

GHANA

WEEK

DC



CAPITAL CITY
AFRICA CUP



Welcome to

GHANA WEEK DC 2023

Presented by the Ghana Tourism Authority in conjunction with the Ghana Embassy DC, Ministry of Tourism, Arts, and Culture, the Ghana Investment Promotion Centre, the Ghana Export Promotion Authority, the Ghana Football Association and in collaboration with the city of DC Mayor's Office, PKB Enterprises, and DC United. We are thrilled to bring you an unforgettable celebration of Ghanaian culture and heritage right here in the heart of Washington, D.C.

From October 9th – 19th we bring you a series of events, forums, cultural exhibitions and business investment opportunities in Ghana. This unprecedented event is an opportunity for the DMV community to experience Ghana right here in Washington D.C.

The climax event is the Capital City Africa Cup on October 14th at Audi Field featuring a club-friendly match between DC United and Medeama SC.



H.E. HAJIA ALIMAHAMA

Ambassador of Ghana to the
United States of America

Message from

**HON. DR. IBRAHIM
MOHAMMED AWAL**

**Minister For Tourism,
Arts and Culture**



I am delighted to extend a warm and gracious welcome to all of you attending Ghana Week DC, a remarkable celebration of the bonds that unite our two countries through the culture, business, arts, and sports. I congratulate the Ghana Tourism Authority and all the other partners who have made this possible.

As the Minister of Tourism, Arts and Culture for the Republic of Ghana, I find great pride in witnessing the coming together of our two worlds, bridging the gap between us. This week-long celebration is not merely an event; it is a testament to the enduring ties and shared aspirations that bind us together.

Ghana Week DC is a platform for us to showcase the captivating allure of our nation, which extends far beyond our beautiful landscapes and vibrant cities. It is an opportunity to highlight the diversity of our culture, the

depth of our artistic expression, and the potential that lies within our growing business landscape.

We recognize the significance of the DMV area as one of the most influential communities in the United States, and we are honored to promote Ghana as a prime destination for tourism, investment, and cultural exchange. Our aim is to forge lasting connections, foster collaboration, and create a mutual understanding that transcends borders.

The climax of this unforgettable week will be the thrilling football (soccer) match between DC United and Medema SC; a sporting spectacle that unites the passion of the diaspora with the fervor of Ghanaians in a spirit of friendly competition. Additionally, the business forum at the Ghana Embassy promises to unlock opportunities for economic growth and collaboration.

As we embark on this journey together, I am confident that the inaugural Ghana Week DC will serve as a catalyst for lasting partnerships, cultural enrichment, and the creation of memories that will stay with us for a lifetime. I extend my heartfelt gratitude to all those who have worked tirelessly to make this event a reality. Let us celebrate, learn, and connect. Together, we will build a brighter future.



The Professionals



OTUMFUO OSEI TUTU II

(Life Patron, TOUGHA) The Asante King

#EXPERIENCEGHANA #SHAREGHANA

Tour Operators Union of Ghana (TOUGHA) is an association of experienced Travel and Tour professionals in Tourism industry in Ghana.

It is composed of Tour Operators who offer inbound and outbound tours giving the traveler very unique experiences. Since the Union's inception, it has been our focus to help revitalize the tourism industry and attract more visitors to the country.

TOUGHA exists to support Tour Operators in harnessing potentials which will transform the country and contribute to the tourism industry.

The union also advocates on issues which directly affects tourism and serves as a liaison between Tour Operators and the Ghana Tourism Authority as well as the Ministry of Tourism

- 📍 Tour Operators Union of Ghana Tougha
- 📍 Tourist Information center Opp. Jubilee House
- 🌐 www.touoperatorsgh.org
- ✉ touoperatorsghana@gmail.com



Message from

AKWASI AGYEMAN

CEO, Ghana Tourism Authority

As we embark on this exciting journey through Ghana Week DC, we extend a warm welcome to all our guests, both from near and far. Ghana Week DC is a testament to the ongoing bonds between Ghana and the United States.

Ghana Week DC serves as a bridge connecting two worlds. It signifies our commitment to forging deeper bonds and exploring the immense opportunities that lie at the intersection of business, creative arts, Tourism, culture, and sports. Our goal is to promote Ghana as a top-tier destination for tourism, investment, and cultural immersion, while also showcasing the immense talent and potential within our nation.

The pinnacle of this week's festivities will undoubtedly be the football (soccer) match between DC United and Me-deama SC. This match promises not only thrilling competition but also a unifying experience, where the diaspora

and Ghanaians come together in the spirit of friendly sportsmanship.

The Ghana Tourism Authority has, in the past few years, focused attention on the USA market as the leading in-bound tourism destination for Ghana. Through partnerships and engaging platforms such as this, we have been able to open new channels of business between Ghana and the United States of America.

I am honored and privileged to be part of an event that exemplifies the power of cultural exchange, business collaboration, and the shared passion for sports and the arts. I wish to express my sincere gratitude to all those who have contributed to Ghana Week DC becoming a reality.

Welcome to the first Ghana Week DC.



Message from

Paxton Baker

CEO PKB Enterprises

It is an honor to be part of this incredible initiative that bridges continents and cultures. Ghana week DC is the result of collaboration and a shared vision to strengthen ties and create opportunities. My personal connection with Ghana runs deep. In 2001, I made a commitment to help shape the economic future and social betterment of Ghana. I did so during a ceremony where I was enstooled as a Chief and became Bafour Nana Kofi Bediako. It is a privilege to join you all on this journey and I look forward to the unforgettable experiences that await us.

Join us

Join us as we kick off Ghana Week DC with an inspiring opening ceremony and press conference. Get ready for a week filled with culture, art, business, and more.



GHANA
WEEK
DC

JOIN US FOR THE KICKOFF OF THE CAPITAL CITY AFRICA WEEK FESTIVAL AND GHANA WEEK DC. THE INAUGURAL FESTIVAL CELEBRATES THE DIVERSITY AND RICHNESS OF AFRICA THROUGH A SERIES OF CULTURAL, ECONOMIC AND SPORTING EVENTS PRESENTED IN THE NATION'S CAPITAL.

OCT. 9 2023

5:00 - 8:00 PM EST

TRUE REFORMER BUILDING
1200 U ST NW, WASHINGTON DC

TO RSVP, PLEASE GO TO [CAPITALCITYAFRICACUP.COM/RSVP](https://capitalcityafricacup.com/rsvp)





adinfra



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5TH MAY 2024

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or visit **www.gepafairs.org**

Immerse yourself in the world of Ghanaian art with exhibitions featuring talented artists and their captivating creations. This is an opportunity to engage with talent and purchase some of their inspiring work. The 5-day exhibition will take place at the Public Welfare Foundation.



GHANA
DC

CAPITAL CITY
AFRICA CUP

GHANAIAN ART EXHIBITION

MON. 9TH-FRI. 13TH OCT, 2023 9AM - 5PM

**PUBLIC WELFARE FOUNDATION-TRUE REFORMER BUILDING
1200 U ST NW, WASHINGTON, DC 20009, USA**

Email: annabelle@beyondthereturngh.com



Are You Ready

FOR NIGHT LIFE & ENTERTAINMENT?

Visit Ghana and immerse yourself in the vibrant lifestyle of Ghanaians to enrich your travel experience through inspirational rhythm and lifestyle - our cuisine, music, dance and traditional wear, 365 Days of Fun, Sunshine, Music and Dance.

The legendary Ghanaian rhythm comes to life in most cities and major towns after working hours where you can feel Ghana. The Ghanaian warmth and culture extend to our buzzing bars and pubs, nightclubs and drinking spots where African rhythm is usually alive. Experience the authentic Feel Ghana moments by visiting any of the numerous locations where you enjoy live-band music of highlife, hip-life or even take dance lessons in highlife, salsa, Kpanlogo or Boborbo.

You can also join ordinary people at any pub where it is likely a live football match is being screened. Feel free to join the discussions where players are either hailed or hooted in a heated passionate but friendly manner.

Since the Year of Return in 2019, Ghana has continued to experience growth in its tourism sector. Despite the slowdown in 2020 resulting from the global pandemic, Ghana continues to be a go-to destination for people seeking to connect with their roots, experience the vibrant culture and explore business opportunities.

The Travel and Tour Operators Forum will be an opportunity for people to explore the beauty of Ghana with industry experts. Learn about travel and tour opportunities while networking with other professionals in the tourism industry.



The poster features a dark blue background with a pattern of white geometric shapes. At the top, there are two logos: 'GHANA WEEK DC' and 'CAPITAL CITY AFRICA CUP'. The main title 'TRAVEL & TOUR OPERATORS' FORUM' is prominently displayed in white and red. Below the title, the date and time 'TUESDAY 10TH OCTOBER, 2023 | 11AM-2PM' are written in yellow. The location 'GHANA EMBASSY' and '3512 INTERNATIONAL DR NW, WASHINGTON, DC 20008, USA' are listed in white. The RSVP email 'annabelle@beyondthereturngh.com' is at the bottom. A row of logos for various organizations is at the very bottom.

GHANA WEEK DC | CAPITAL CITY AFRICA CUP

TRAVEL & TOUR OPERATORS' FORUM

TUESDAY 10TH OCTOBER, 2023 | 11AM-2PM

GHANA EMBASSY
3512 INTERNATIONAL DR NW, WASHINGTON, DC 20008, USA

RSVP: annabelle@beyondthereturngh.com





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LAND SIZE: 25 x 70

4 BEDROOM TOWNHOUSE STANDARD
LAND SIZE: 33 x 70



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Lagos Avenue - East Legon,
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Led by the Ghana Investment Promotion Centre and Ghana Export Promotion Authority, this forum will delve into investment prospects and business opportunities in Ghana.

Speakers include: Mark Okraku-Mantey, Deputy Minister of Tourism, Arts & Culture, Akwasi Agyeme, CEO Ghana Tourism Authority, Director, Yofi Grant, CEO, Ghana Investment Promotion Centre, Ambassador Michael Oquaye Jnr., CEO Ghana Free Zones Authority, Beyond the Return Secretariat, Annabelle Mc Kenzie, Hanna Atiase, CEO Ewells Realty & Consultancy, Socrate Safo, Community Liaison, Beyond the Return and Alisa Osei-Asamoah, CEO, Riali Consult.



SECTORS

- Tourism, Arts and Culture
- Sports
- Real Estate & Property Development

OCT 11TH 2023 TIME: 5PM - 8PM
VENUE: Howard University, Blackburn Center-Digital Auditorium

SAVE THE DATE

PARTNERS





Open FOR HERITAGE

Heritage sites bring past to life

It is time to re-live your history through our heritage. It's clear, from the moment you arrive, that Ghana is a land with a rich history and heritage. Every region has a fascinating story to tell of momentous events, while local people take pride in recounting their ancestry and cultural roots.

Ghana has over 30 Forts and Castles, monuments and a number of UNESCO World Heritage sites which will leave you with lasting memories to share.

For more info visit www.visitghana.com

Experience Ghanaian culture firsthand at the Ghana Village. Engage in cultural exchanges, learn about Ghanaian traditions, and enjoy live performances.

GHANA WEEK DC **CAPITAL CITY AFRICA CUP**

Ghana Village

11am - 7pm **11th-13th Oct, 2023**

Howard University @Blackburn Center

For more info:
annabelle@beyondthereturngh.com

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ARE YOU READY FOR PURE NATURE?

Discover the untamed beauty of Ghana's nature – where lush jungles meet golden savannahs, and majestic wildlife roams freely. From cascading waterfalls to serene lakes, Ghana's landscapes are a testament to Mother Nature's artistry. Immerse yourself in the rhythm of the wild and experience the heart of Africa in Ghana.



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Friday, Oct 13 | 4:00 pm - 8 pm
Saturday, Oct 14 | 12:00 pm - 5 pm

RSVP: rsvp@taapr.com





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WE PROMOTE



Ghana as an attractive and rewarding investment destination to the domestic and global business community.



WE FACILITATE



and implement an attractive investment framework to enable both local and foreign investors transact business seamlessly in Ghana.



WE ADVOCATE



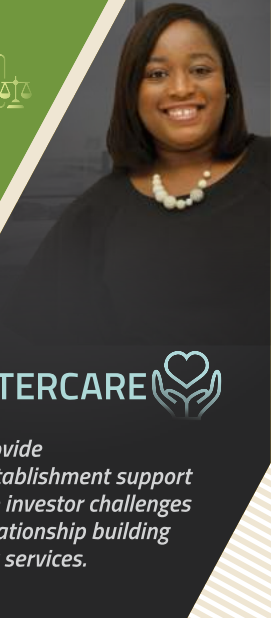
for an enabling investment environment, which champions the interests of both local and foreign investors, while factoring their concerns into policy making, for a better regulatory and business climate.



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CAPITAL CITY AFRICA CUP

Club Friendly

SATURDAY, OCTOBER 14, 2023

Powered by: **GHANA WEEK DC**

Audi Field

5:00pm

D.C. UNITED vs **MEDEAMA SC**

BUY TICKETS [ticketmaster.com](https://www.ticketmaster.com)

Get ready for an electrifying showdown as the soccer (football) world gears up for an unforgettable match between two powerhouse teams, DC United and Medeama SC, in the inaugural Capital City Africa Cup game. Scheduled for October 14th, this historic event will unfold at Audi Field in Washington DC, setting the stage for an extraordinary celebration of sports and culture. The anticipation surrounding this club-friendly match has been building steadily over the past year, and the excitement is in the air.



The Capital City Africa Cup is more than just a game; it's a bridge that connects the diaspora and Ghana through the universal language of soccer (football). The fusion of talent and passion on display promises an unforgettable evening, uniting fans from across the globe in a spirited celebration of the beautiful game. As the teams prepare to face off at Audi Field, sports fans are eagerly counting down the days.

With over 20,000 fans expected to fill the stands at Audi Field, the atmosphere is set. The stadium will be filled with the collective energy of supporters rallying behind their beloved teams. This is an event that promises to be a climax event of Ghana Week DC.

Washington D.C. is known as a city with diverse communities, the Capital City Africa Cup serves as a symbol of unity and a testament to the unifying power of sports. So gather your friends and family, and join us on October 14th at Audi Field for a soccer(football) match that will leave you on the edge of your seat. The countdown is on, and the anticipation is building – don't miss out on this extraordinary game between DC United and Medeama SC!



Join the Prince George's County Business Forum for insights into economic opportunities and collaborations in the DMV area. This is the most affluent community for African Americans in the United States. Connecting people in this community with Ghanaian business opportunities is the way forward when it comes to connecting the diaspora with investment opportunities in Ghana.

It's also an opportunity for Ghanaians who may want to collaborate with African Americans and perhaps invest in their businesses as well.

GHANA WEEK DC **CAPITAL CITY AFRICA CUP**

Prince George's County
BUSINESS FORUM

WEDNESDAY 18TH OCTOBER, 2023 | 10AM

Venue: Prince George's County

RSVP:
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Experience December in GH

Experience the Magic of December in Ghana. When the sun is always shining, the beaches are breathtaking, and the cultural calendar is packed with excitement.

December in Ghana is a time we indulge in the celebration of culture, entertainment, adventure, nightlife, fashion, food, tours, and community service. Launched officially in 2019 by the Ministry of Tourism, Arts & Culture, the Ghana Tourism Authority, and the Year of Return Secretariat, it has become Ghana's premier tourism attraction, drawing tens of thousands of visitors from around the world. As the gateway to Africa, whether it's your first visit or you're a returning guest, Ghana offers an unforgettable experience that surpasses your expectations.

The official December calendar is filled with diverse activities running from November through early January. From cultural festivals to concerts, fashion shows, networking events, creative arts activities, and business conferences, there's something for everyone. Events take place across various regions, including Greater Accra, Eastern, Western, Volta, Upper East, Northern, and Central Regions.

After dark, Ghana truly comes alive in December. The nation's nightlife is renowned for its vibrancy, and the phrase "December in Ghana" is synonymous with events that keep going until dawn. Festive celebrations feature performances from top African artists at events like AfroFuture, Taste of Ghana Festival, Rhythms on da Runway, and Detty Rave.

Daytime events like YouTube Creators Festival, Around the World Food & Drinks Festival, CultureFest, and Kumasi Carnival bring people together to celebrate and network with each other.

A December mainstay, the annual Taste of Ghana Festival is an immersive experience for visitors who want to dive into all things Ghana. From music and food to fashion and art, this event is one that puts Ghana at the centre of its festivities.

Ghana's extensive Atlantic coastline offers miles of coastal beauty to explore. Each location has its unique charm, from the vibrant culture and bar scene of Accra to the tranquil beachfront resorts that offer a year-round oasis of calm. December's balmy and dry weather makes it the

ideal time to visit Ghana and experience its coastal treasures.

Ghana's beaches aren't just party venues; they're gateways to explore the country. From Kokrobite Beach outside Accra to Cape Three Points in the Western Region, where you can enjoy dining and relaxation, and opportunities for moonlit sea turtle walks or whale, and manatee watching. You can also head west to Busua, a famous surf spot with a relaxed fishing and surfing town atmosphere.

Accra boasts of a popular dining scene that features a wide range of cuisine, from traditional Ghanaian dishes to fusion and foreign favourites including Asian, Lebanese, and American fast-food options. You'll discover the most popular favourites include fusion dishes that bring Ghana together with contemporary dishes from around the world.

Visiting Ghana in December guarantees everything that makes this country great: beautiful beaches, fantastic weather, and an immersive and inclusive culture.

Come and experience December in Ghana.



MISSION

Opportunity International's mission is to empower people living in poverty to transform their lives, their children's futures, and their communities through financial solutions and training.

VISION

Our vision is a world in which all people have the opportunity to achieve a life free from poverty, with dignity and purpose.

WORK

We design, deliver, and scale innovative financial solutions that help families living in extreme poverty build sustainable livelihoods and access quality education for their children. We equip families with the tools and training they need to build their businesses, improve their harvests, send their children to school, and break the cycle of poverty. Drawing on 50+ years of experience, we are reaching further down the economic pyramid to bring hope to families living in extreme poverty.

In 2021, we reached 18.7M clients in 30 countries and helped release \$2B in capital; 97% of our clients are female. On average, every dollar donated generates \$10 for the people we serve.

Education

We don't build schools—we help educators build and improve them and we help parents send their kids to school. Our clients receive:

- ▶ Financing to enhance/expand schools to better serve more children, and school fee loans to ensure all children can attend school.
- ▶ Training and group support to improve the quality of teaching and management.
- ▶ To date we've reached more than 11M learners in 30 countries, enabling more than \$600M investment in the education sector. By 2025 we plan to reach an additional 9M learners.
- ▶ Education for girls is especially critical; for a child living in poverty, the more time she spends learning in the classroom, the greater her chances of success are (e.g., her future wages will double if she completes secondary school).





Agriculture

We don't send food to people struggling with food insecurity—we help smallholder farmers grow more and get more for their harvests, increasing their incomes and making farming a better family business.

- ▶ We have served more than 600,000 farmers across sub-Saharan Africa and are scaling our reach through farmer support networks, savings groups for local co-ops, women-owned agri-businesses, and mobile phone banking.
- ▶ In 2022, we released \$44M in capital to support 210,000 farmers; by 2025 we plan to reach 1M farmers annually with 34 financial service partners and \$135M in agricultural loans.

Businesses

We don't hand out money—we help families earn a sustainable livelihood through small-scale businesses. We equip them with the financial resources, training, and support they need to start and grow businesses and create jobs.

- ▶ In 2021, we served over 7M clients with loans and 14.7M clients with savings; 94% of people reached are women.
- ▶ We've reached 250M+ people throughout our 50+ year history and released over \$19B in resources to help some of the poorest families on the planet to find an effective way out of poverty.

IMPACT

When you create an opportunity for someone, you start a ripple effect that breaks the cycle of poverty. On average every person you support will go on to impact **another 4 lives**. When someone can grow their business, they hire their neighbors and improve their communities. They live with dignity and purpose. They educate their children, which unlocks the potential of the next generation.

PARTNERS & SPONSORS

