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Mosaic Ghana Africa™ Leads Trade and Cultural Mission to West Africa


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For immediate release

PONTIAC, MI (March 15, 2007). From Monday July 30, through Friday, August 10, Mosaic Ghana Africa™ will lead a business development and investment trade mission to Accra, Ghana in West Africa. The delegation will include various Oakland County/Southeast Michigan and other U.S. based executives of small, medium, and large U.S. firms representing a variety of business sectors. They will be joined by representatives of several educational, civic, and social groups.

According to Mosaic Ghana Africa™ spokesperson Rick Weaver, "the overall focus of the trip will be commercial, cultural and investment opportunities for Oakland County/Southeast Michigan and other U.S. companies, including joint ventures, presented by the continuing market liberalization and privatization underway in this country. In Ghana briefings and one-on-one business appointments will be arranged for members of the business/cultural delegation".

With the inauguration of the administration of President John Kufuor, Ghana has become a West African leader in promoting economic reforms and establishing democratic institutions. President Kufuor has improved Ghana's economic situation through pragmatic policies aimed at political and economic stability, low inflation, and smaller fiscal deficits.

Often referred to as the "Gateway to Africa", Ghana is moving towards becoming a hub for commercial activity in West Africa. The country is projected to become a middle-income country by 2020, with President Kufuor aiming to institute a "Golden Age of Business" in Ghana. With \$200 million of U.S. merchandise exports in 2001, Ghana is one of America's largest markets in Sub-Saharan Africa, and the bilateral commercial relationship between the United States and Ghana is one of the most diverse in the region.

The leading sectors for exports to Ghana include telecommunications equipment, computers and peripherals, pharmaceuticals, electrical power systems, construction and earth moving equipment, mining industry equipment, food processing and packaging equipment, and hotel/restaurant equipment.

The goals of the mission will further both Oakland County/Southeast Michigan and U.S. commercial policy objectives and advance specific business interests. It is aimed at:

- Introducing Southeast Michigan and American companies to Ghana and promoting expanded commercial opportunities in this country;
- Enhancing the dialogue between government and industry on issues affecting the development of Southeast Michigan and U.S.-African commercial relations;
- Removing impediments to market access encountered by U.S. firms in Ghana;
- Advocating for Southeast Michigan and other U.S. firms;
- Emphasizing the benefits of international trade for improving the standard of living and quality of life; and
- Highlighting examples of the corporate citizenship and active involvement by Southeast Michigan and U.S. businesses in the communities where they operate in the United States and abroad.
- Encouraging a cultural exchange because of the longstanding historical ties that many African Americans have with Ghana, and other nations on the African continent,
- Establishment of Sister City/State and Sister College relationships between communities and colleges in Ghana and the US.

The mission will provide participants with exposure to business and government contacts and an understanding of market trends and the commercial environment. Mosaic Ghana Africa™ officials will provide a detailed briefing on the economic, commercial and political climate, and participants will receive individual counseling on their specific interests from industry specialists. Meetings will be arranged as appropriate with senior government officials and potential business partners. Representational events also will be organized to provide mission participants with opportunities to meet Ghana business and government representatives, as well as U.S. business people living and working in Africa.

For additional information on the trade mission or to obtain an application send an email to rick@mbcglobal.org, or visit www.mbcglobal.org.

Media Contact: Rick Weaver 248-802-6138 or rick@mbcglobal.org

Gallery



Joseph Cool, Frank Russell, Rick Weaver, and Kofi Annorh (l-r) share the traditional handshake of success, Nkonim, to begin Mosaic Ghana™



Saint George's Castle was once the last view of their homeland for those captured into slavery.

