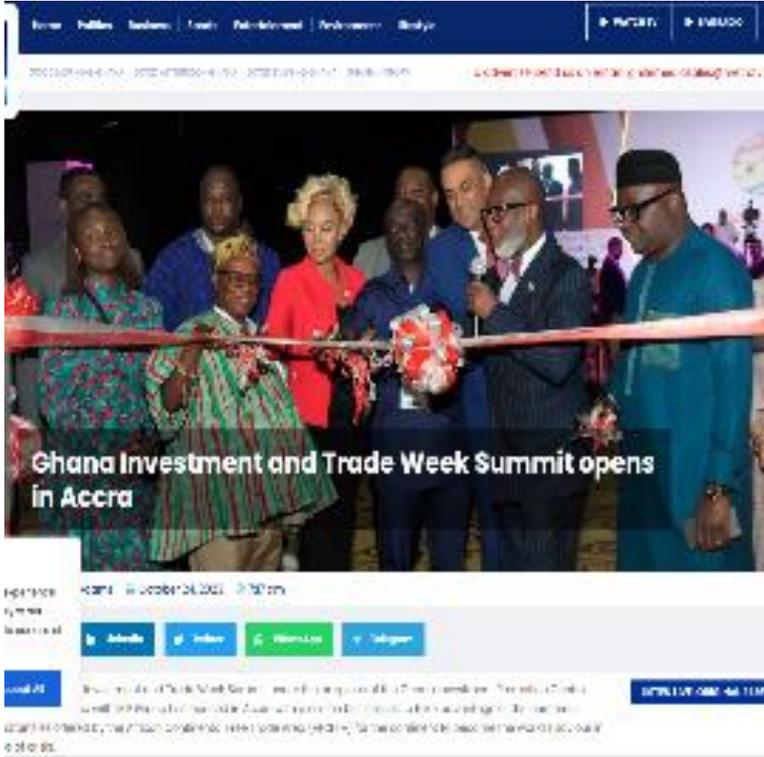


ie Ghana Investment and Trade Week  
ana Investment Promotion Centre and MIE  
2023 at the Grand Arena AICC, Ghana.  
opportunities and valuable connections and  
market. Highlights include an  
ition, showcasing products, services, and  
ing opportunities. Connect and register  
ll +233245529467.

# Billboard & Median Stands



# Web News



# Web News

The screenshot shows a CNBC Newsroom article. The header includes the CNBC logo and navigation links for Home, News, Business, Sports, Showbiz, Opinion, and Information. The main headline is "Ghana Investment and Trade Week Summit opens in Accra". Below the headline is a video player showing a group of people on a stage at the summit. A "TOP STORIES" sidebar is visible on the right.

The screenshot shows an MW NEWS article. The header features the MW NEWS logo and the tagline "The happenings around you". The main headline is "Ghana Investment And Trade Week Summit Opens In Accra". Below the headline is a video player showing a man in a suit and glasses speaking at a podium. The background of the video shows a banner for the "GHANA INVESTMENT AND TRADE WEEK" summit.

The screenshot shows a People's Business article. The header includes the People's Business logo and navigation links for Home, News, Business, Sports, and Entertainment. The main headline is "Ghana Investment and Trade Week Summit opens in Accra". Below the headline is a video player showing a man in a suit and glasses speaking at a podium. The background of the video shows a banner for the "GHANA INVESTMENT AND TRADE WEEK" summit.

# Web News

**Ghana investment and trade week summit opens in Accra**

October 24, 2023

CELEBRATING ECONOMIC GROWTH

92.5 Ho FM

Listen Live

Trending News

**Investment, trade week summit opens in Accra**

October 23, 2023

The Poolbar

Most Read This Week

**Ghana Investment And Trade Week Summit Opens In Accra**

October 23, 2023

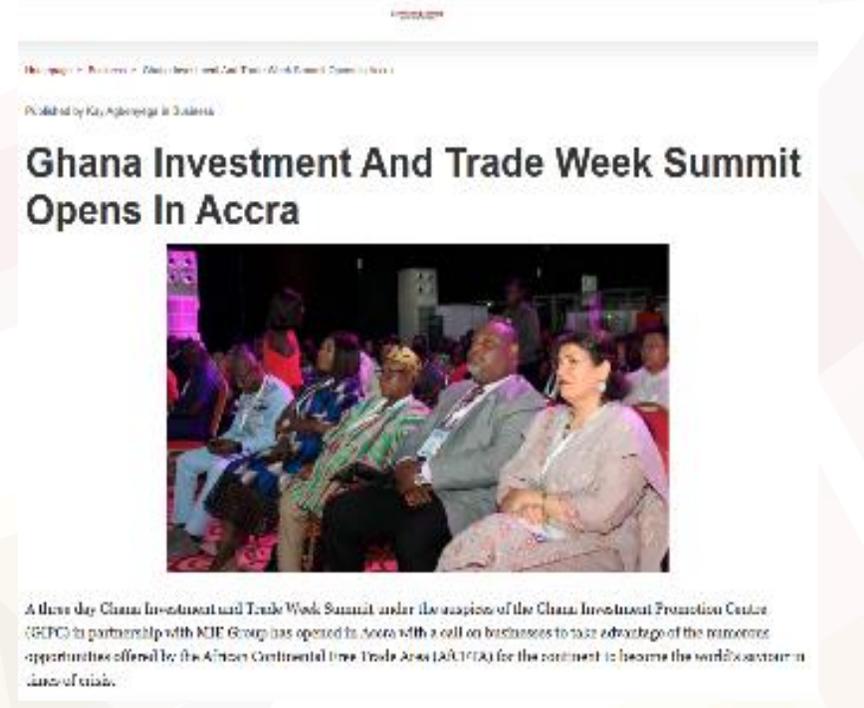
KESBEN Online

KESBEN DRIVING SCHOOL

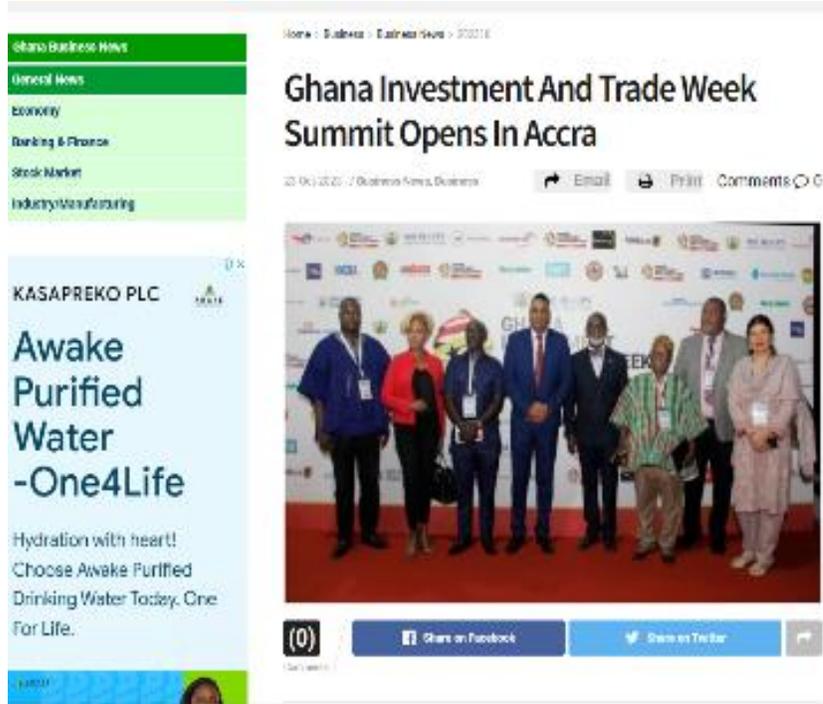
Follow us

75000

# Web News



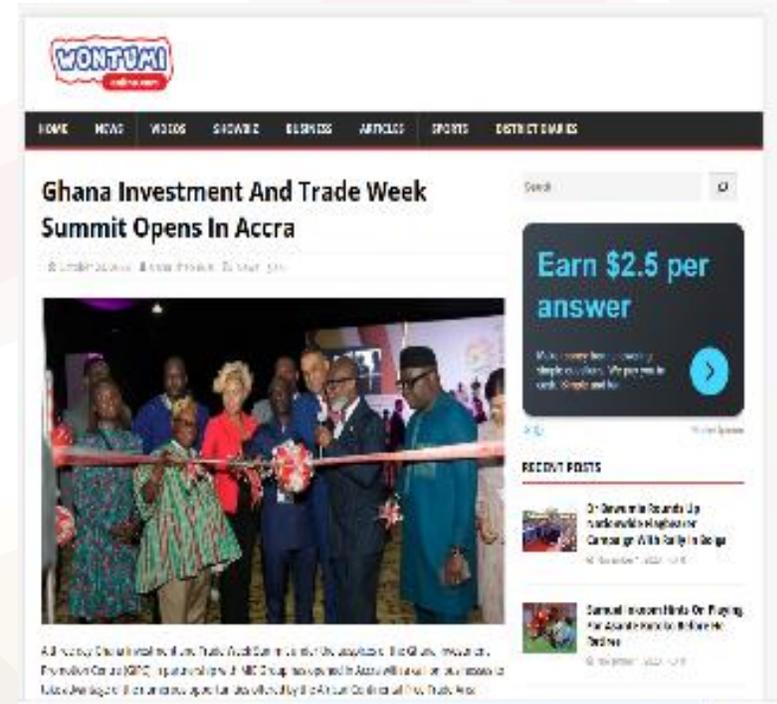
# Web News



This screenshot shows a news article on the Ghana Business News website. The article is titled "Ghana Investment And Trade Week Summit Opens In Accra" and is dated 22 Oct 2022. The main image shows a group of people on a red carpet at the event. A sidebar on the left contains navigation links for "General News", "Economy", "Banking & Finance", "Stock Market", and "Industry/Manufacturing". Below the article, there is a social media sharing section with buttons for Facebook and Twitter. A large advertisement for "KASAPREKO PLC Awake Purified Water -One4Life" is visible on the left side of the page.

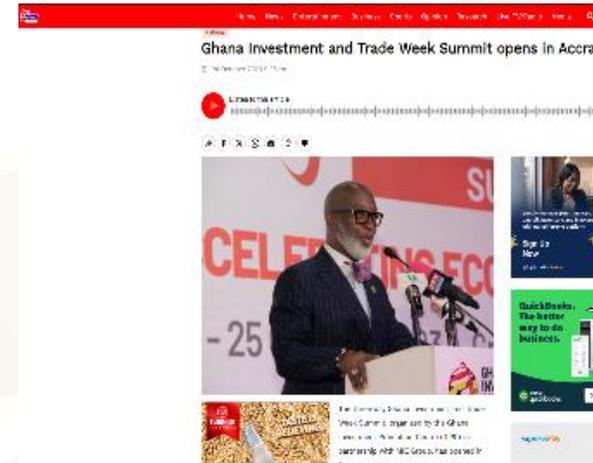
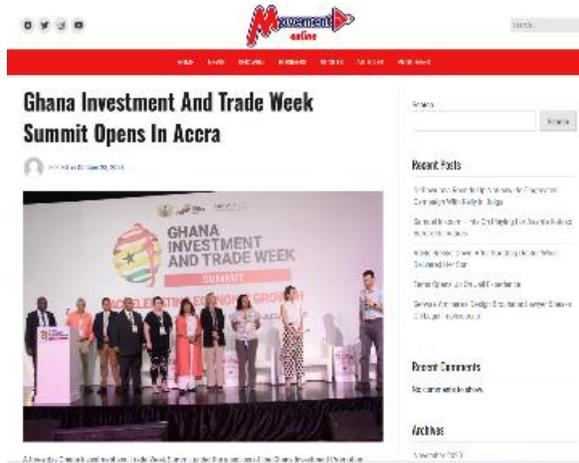
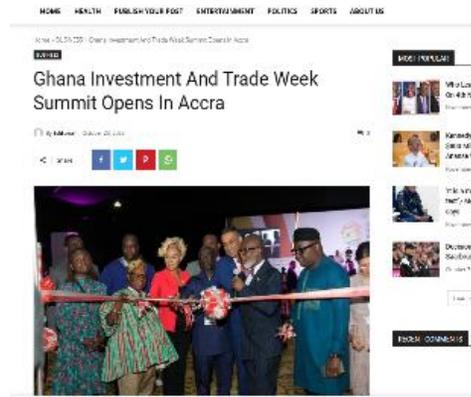


This screenshot shows a news article on the WIONews website. The article is titled "Ghana Investment And Trade Week Summit Opens In Accra" and is dated 22 Oct 2022. The main image shows a group of people on a stage during the summit. The website header includes navigation links for "HOME", "NEWS", "VIDEOS", "SERIES", "BUSINESS", "ARTICLES", "SPORTS", and "EXHIBITORS". A social media sharing section is located below the article. A large advertisement for "WIONews" is visible on the right side of the page.



This screenshot shows a news article on the WONTUMI website. The article is titled "Ghana Investment And Trade Week Summit Opens In Accra" and is dated 22 October 2022. The main image shows a group of people on a stage during the summit. The website header includes navigation links for "HOME", "NEWS", "VIDEOS", "SERIES", "BUSINESS", "ARTICLES", "SPORTS", and "EXHIBITORS". A search bar is located in the top right corner. A large advertisement for "Earn \$2.5 per answer" is visible on the right side of the page.

# Web News



# News Paper

## General News

# Ghana Investment And Trade Week Summit Opens In Accra

**A**ffairs of Ghana Investment and Trade Week Summit under the auspices of the Ghana Investment Promotion Centre (GIPC) in partnership with MIE Group has opened in Accra with a series of activities to take advantage of the numerous opportunities offered by the Africa Continental Free Trade Area (ACFTA) for investment in the world's fastest growing continent.



The GIPC has provided the platform for the Ghana Investment and Trade Week Summit to showcase the country's investment opportunities and attract foreign direct investment (FDI) to the country.

## General News

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# Ghana Investment and Trade Week Summit underway in Accra



## Ghana Investment & Trade Week Summit Opens In Accra



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## ExxonMobil To Return To Ghana - Opoku Prempeh



**M**inister for Energy and Petroleum Resources, Opoku Prempeh, has announced that ExxonMobil will return to Ghana. He said the company's return would be a significant boost to the country's energy sector and would create jobs for Ghanaians.



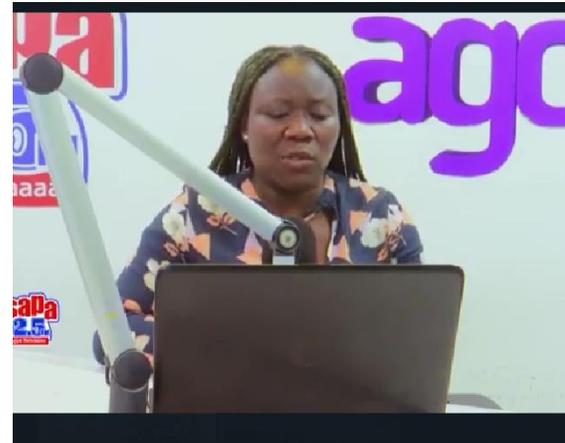
# TV & Radio Ads



# TV & Radio Ads



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## Exhibitor & Sponsorship Engagement





# Sessions & Contents



SUMMIT

ATING ECONO



GHANA  
INVESTMENT  
AND TRADE WEEK

SUMMIT

1

Global Engagement

2

Strategic Partnerships

3

Targeted Focus on Key Sectors

4

Enhanced Brand Visibility



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**Ghana Investment Trade Week**

# ACKNOWLEDGEMENT

We extend our heartfelt gratitude to all participants, sponsors, exhibitors, and attendees for their invaluable contributions to the success of the GITW Summit 2023. Your dedication and support played an integral role in making this event a resounding achievement.

We look forward to continued collaboration and success in future endeavors. Thank you.



**SEE YOU  
IN 2024!**