



PROGRAMME

Launch Event

"European Business Organisation in Ghana – EBO-Ghana"

Wednesday, 6 May 2015

Mövenpick Ambassador Hotel

- 18:00 Registration/Event Opening with Refreshments & Finger Food
- 18:10 Presentation of EBO
Patrick Martens, President of EBO-Ghana
- 18:15 Why EBO in Ghana?
Nico van Staalduinen, Executive Director of EBO-Ghana
- 18:20 Remarks on "EU-Ghana Economic Partnership"
EU Ambassador, William Hanna
- 18:25 Remarks on Ghanaian European Public Private Partnerships
Minister of State for Public-Private Partnerships, Hon. Rashid Pelpuo
- 18:35 Keynote Address
'Development of the Industrial Sector and Investment possibilities'
Deputy Trade Minister, Hon. Murtala Mohammed
- 18.40 Closing Remarks by President Mahama
- 18:45 Unveiling and Launching of EBO Logo
President Mahama, EU Ambassador & EBO Executive Director
- 19:00 – 20:00 Networking Cocktail

Moderator: Bernard Avle, Citi Fm



THE EUROPEAN BUSINESS ORGANISATION (EBO) IN GHANA

1. Background

The European Business Organisation (EBO) is an EU-recognized and supported international organization of European business communities in non-European countries. It was initiated in 2001 by the European Commission and from the start it has been running independently funded Business Representations in 27 countries across the globe. The EBO-Ghana is the first of its kind in Africa, with other initiatives being taken for South Africa and Nigeria. Over the past year, the National Chambers of Commerce and business representations of EU Member States in Ghana have been working together with the European Union Delegation in Ghana on the creation of the EBO Ghana.

2. Key Objectives

EBO-Ghana's overall goal is to become the partner of choice on any discussion about business and trade between Ghana and Europe and to sustain an excellent working relationship with the Government and governmental institutions in Ghana.

The EBO will complement the commercial activities of EU Member States, by way of providing high level professional services in the following key areas:

- Joint European policy advocacy on issues related to trade and the business climate
- Advisory services, legal support and provision of up-to-date statistics, information and analysis on the Ghanaian market, trade barriers and investment opportunities.
- Communication and Networking to set up a constant positive stream of information on the European – Ghanaian trade and investment partnership.
- Promotion and Monitoring of Implementation of the Economic Partnership Agreement in Ghana.
- Advising Ghana on how to do business with Europe and European companies.
- Promoting European Business standards on transparency, corporate governance, Environment and Social Responsibilities.

Its European reach will enable to generate economies of scale in areas such as policy advocacy, provision of statistics, legal advice, communication campaigns and networking thereby supporting the work of the national European Chambers of Commerce active in Ghana. It will provide a specific added value for the several European Member States, which are currently not represented with a chamber of commerce or trade office in Ghana.