

Regional Partnership to Promote Trade & Investment in Sub-Saharan Africa

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Regional Partnership to Promote Trade & Investment in Sub-Saharan Africa

- ◆ Project funded by the Government of Finland (Ministry of Foreign Affairs), implemented by the Millennium Cities Initiative (MCI) over a period of two and one-half years, beginning in April 2011.
- ◆ Partners include KPMG Consulting and UNIDO, which carried out research to identify specific sector and firm-level opportunities for trade and investment (assistance provided pro bono)

Government of Finland's Motivations for Funding the Regional Partnership

- ◆ The Regional Partnership represents a new approach to development cooperation by Finland, focusing on development assistance as a catalyst to engage the private sector in the development process.
- ◆ The focus on the sub-national level helps diversify private sector activity outside of the capital, promoting local economic development which, through balanced regional development, reduces pressure on capital cities.

Objectives of the Regional Partnership to Promote Trade & Investment in Sub-Saharan Africa

- ◆ Support efforts of participating cities to generate more private sector investment, both local and foreign, particularly productive investment that will create jobs, bring new technologies and generate revenues for local government, thus contributing to poverty reduction.
- ◆ Contribute to the global dialogue on the importance of increasing sustainable investment, through policy formulation and implementation at the national and sub-national level.

Objectives of the Regional Partnership to Promote Trade & Investment in Sub-Saharan Africa (2)

- ◆ The Regional Partnership particularly targets sustainable investment, i.e., investment that is socially and environmentally responsible.
- ◆ The Government of Finland places priority on supporting an inclusive 'green' economy that reflects and respects the views and rights of the local population with regard to investment decisions.

MCI Activities under the Project

- ◆ MCI worked with the City of Kumasi to identify key sectors and opportunities for attracting new productive private sector investment and expanding opportunities for trade.
- ◆ Assisted Kumasi to put in place structures, processes and trained staff to target and win new private sector investment.

MCI Activities under the Project (2)

- ◆ Trained teams of staff from key stakeholders, including Kumasi Metropolitan Assembly (KMA), Millennium Villages Project in Bonsaaso, Ministry of Trade & Industry, Ghana Investment Promotion Center (GIPC) to carry out SWOT analysis for priority sectors, understand drivers of investment, value chains, etc.
- ◆ Advised, coached and mentored local team in Kumasi in researching and developing clear and persuasive investment profiles to present to potential investors, domestic and international.

MCI Activities under Project (3)

- ◆ Assisted Kumasi with developing key marketing messages and promotional materials.
- ◆ Supported Kumasi in targeting potential investors, through targeted outreach, including through today's investment roadshow.

Trade and Investment Links between Finland and Ghana

- ◆ 2012 Finland's Under-Secretary of State for External Economic Relations headed a trade mission to Ghana, focusing on mining, ICTs, health, infrastructure, forestry, finance, education and agriculture.
- ◆ Finland-Ghana Chamber of Commerce seeks to build trade links between the two countries; www.finghcc.com
- ◆ Finnpartnership offers matchmaking services for businesses seeking partners in Finland: www.finnpartnership.fi

Finland's Representation in West Africa

- ◆ Finland does not have an embassy in Ghana. Relations with Ghana are covered from Finland's embassy in Abuja: www.finlandnigeria.org
- ◆ There is also an office of the Finnish Trade Promotion Agency in Abuja that covers West Africa: www.finpro.fi

Kumasi's Investment Promotion Unit (KCIPU)

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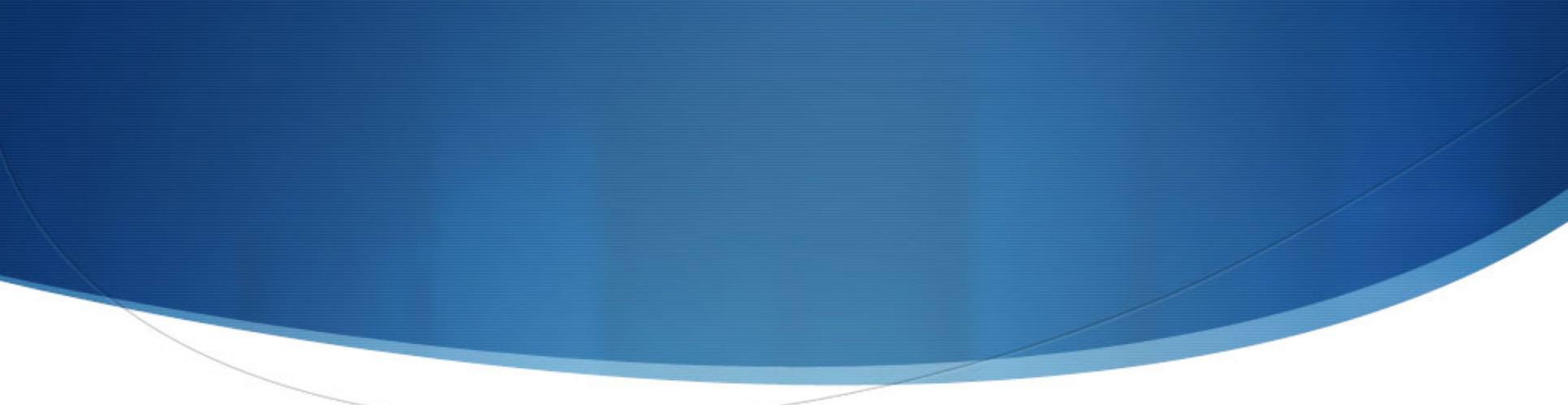
For More Information on Investment Opportunities in Kumasi

- ◆ Visit Kumasi City's Investment Promotion Unit (KCIPU) website at:

www.investinkumasi.com

- ◆ Also visit the Millennium Cities Initiative (MCI) website at:

www.mci.ei.columbia.edu



YE DA MOASE!

Thank you for your attention!

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