



Immediate Release

**Ghana Nigeria Business Council to host
Industry Focus Webinar in partnership with
Ghana Export Promotion Authority**

Monday 13th September 2021, Accra, Ghana: With Made in Ghana products rapidly permeating local and international markets, there is still an expansive terrain for investors and businesses to explore when it comes to Ghana's export market. Non-Traditional Exports (NTE's) from Ghana to Nigeria hit a peak of \$142, 298, 466 in 2015 with products such as cocoa powder, palm oil/crude, paints and varnishes, coffee, Gin and Geneva being the top five highest products exported.

With a keen strategic approach from Ghana Export Promotion Authority (GEPA) to develop the NTE sector and drive investment, this Wednesday 15th September the Ghana Nigeria Business Council (GNBC) shall be hosting a webinar in partnership with GEPA dubbed '**Industry Focus**'. The webinar shall look at 5 opportunities within the GEPA four main categories, including; Agriculture, Manufactured products, Handicrafts and Services.

"As a continuation on from our maiden event in July with the GIPC, GEPA and GFZB, this webinar event is timely in exploring opportunities and benefits which Ghana Export Promotion Authority extend to those who are interested in exporting from Ghana." stated Mr Reginald Laryea, Chairman of the Ghana Nigeria Business Council. "I always say Ghana and Nigeria are brothers and we need to gain more mileage from our longstanding relationship."

The upcoming webinar is taking place on **Wednesday 15th September 2021, 10am - 11am via Zoom**, interested participants can register online by visiting www.theg-nbc.com.

"Nigeria is presently Ghana's fourth largest trade partner on the continent with countries such as Burkina Faso taking a strong lead. Within ECOWAS there is still an untapped potential worth about \$518mn for exporters from Ghana to explore. We want to intentionally activate this space, whilst highlighting the numerous benefits which GEPA offer." mentioned Ms Nadia Takyiwaa-Mensah, Executive Secretary of the Ghana Nigeria Business Council.

Since their commencement of operation in 2015, the Ghana Nigeria Business Council, in partnership with the Nigeria Ghana Business Council and Lagos Chamber of Commerce in Nigeria, have participated in trade partner events and semi-

nars, promoting opportunities between the two nations. The Ghana Nigeria Business Council is a not-for-profit, non-partisan business council, which seeks to foster harmonious and prosperous trade relation between Ghana and Nigeria. To find out more information about the council visit www.thegnbc.com.

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