



INVITATION

Danida Business Delegation to Ghana
– an entry point to West Africa

14 June to 18 June 2015



Danish Agriculture
& Food Council



Danish Agriculture & Food Council in cooperation with the Trade Council of Denmark in Ghana and Nigeria invite Danish companies to participate in Danida Business Delegation to Ghana from 14 June to 18 June 2015. Danish Agriculture & Food Council together with the Minister Counsellor for agriculture in Lagos will join the delegation.

This Danida Business Delegation is all about exploring new business opportunities and doing sustainable business. Our aim is to focus on four specific areas of interest:

1. Doing business in Ghana (import/export legislation, land, insurance, logistics).
2. Banking & Financing – including focus on small local farmers to secure the first crucial steps in the value chain.
3. Primary production i.e. grain, fish, meat & greens.
4. Retail & HORECA – understanding consumer behaviour and needs.

The business focus is on food and agriculture. The programme and activities will be targeted in response to the participating companies' individual interests and partner search.

Seminar and B2B-reception at the Embassy

The promotion package includes a seminar about financing opportunities and CSR at the Embassy of Denmark in Accra. Afterwards there will be a B2B reception hosted by the Ambassador with invited business and government stakeholders, including high level representatives from the Ministry of Agriculture, Ministry of Trade and Industry, Ghana Investment Promotion Centre and Ghana Export Authority.

GHANA: OPPORTUNITIES IN AGRICULTURE AND FOOD SECTOR

The value chains from feed to retail are weak in Ghana. The opportunities in Ghana could be within primary production – and the key to success is to understand local market needs – and be visible & persistent. A value chain approach, securing consistent supply, is crucial if the business is to succeed.

The Ghanaians eat fish, goat, lamb, poultry, cattle and pig in that order. Retail is growing, but food purchasing is dominated by local outlets and open markets. The country is fertile and well-equipped for agriculture and there is a policy aiming for the country to become self-sufficient – but still Ghana relies heavily on imported food.



COST OF PARTICIPATION:

The price, based on 7 companies participating and 75 per cent subsidy from The Trade Council, is as follows:

- Departure meeting in Copenhagen with general introduction to Ghana and West Africa
- Targeted activities and site visits to medium and larger business in response to the participating companies' interests
- Opportunities to meet Ghanaian partners and authorities
- Financing and CSR seminar
- B2B reception with partners and stakeholders at the Embassy
- Joint transportation
- Travel and hotel expenses covered
- Coordination of joint travel and hotel reservation through BCD Travel Agency
- Support with visa application for Ghana
- One-stop-Shop: Danish Agriculture & Food Council will be your contact for practical matters.
- Price: DKK 15,126 excl. VAT
- Price covers two participants from each company
- Price for one participating person from each company will of course be lower

The price is calculated on the basis of an expected subsidy from the Trade Council of Denmark. If the subsidy is not obtained, and/or the number of participating companies changes, we reserve the right to offer you participation at a different price. Should this result in a higher price than quoted above for the basic package, you have the right to cancel your participation. Other expenses not mentioned above are at own expense.

How to register

Please use the registration form on the following page to register and return the form to Danish Agriculture & Food Council by e-mail to szt@lf.dk

Registration deadline: 30th April 2015.

Other services

The organisers will be happy to assist you with further co-ordination of e.g. B2B-meetings with potential partners or customers. We co-operate with the Trade Council Ghana and Nigeria.

Contact for further information

Danish Agriculture & Food Council
Susanne Z. Teilmann, Market Manager
E-mail: szt@lf.dk, tel. +45 3339 4035



BINDING REGISTRATION

Danida Business Delegation to Ghana – an entry point to West Africa

14 June – 18 June 2015

We hereby register for participation in the event as described in the invitation:
Participation fee DKK 15,126 excl. VAT, after expected subsidy

NB! On the basis of seven participating companies and expected subsidy of 75 per cent.

Company	_____
Address	_____
Postal Code	_____
	City _____
Danish CVR number	_____
Contact person	_____
Title	_____
Additional participant	_____
Title	_____
Direct telephone	_____
E-mail	_____
Date & signature	_____

Please return the completed registration form to Danish Agriculture & Food Council
Please return *no later than 30th April 2015* to Susanne Z. Teilmann, szt@lf.dk

Registration is made in accordance with DAFC's terms of participation (attached)

Contact info:

Danish Agriculture & Food Council
Susanne Z. Teilmann
Email: szt@lf.dk
Tel.: +45 3339 4035

Danish Agriculture & Food Council
Anne Sofie Munk Kruse
Email: ask@lf.dk
Tel.: +45 3339 4244

Conditions for participation in export promotion events under the auspices of the Danish Agriculture & Food Council – DAFC, 25 November 2013

1. Basis of the agreement/contract

The contractual basis for participation in a collective export promotion event under the auspices of DAFC is comprised by:

- 1) a binding registration form filled in and signed by a duly authorised representative of the company, and
- 2) these present general conditions for participation.

2. Conditions for participation

The extent and conditions of participation as well as the services to be provided by DAFC are laid out in the presentation material sent, which includes a description of the practical implementation of the export promotion event. By signing the binding registration form, participating companies give their approval of the presentation material sent and of the prices, conditions and provisions described therein.

DAFC is under obligation to supply the services described in the presentation material. The participating companies are obligated to comply with the conditions for planning and implementing the export promotion event described in the material, including meeting the deadlines given for sending in material etc. to DAFC.

DAFC's handling of services is conditional on not being delayed or prevented by *force majeure*, including but not limited to war, lockout, strikes, civil commotion, natural disasters or other circumstances beyond the control of DAFC. If an export promotion event is cancelled on one or more of the above grounds, the companies registered are under an obligation to pay their share of costs already defrayed during preparation, insofar as these costs cannot be covered by co-financing via export promotion funds.

3. Financial conditions

By returning the binding registration form, the company commits itself to paying the cost indicated for participating in the export promotion event. DAFC' cost calculations (see material sent) are based on a minimum number of participants. Should this minimum number of participants not register, DAFC reserves the right to cancel the event or send out revised material containing new prices, which will form the basis for the possible implementation of the promotion with a reduced number of participants. DAFC reserves the right to adjust the prices given to follow changes in exchange rates, in the event of increases in rental for the premises, and in the event of higher prices due to common decisions about changing and expanding the event relative to the original material sent out.

4. Invoicing

Unless otherwise agreed, invoices will be issued as follows: 1) 100% on account with binding registration, 2) final invoice when the event is over and after all costs, such as any extra services agreed upon, are included. In the event that DAFC' terms of payment are not met, DAFC reserves the right to consider the agreement repudiated in accordance with section 6. If the invoices issued are not paid by the deadlines set, DAFC is entitled to add interest to the amounts due at the prevailing rate for overdraft facilities as of the expiration of the deadline for payment.

5. Co-financing

In the event that co-financing can be expected via general export promotion funds, the representation material sent will indicate that co-financing will be applied for by DAFC. Participating companies are obligated to pro-vide the necessary documentation and other information relevant to co-financing of the export promotion event.

6. Cancelling the agreement

Registering for an export promotion event is binding once the registration form has been filled in and sent to DAFC. Thus DAFC has a claim on the price agreed regardless of whether the company subsequently cancels or reduces its participation. In cases of co-financed promotion, the company's registration is conditional on whether co-financing is granted.

7. Transport and insurance

Unless otherwise agreed with DAFC, participating companies are charged with buying their own necessary insurance for their own employees and own goods, exhibition and information materials, covering damage incurred in transit or while the event is being held.

8. Venue

In the event of any dispute or controversy between the parties regarding the interpretation or construction of the conditions for participation or an alleged breach of contract by either party to this Agreement, such dispute or controversy shall be settled by arbitration.