



BEYOND THE RETURN

[UNVEILING OF PILLARS]

WEDNESDAY, 9TH SEPTEMBER 2020



BEYOND THE RETURN

2021

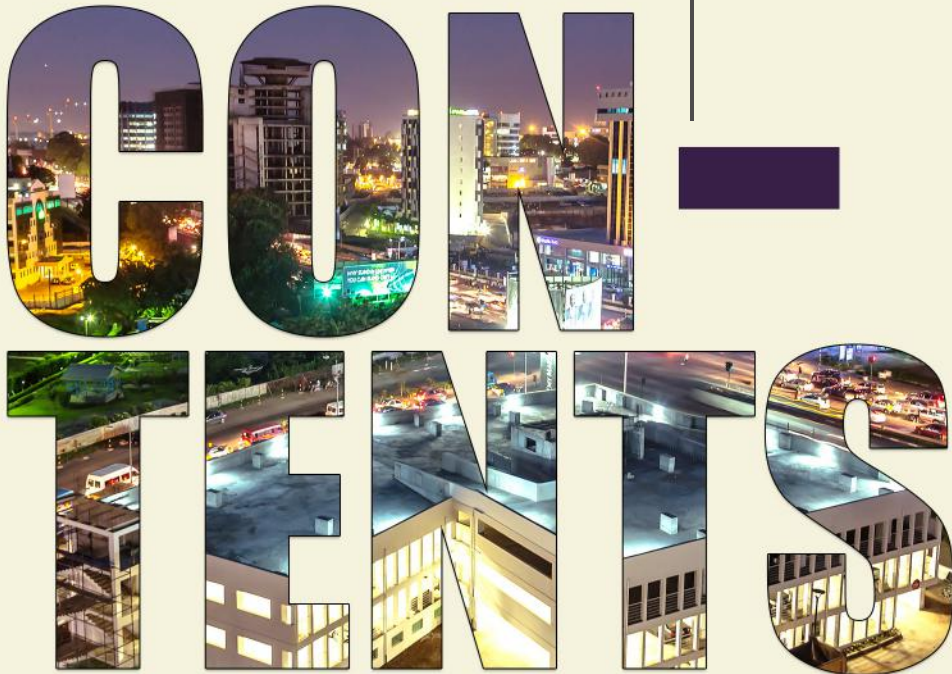
2020

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H.E NANA ADDO DANKWA AKUFO - ADDO
PRESIDENT OF THE REPUBLIC OF GHANA

Programme Outline

Arrival of Guests

- Welcome
- Orchestra Performance & Video
- Introductions
- Video - Year of Return Highlights
- Welcome and Opening
 - Akwasi Agyeman, Coordinator of BTR, CEO-GTA
- Performance
- Video - Chairpersons Welcome & Goodwill Messages
- Address by Hon. Barbara Oteng-Gyasi,
 - Minister of Tourism, Arts and Culture
- Video - Visit Ghana
- Unveiling of the Pillars
- Official Launch by Hon. Yaw Osafo Maafo,
 - Senior Minister
- Closing Performance



Hon. Yaw Osafo Maafo
Senior Minister



Hon. Barbara Oteng - Gyasi

Minister for Tourism, Arts and Culture



Message From

Mr. Kwame Acheampong Boateng Esq.

Co-Chairman, Beyond The Return

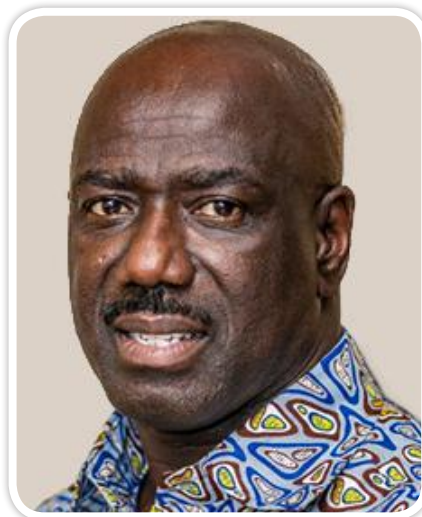
Officially proclaimed as the Year of Return by our President, 2019 saw Ghana taking Center stage in promoting the African renaissance in the eyes and ears of the world through the media in both electronic and print.

The program saw an increment in international arrivals by approximately 200,000 with media coverage and social media advertisement value equivalency estimated at about \$5.5 million. There was injection of several millions of dollars into the economy.

Beyond the Return is aimed at leveraging the successes of The Year of Return. This is an exciting time in Ghana's history, as we embark on this new journey. After last year's successful Year of Return campaign, it was a natural transition to launch Beyond the Return, A Decade of African Renaissance. I'm honoured to be the Co-Chair of the Steering Committee for Beyond the Return.

Today we officially unveil the seven pillars that will be the foundation upon which this initiative is built. For the next 10 years, Ghana promises to continue being the beacon of light for the diaspora community who wish to make the connection with Africa. We're known as the most pan African nation on the continent and we will continue to build bridges with the global African diaspora.

I'm proud to be a part of this history making campaign and will use my role to help guide our team towards a common goal of unity with our brothers and sisters in the diaspora. I urge all Ghanaians of all strater of the society to be part of this wonderfully crafted 10 year program which has so much potential to improve our very existence and seamlessly merge us with our siblings in the Diaspora.



Message From

Mr. Akwasi Awua Ababio
Co-Chairman, Beyond The Return

The Year of Return was in no doubt a success and the Diaspora Affairs Office of the President was privileged to have played its part for its eventual success. We are excited once more and privileged that we can continue to play key roles in the successor Beyond the Return programme.

Working together as a team, the revamped Steering Committee for the Beyond The Return programme with active support of the Government through the Inter-Ministerial Committee will fully embrace the diaspora community in a longer lasting programme. Given that there is no formal policy or programme in the country as yet that spells out how the diaspora could be engaged for mutual benefit of both parties, the Beyond The Return pillars provide fulcrums around which the diaspora can be engaged. Again given that limited resources had been employed to manage and execute successfully the Year of Return, we believe more resources will be made available to realise the full potential from the Diaspora - their human resource, their networks, and their access to capital whilst at the same time promoting our tourism.

Going forward to provide for longer term engagement, it will be prudent that when the Diaspora Engagement Policy for Ghana is launched, hopefully in the near future within a year, the pillars of the Beyond the Return and the Action Plan for the Diaspora Engagement Policy will be aligned and harmonised to provide a comprehensive strategy for diaspora engagement for the country. This will among other measures call for strengthening the institutional framework and arrangements including capacity- building for implementing agencies and the erection of appropriate and permanent structures to support the interest of the diaspora.

We need to consolidate the gains we have registered and the launching of pillars is just the beginning.



Message From

Akwasi Agyeman

Coordinator, Beyond The Return

Beyond the Return is the follow-up to last year's successful 'Year of Return' campaign. The level of success achieved in 2019 was unprecedented. Our team successfully connected our African diaspora with Ghana in ways that were beyond our expectations. As the Coordinator for Year of Return and now Beyond the Return, I'm proud of what Ghana was able to achieve.

This year as we launch, Beyond the Return with the theme, 'A Decade of African Renaissance', we are excited with what lies ahead, for this 10-year initiative. Ghana has become a leader in diaspora relations and we are confident that the next decade will only serve to strengthen the bonds we have established with our African diaspora community.

Ghana has always been known as a pan African nation with a history of prominent people visiting the country while others have made it home. The likes of Martin Luther King Jr, Malcolm X, Maya Angelou, and Rita Marley made the journey to Ghana. Today, we have a new generation who are seeing and experiencing Ghana as the next frontier.

As we officially unveil the seven pillars that are the foundation of Beyond the Return, we expect everyone involved to be fully committed to amplifying Ghana to the world. The vision is to build bridges, strengthen bonds and lay the foundation for the future of our nation and of Africa as a whole.

We pay tribute to His Excellency the President, Nana Addo Dankwa Akufo-Addo, the vision bearer who has shown in words and deeds, his deep commitment to the Pan African Conversation.

I wish to thank all the Stakeholders and members of the Year of Return Steering Committee, Staff of the Ministry, GTA and the Secretariat who sacrificed their convenience to ensure success. We thank our Minister, Hon. Barbara Oteng-Gyasi and the GTA Board led by Madam Adelaide Ahwireng, for their leadership and support. Together we build.

Steering Committee



Kwame Acheampong Boateng Esq.
Co-Chairman



Akwasi Awua Ababio
Co-Chairman



Akwasi Agyeman
Coordinator



Annabelle McKenzie
Manager, BTR



Yofi Grant
GIPC



Dentaa Amoateng MBE
GUBA / GTA Board Member



Prof Esi Sutherland-Addy
PANAFEST



DCOP (DR) Sayibu Pabi Gariba
Ghana Police Service, HQ



Lawrence Coffie Azumah
Ministry of National Security



Ekow Sampson
GTA



Jessica Ayivor
AAAG



Gaddy Laryea
Media Majique



Kingsley Ofori Ntiamoah
Ghana Museums and Monuments Board



Barbara Benisa
Air France - KLM



Rabbi Kohain
Diaspora Coalition



ACI. Edith Penelope Arhin
Ghana Immigration Service

Steering Committee cont.



Khadija Iddrisu
Ministry of Foreign Affairs
& Regional Integration



Stella Appenteng
Apstar Tours



Amy Frimpong
National Theatre



Ben Anane Nsiah
GTA



Roberta Dawson-Amoah
GTA

Pillar Committees

EXPERIENCE GHANA

GTA
Akwasi Agyeman

GTDC
Akofa Dokosi

Diaspora Affairs Office of the President
Jake Bediako

NCC
Patricia Oppong-Agyeman

GMMB
Elizabeth Asafo-Adjei

National Theatre
Stephany Ursula Yamoah

Afrochella
Kenny Agyapong

Beyond The Return Secretariat
Annabelle McKenzie

GTA
Ernest Odame
Alfred Asumadu

BRAND GHANA

GTA
Akwasi Agyeman
Betty Kobi

Beyond The Return Secretariat
Annabelle McKenzie

MMRS
Joseph Andoh

GIPC
Marina Bansa

GEPA
George Danquah Ameyaw

US Embassy/Min. of Information
Kofi Tonto

PAN AFRICAN HERITAGE & INNOVATION

GTA
Akwasi Agyeman
Ben Nsiah

BTR Secretariat
Annabelle McKenzie

GTDC
Akofa Dokosi

Diaspora Affairs Office of the President
Nadia Musah

Diaspora Coalition
Gail Nikoi

GMMB
Elizabeth Asafo-Adjei

NCC
Bernice Dei-Kumah

PANAFEST
Maisie Howell

DIASPORA PATHWAY TO GHANA

Diaspora Affairs Office of the President
Akwasi Ababio

GTA
Akwasi Agyeman

Diaspora Affairs Office of the President
Nadia Musah

Diaspora Coalition
Ras Aswald Nkrabea

BTR Secretariat
Annabelle McKenzie

Ministry of Foreign Affairs
Dorcas Owusu Obikyere

Ghana Immigration
Edith Penelope Arhin

GTA
Ekow Sampson
Ben Nsiah

Ministry of Interior
Eunice Asantewaa Asante

INVEST IN GHANA

GIPC
Marina Bansa

GTA
Akwasi Agyeman

Diaspora Affairs Office of the President
Nadia Musah

Ministry of Finance
Joyce Awuku-Darko Osei
Benjamin Hornsby-Odoi

Ministry of Foreign Affairs
Priscillia Owusu Afriyie

GTA
Ben Nsiah

BTR Secretariat
Annabelle McKenzie

Bank of Ghana
Cynthia Kotei

Land Commission
Mabel H. Yemidi

CELEBRATE GHANA

GTA
Akwasi Agyeman

Ghana Tourism Authority
Veronica Amartey

Ministry of Chieftaincy
Nicholina Anima Mensah

Adinkra Group
Diallo Sumbry

PANAFEST Foundation
Kofi Akpabli

National Commission on Culture
Ama Amponsah Painstil

Creative Arts Council
Mark Okraku-Mantey

Beyond The Return Secretariat
Annabelle McKenzie

GIVE BACK GHANA

GTA
Akwasi Agyeman

BTR Secretariat
Annabelle McKenzie

GTA
Ernest Odame
Ben Nsiah

Forestry Commission
Dr. Richard Gyimah

Ministry of Local Government
Mr Alfred Ansah

SECRETARIAT

Annabelle McKenzie, Manager
Cassandra Quaye
Nana Amperibea Boadu
Lucy Anko Awenlie
Ivy Prosper
Eliezer Osei-Bempong



BEYOND THE
RETURN

PILLARS



EXPERIENCE GHANA

Experience Ghana will facilitate creating memorable experiences through Sankofa and healing journeys, events, festivals, entertainment, nightlife, and DecemberInGh.



PROMOTE PAN AFRICAN HERITAGE & INNOVATION

Pan African Heritage & Innovation will focus on promoting Pan-Africanism & Ghanaian heritage. The pillar will also develop pilgrimage tourism infrastructure around sites of memory.



INVEST IN GHANA

Invest in Ghana will facilitate special investment programs such as the Sankofa Savings account, ease the requirements of doing business, and identify land investment opportunities for diasporans.



DIASPORA PATHWAY TO GHANA

Diaspora Pathway to Ghana will see to the adoption of legal and policy frameworks on visa acquisition (e-visa) and the institution of a diaspora visa. It will facilitate key diaspora pathway programs such as citizenship, educational and work exchanges, residence and work permits.



GIVE BACK GHANA

Ghana Back Ghana will foster a new sense of community service and giving. Service areas will include tree planting, community clean ups, technical training, community enhancement projects, and the diaspora giving framework.



CELEBRATE GHANA

Celebrate Ghana will create a sense of national consciousness anchored on key cultural festivals, media programs, adoption of contemporary festivals unto the national calendar, and promotion of domestic tourism.



BRAND GHANA

Brand Ghana will create marketing campaigns to promote Ghana as a hub for the African renaissance and craft a new international narrative on Ghana.

“Beyond the Return” a “Decade of African Renaissance” is a 10-year project building on the success of the “Year of Return” to grow Ghana’s tourism industry, showcase its investment potential, and solidify its Diaspora engagement programs. Under the auspices of the Ministry of Tourism Arts & Culture, the Ghana Tourism Authority (GTA) will coordinate the project for a successful implementation of Beyond the Return (BTR). GTA will work in conjunction with Diaspora Affairs Office of the President, Ministry of Foreign Affairs, Ministry of Interior, Ministry of Finance, Ghana Investment Promotion Centre, Ghana Immigration, and other key stakeholders.

Year of Return Pictures In Action



Back 2 Africa



Ghana Diaspora Celebration & Homecoming Summit '19



Jamestown To Jamestown



Panafest & Emancipation



Reverential Night



Pan African Summit



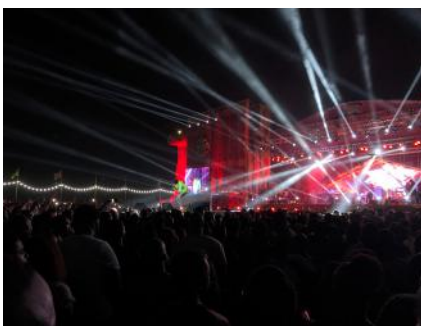
Chale Wote Festival



Congressional Black Caucus Homecoming



Afrochella



Afro Nation



Fashion Connect



This Is New Africa Festival

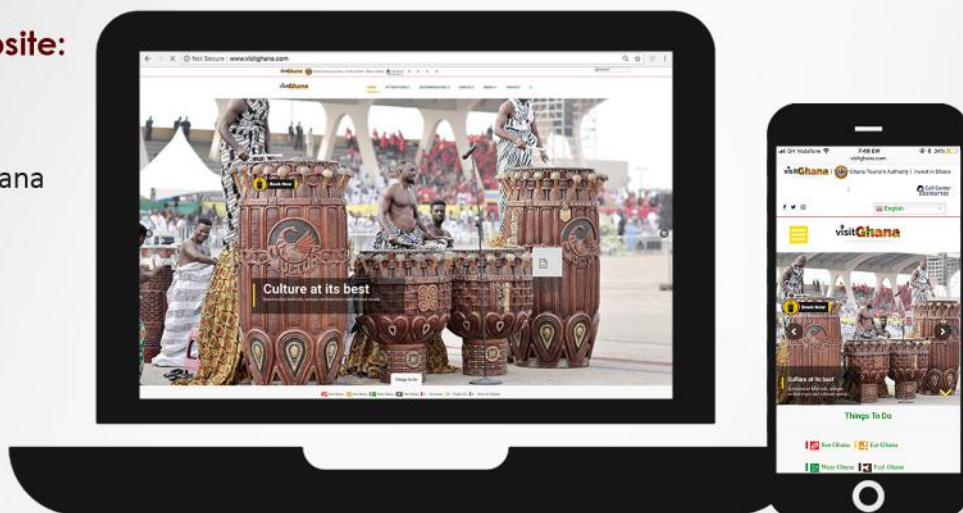


visitGhana

Culture·Warmth·Rhythm

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