



Multicultural
Business
Council

Multicultural Business Council
Rochester Hills, Michigan

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-- For Immediate Release --

Ghana Trip to Establish Cultural and Commerce Ties to Michigan

ROCHESTER HILLS, MI (December 1, 2006) Multicultural Business Council (MBC) announced today it has formally begun the initial planning stages for a cultural tour to Ghana. The announcement followed research done by Joseph P. Cool of Cool & Associates of Waterford, Michigan, which shows tremendous opportunities for commerce between Ghana and southeastern Michigan.

Cool's research was validated by Mr. Kofi Annorh, a native of Ghana and a grandson of Nana Obopong of Aboasa – Akwamufie Nana Kwafo Akoto. Rick Weaver of MBC also participated in the first formal meeting to review the scope and impact of the cultural tour, which will be known as "Mosaic Ghana". Mr. Kofi Annorh has recently formed Divine Breeze, a cleaning company located locally in Waterford, Michigan.

MBC's Mosaic tours differ from standard cultural tours in that they focus on building long-term relationships and cultural understanding among the participants of a Mosaic. Whereas most cultural tours place a heavy emphasis of the commerce aspect, a typical Mosaic seeks to immerse participants in the culture of the host country including special emphasis on educational opportunities. MBC believes that as individuals build relationships they become true friends instead of simply being business partners. These friendships create greater synergies resulting in a higher degree of trust, improved decision-making, and reduced problems during the initial stages of the new commerce.

Mosaic Ghana will feature meetings between government and business leaders and Ghana and Michigan. Ghana, located on the west coast of Africa, is rich in minerals and has a port system ideal to facilitate the distribution and logistics of products. The cultural aspect of Mosaic Ghana is likely to include tours of coastal buildings used during the slave trade. In addition, sports will play an important part of this trip.

Cool, whose Ghanaian name in the indigenous language of Akan is Kwadwo Cool, is extremely excited by his initial research. "I can see some tremendous opportunities between Michigan and Ghana", says Kwadwo, "Mosaic Ghana will be a huge success for all participants."



Yaw Weaver, Kofi Annorh, and Kwadwo Cool (l-r) share the Nkonim (Victory) handshake at the formal beginning of Mosaic Ghana.

His excitement was shared by Kofi and Weaver, whose Ghanaian name is Yaw Weaver. Yaw stated, "This Mosaic will have a lasting impact on everyone that participates."

Mosaic Ghana is tentatively scheduled for the summer of 2007. Anyone interested in more information should contact MBC at 248-802-6138 or by email to rick@mbcglobal.org.

About Cool & Associates, Inc.: Cool & Associates, Inc. (C&A) founded in September, 2003 is a Waterford Township-based consulting company that specializes in assisting individuals and small to medium size companies in their introduction/expansion into the global marketplace using synergistic market analysis. Having successfully worked in 54 countries throughout the world, C&A brings a unique view of the many varied cultures that all organizations must adapt to in an effort to enter, maintain and expand in the global marketplace. Through exposure to virtually every culture in the world, C&A conducts educational programs, speaking engagements and business planning functions. For more information about Cool & Associates, Inc. please visit www.cool-associates.com

About Multicultural Business Council

Multicultural Business Council is a membership organization based near Detroit, Michigan. Its purpose is to connect cultures through commerce. MBC offers certification programs, events, cultural trips, and other venues to increase awareness and appreciation of the multiple cultures flavoring the world. For more information about the Multicultural Business Council, send an email to rick@mbcglobal.org or visit www.mbcglobal.org.

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