

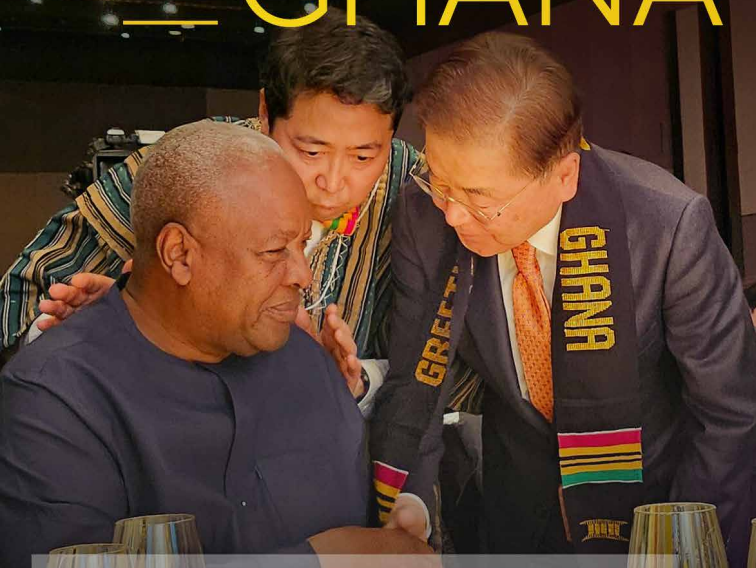


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NEWSLETTER

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## In Focus

**Ambassador Kojo Choi on Navigating  
the New Era of Ghana-Korea  
Economic Ties**



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# Editorial Note

Ghana's investment story continues to gather momentum, shaped by renewed investor interest, stronger partnerships, and a growing pipeline of opportunities.

In this edition, we feature an exclusive interview with Ghana's Ambassador to South Korea, H.E. Kojo Choi, who shares insights on the rising interest of Korean businesses in Ghana and what this could mean for deeper trade and investment relations.



We also highlight Ghana's current economic outlook, key policy developments, a bankable project opportunity, and GIPC's recent regional and international engagements aimed at supporting a more responsive and predictable business environment.

As Ghana builds on this momentum, we invite you to explore the opportunities ahead, connect with new prospects, and be part of the next chapter of Ghana's growth story.

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## Ambassador Kojo Choi on Navigating the New Era of Ghana-Korea Economic Ties

Following President John Dramani Mahama's recent visit to the Republic of Korea, diplomatic and economic ties between the two nations have reached a strategic peak. In this exclusive interview, Ghana's Ambassador to Korea, H.E Kojo Choi, discusses the surge in investor interest and the roadmap for future collaboration.

As we approach the 50th anniversary of Ghana-Korea relations, Ambassador Choi highlights key opportunities in automotive manufacturing, green technology, and maritime security. He outlines how Ghana's stability and its role as the AfCFTA gateway provide a secure, high-growth environment for Korean businesses and SMEs.

**Q. Following President Mahama's recent working visit to Korea, how would you describe the current level of interest among Korean investors and businesses in the Ghanaian market?**

**Amb Kojo Choi:** President Mahama's recent visit to the Republic of Korea has marked a clear turning point, with interest from Korean investors in Ghana now at an all-time high.

There is a growing strategic focus among Korean companies to see Ghana not only as a gateway to Africa, but as a long-term partner. Ghana's stability and commitment to grow continue to resonate strongly.

This momentum comes at a pivotal moment, as we approach the 50th anniversary of Ghana-Korea diplomatic relations and Ghana's 70th independence anniversary. From now through next year, our priority is to convert this heightened interest into tangible investments and meaningful partnerships.

In this context, I see my role as both a bridge and a catalyst, ensuring that this momentum delivers real and lasting economic value for both Ghana and Korea.

**Q. Korean firms such as Hyundai and Kia have established a presence in Ghana's automotive space. Beyond assembly, which areas of automotive value chain do you see as offering the strongest prospects for Ghana-Korea collaboration?**

**Amb Kojo Choi:** The presence of Korean leaders such as Hyundai Motor Company and Kia Corporation in Ghana's automotive sector provides a strong foundation. But the opportunity lies beyond assembly.

I see the greatest potential in three areas. First, localized component manufacturing, where Ghana can develop a competitive supplier base and deepen industrial capacity. Second, after-sales services and technical training, which are essential

to building a sustainable and high quality automotive ecosystem. Third, green mobility, particularly electric vehicles, where Ghana can emerge as a regional hub with Korea's advanced technology and expertise.

By expanding collaboration across the full value chain, Ghana and Korea have a unique opportunity to build not just an industry, but a future-ready automotive ecosystem for West Africa and beyond.

**Q. Korea is widely recognised for its industrial efficiency and strong manufacturing systems. How can the Ghana Embassy in Seoul help foster partnerships that support Ghana's ambition to build a more productive, round-the-clock industrial economy?**

**Amb Kojo Choi:** Korea's industrial success offers valuable lessons for Ghana as we pursue a more productive, round-the-clock economy. The Ghana Embassy in Seoul plays a critical role in translating this into practical partnerships.

First, we actively connect Korean manufacturers with Ghanaian opportunities, particularly in sectors where efficiency, scale, and technology transfer can have immediate impact. Second, we promote industrial collaboration beyond investment, including skills development, technical training, and operational systems that support continuous production cycles.

Equally important, we serve as a facilitator of trust and alignment, ensuring that Korean firms understand Ghana's policy direction, incentives, and long-term vision for industrialization.

Ultimately, our goal is to help build not just factories, but systems, where productivity, discipline, and innovation come together to support a truly competitive, 24-hour industrial economy in Ghana.

**Q. As discussions deepen around critical minerals and value addition, what factors are most important to Korean investors when considering opportunities in Ghana's downstream processing and industrial sectors?**

**Amb Kojo Choi:** As interest grows in critical minerals and value addition, Korean investors are highly interested but also disciplined in their approach.

Key factors include policy clarity and consistency, alongside strong investment protection through transparent legal frameworks and reliable dispute resolution. Equally important are infrastructure readiness, particularly power and logistics, and the presence of credible local partners.

Finally, ESG and responsible sourcing are increasingly central to investment decisions.

By strengthening these fundamentals, Ghana can position itself as a trusted destination for long-term, value-adding industrial investment.

**Q. What message would you share with Korean SMEs in sectors such as green technology and green-tech who may be considering Ghana, but remain cautious about entering a new market?**

**Amb Kojo Choi:** My message to Korean SMEs is clear: Ghana is rapidly emerging as one of the most compelling destinations for green business in the world.

Following President John Dramani Mahama's recent visit to Korea, the conclusion of a Climate Change Agreement has further strengthened Ghana's commitment to sustainability and green growth. This has significantly increased interest in Ghana as a destination for green investment.

**“While entering a new market naturally requires caution, Ghana offers a stable environment, strong policy direction, and growing demand for solutions in renewable energy, waste management, and climate smart infrastructure.”**”

The Embassy is here to support Korean SMEs in navigating this journey, connecting them with trusted partners and helping translate opportunity into successful market entry.

**Q. During the President's visit to Hyundai Heavy Industries, maritime security was a key theme. How will the new cooperation between the Korea Coast Guard and the Ghana Navy directly impact investment for shipping and logistics firms operating in the Gulf of Guinea?**

**Amb Kojo Choi:** During President John Dramani Mahama's visit, the signing of the maritime security MOU between the Korea Coast Guard and the Ghana Navy marked an important step forward in strengthening regional security.

For shipping and logistics firms operating in the Gulf of Guinea, this cooperation translates directly into greater safety, predictability, and confidence. Enhanced surveillance, capacity building, and coordinated response capabilities will help mitigate risks such as piracy and maritime disruptions.

This is particularly significant because security is a key determinant of investment decisions in maritime trade. As confidence in the region improves, we expect to see increased activity, lower risk premiums, and stronger participation from international shipping and logistics players.

Ultimately, this partnership sends a clear signal. Ghana is not only open for business, but committed to providing a secure and reliable environment for global trade.

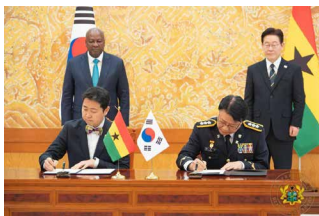
**Q. What would be your key message to Korean investors on why Ghana is a strong gateway to Africa and the AfCFTA market?**

**Amb Kojo Choi:** My key message to Korean investors is this. Ghana is not just a market of 30 million people. It is a gateway to a continental market of over 1.3 billion people under the African Continental Free Trade Area (AfCFTA).







With its political stability, strategic location, and host status of the AfCFTA Secretariat in Accra, Ghana offers a unique advantage as an entry point into Africa's integrated market.

Beyond access, Ghana provides a trusted and predictable business environment, strong legal protections, and a government committed to industrial transformation and private sector growth.

For Korean investors, this means the opportunity is not only to enter Ghana. But to scale across Africa from a stable and strategic base.



## GHANA'S ECONOMIC SNAPSHOT

KEY MACRO INDICATORS	CURRENT RATE
GDP GROWTH RATE 	6.0% (YEAR END, 2025)
INFLATION RATE 	3.2% (MARCH 2026)
MONETARY POLICY RATE 	14% (MARCH 2026)
TRADE SURPLUS 	US\$ 3.7B% (JAN - FEB 2026)
GROSS INTERNATIONAL RESERVE (MONTHS) 	5.8 MONTHS OF IMPORT COVER (FEB 2026)
GROSS PUBLIC DEBT (% OF GDP) 	45.3% (MARCH 2026)

**Editor's Note**

Ghana's economy is entering a phase of stabilization and cautious expansion. The 6.0% GDP growth signals a robust recovery, driven by a rebound in private investment and services. Most striking is the plunge in inflation to 3.2%, a massive drop from previous years that restores purchasing power for consumers.

However, the 14% Policy Rate remains high relative to inflation, suggesting the central bank is prioritizing currency stability and guarding against potential shocks.

The US\$ 3.7 billion trade surplus and 5.8 months of import cover provide a solid buffer for the Cedi, reducing the risk of sudden currency depreciation. Crucially, the 45.3% debt-to-GDP ratio indicates that fiscal reforms are working, moving the country toward a more sustainable debt path.



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## POLICY AND BUSINESS CLIMATE WATCH

### Moody's Upgrades Ghana's Outlook to Positive

**Summary:** Moody's has shifted Ghana's economic outlook from **Stable** to **Positive**, while keeping its credit rating at **Caa1**. This change signals that while Ghana still faces risks, its financial health is improving faster than expected. The main drivers are falling interest rates, lower inflation (March **3.2%**), and the government's successful return to issuing long-term bonds.

#### The Economic Outlook (April 2026)

Previous Outlook	Stable
New Outlook	Positive
Credit Rating	Caa1 (Reflects ongoing recovery)
GDP Growth Rate	5.8%
GDP Per Capita	\$8,039
External Debt	44.9% of GDP

Source  
Moody's Investors Service (April 2026)

## POLICY AND BUSINESS CLIMATE WATCH

### Why the "Positive" Outlook?

**Lower Debt Levels :** Current Debt to GDP is <50%, down from 70% in 2024

**Lower Borrowing Costs:** Interest rates on short-term government loans (T-bills) have declined from 30% to under 10%.

**Lowering inflation:** Inflation has dropped significantly to 3.2% (March 2026) well below the Bank of Ghana target.

**Stronger Cedi:** A more stable currency has helped bring down the cost of living.

**Smart Spending:** The government is spending less of its income on interest payments (now around 22%, the lowest in over a decade).

**New Long-Term Bonds:** For the first time since the debt crisis, Ghana is successfully issuing 7-year bonds, proving investors are coming back.

### The Remaining Challenges

**Gold Reliance:** Two-thirds of exports are gold. If gold prices drop, the economy hurts.

**Low Tax Revenue:** Ghana only collects **15.7% of GDP** in taxes (lower than its neighbors).

**Global Risks:** The conflict in the Middle East could drive up fuel prices.

**Short-term Debt:** A lot of debt needs to be paid back within one year.

#### **Source**

*Moody's Investors Service (April 2026)*

## B.S ECO VENTURES

## INVESTMENT OPPORTUNITY

## Recycling Agricultural Waste Into Clean Energy



### About The Project

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**T**he Eco Briquette Initiative is a sustainable energy project by B.S Eco Ventures, focused on converting agricultural waste into clean, eco-friendly briquettes for domestic and industrial use.

Ghana is taking active steps to address issues related to deforestation, rising energy costs, and waste management, while gradually reducing reliance on wood fuel and charcoal. This project supports these efforts by transforming readily available agricultural residues, such as rice husks and sawdust, into affordable, cleaner-burning fuel alternatives. By combining waste-to-energy innovation with community-based production, the initiative seeks to reduce environmental degradation, lower carbon emissions, and provide a sustainable energy solution for households and businesses.

## PROJECT SNAPSHOT



**Project location**  
Kaleo Parish, Wa, Upper West,  
Ghana



**Projected Annual Sales**  
686.0K EUR



**Investment Objective**  
Scale production capacity and  
expand market reach



**Opportunity Type**  
Open for FDI through a minority  
stake



**Total Investment Required  
(Funding Gap)**  
245.0K EUR (95.0K EUR)



**Projected Employment**  
55 jobs

## WHY INVEST?

**Strong and Growing Market Opportunity**

Rising demand for affordable and cleaner energy solutions across households and SMEs positions eco briquettes as a viable alternative to traditional fuels, with significant room for market expansion.

**Scalable, Low-Cost Production Model**

The use of abundant agricultural waste ensures consistent raw material supply at low cost, supporting attractive margins and scalability as production increases.

**Established Value Proposition with Cost Advantage**

Eco briquettes offer a competitively priced fuel option with efficiency benefits, creating strong potential adoption among cost-conscious consumers and businesses.

**Reliable Supply Chain with Community Integration**

Strong linkages with local communities ensure steady raw material sourcing and operational continuity, while also supporting inclusive economic participation.



For further information and additional projects by the GIPC kindly visit and contact  
<https://investment.unido.org/ACP/projectDetails?id=1409>, [Research@gipc.gov.gh](mailto:Research@gipc.gov.gh)



The economy has bounced back and is performing very well, with very positive indicators.

**President John Dramani Mahama said during his meeting with French President Emmanuel Macron.**

(April 2026)

Africa is one of the places where you get a very high return on your investment. Nowhere else would you get that.

**Mr Simon Madjie, CEO of GIPC, speaking at the Kwahu Business Forum.**

(April 2026)



The warmth of this nation is remarkable. Together, we continue to build bridges and strengthen our pan-African ties. Ghana's progress in infrastructure, healthcare and private-sector development offers a strong model for African cooperation and investment.

**President Emmerson Mnangagwa of Zimbabwe during his state visit to Ghana.**

(April 2026)



## GIPC IN ACTION

### Parliament passes the Ghana Investment Promotion Authority (GIPA) Bill

Parliament has passed the new Ghana Investment Promotion Authority (GIPA) Bill, marking a major milestone in the transformation of Ghana's investment landscape and modernisation of its investment promotion framework.

The Bill establishes a more flexible and robust legal regime for investment promotion, facilitation and regulation, strengthens responsiveness to investor needs, and positions the Authority as the national focal point for the AfCFTA Protocol on Investment, reinforcing Ghana's role as a gateway to regional and continental markets.

It also places stronger emphasis on inclusive growth by recognising the role of Ghanaian investors, supporting the registration and scaling up of wholly Ghanaian-owned enterprises, and directing investment toward sustainability-focused projects that drive local enterprise development, technology transfer, skills development and job creation.

Chief Executive Officer of GIPC, Mr Simon Madjie, has welcomed the passage of the Bill as a significant turning point in Ghana's investment story, noting that it will enhance transparency and accountability in investment facilitation and support the attraction of high-quality domestic and foreign investment into Ghana.

He expressed appreciation to Parliament, relevant Parliamentary Committees, the Ministries of Finance and Trade, Agribusiness and Industry, and all partners whose collaboration contributed to this legislative milestone.

Once assented to by the President, the new law is expected to further strengthen the Authority's role in investment attraction and facilitation, improve the ease of doing business through more efficient administrative processes, enhance investor protections, and support clearer dispute resolution mechanisms.

## GIPC Aftercare and Investor Grievance Division Deepens Stakeholder Engagement to Enhance Investor Services



The Ghana Investment Promotion Centre (GIPC) has reaffirmed its commitment to investor retention and expansion through targeted stakeholder engagements led by its Aftercare and Investor Grievance Division.

These engagements with the private sector and diplomatic partners enable the division to gather direct insights on the challenges and opportunities of companies operating in Ghana, supporting efforts to retain and expand existing investments, proactively address operational constraints, and enhance Ghana's competitiveness as a preferred investment destination.

Engagements with key private-sector and diplomatic partners allow the Division to gather direct feedback on the challenges and opportunities faced by companies operating in Ghana.

Insights from the dialogues inform GIPC's ongoing efforts to enhance investor support mechanisms, strengthen policy advocacy with evidence-based input, and improve coordination with relevant ministries, departments, and agencies to deliver more responsive and effective services.

In February 2026, the Division facilitated a high-level meeting between the Minister for Roads and Highways, Hon. Governor Kwame Agbodza, and selected companies in the Tema-Kpone Free Zones Enclave to discuss road network rehabilitation.

Following this meeting, the sector minister proposed a voluntary public-private partnership model, which remains under consideration. The team continues to work with the Ministry of Roads and Highways and the relevant stakeholders to advance a sustainable resolution to the road network challenges.



In addition to these government-level engagements, the Division participated in high-level business forums such as the Federation of West African Chambers of Commerce and Industry (FEWACCI) 2026 Summit and UNDP AfCFTA Program. These forums support the development of strategic partnerships, provide insights into regional investment trends and strengthen GIPC's visibility among existing and prospective investors.

The Division's engagements with CCI France and the Ghana–Germany Economic Association proved vital to identifying emerging commercial opportunities and sector-specific constraints. They reinforced the need to pursue mutually beneficial partnerships to create greater value for Ghana and its investment partners.

In 2026, the Division will continue to deepen its engagements and strengthen relationships with the diplomatic community to deliver high-impact investor support. The team remains committed to an investor-centric approach, providing tailored solutions that drive investor satisfaction, reinvestment and long-term success within Ghana's investment landscape.





## GIPC IN THE REGIONS

### GIPC Roadshow Unlocks Agribusiness and Mining Opportunities in Ashanti and Western North

**G**hana's efforts to decentralise investment promotion advanced as the Ghana Investment Promotion Centre (GIPC) brought its Regional Investment Roadshow to the Ashanti and Western North regions, highlighting a range of viable projects in agriculture, manufacturing, mining, and logistics.

The roadshow, organised under the Centre's Investment Opportunity Mapping Project (IOMP) with support from MTN Ghana and regional partners, brought together investors, regional authorities, traditional leaders, and businesses to evaluate specific investment opportunities rather than general possibilities.

Since its launch in 2025, the IOMP has profiled over 120 viable projects in regions such as Volta, Oti, Central, and Western, creating a pipeline now presented to local and international investors.

The Ashanti segment of the roadshow focused on the theme "Driving Local Investment. Unlocking Regional Potential: Mapping Opportunities and Mobilising Growth in the Ashanti Region," supporting GIPC's goal of enhancing regional competitiveness and promoting balanced growth beyond Accra.

The forum highlighted Kumasi's rise as Ghana's second economic centre and a key logistics and industrial hub, supported by the Prempeh I International Airport, Boankra Inland Port, and the planned Accra-Kumasi Expressway.

Ashanti, with a population of 5.4 million and an economy focused on services and trade, has attracted significant foreign direct investment. Between 1994 and 2025, the region registered 422 projects valued at 3.4 billion dollars, mainly in construction, services, and manufacturing.

Agriculture and mining are recognized as critical sectors for future investments. Ashanti is the top producer of maize and plantain, ranks second in cassava, and is a prominent region for cocoa and gold.

Identified investment opportunities included commercial high-value farming, mechanisation centres, agro-processing plants, cold-chain and aggregation hubs, mining support services, ore-processing facilities, and equipment manufacturing under Ghana's enhanced local-content policy.

In the Western North, the forum highlighted the region's potential for agribusiness-driven industrialisation, supported by fertile soils, high rainfall, and a strong farming tradition. With its capital at Sefwi-Wiawso and a population of about 960,000, the region is a leading producer of cocoa, plantain, and cocoyam, and is rich in gold, bauxite, timber, and other minerals.

GIPC and regional partners presented specific investment-ready projects, such as an oil palm refining and edible oil packaging facility aimed at import substitution, a maize aggregation and animal feed processing plant, and a furniture and wood products park serving both domestic and ECOWAS markets.

For mining, Western North was presented as a strategic base for support services to the Bibiani, Sefwi, and Awaso operations. Opportunities include logistics and warehousing, tailings management, equipment fabrication, and environmental services, supported by the Minerals Commission's local procurement list.

By the end of the Ashanti and Western North forums, GIPC had increased investor interest in specific projects across agribusiness, mining support, logistics, and light manufacturing, while strengthening confidence in Ghana's improving macroeconomic and regulatory environment.

Strong support from traditional authorities and regional political leaders helped legitimise the initiative locally and demonstrated a shared commitment to using investment for inclusive regional development.





## GIPC Engages Industry Heavyweights during Regional Investment Drive

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The Ghana Investment Promotion Centre's (GIPC) recent regional outreach highlighted emerging leaders in agribusiness, manufacturing, and mining in the Ashanti and Western North regions, which are driving Ghana's next phase of investment.

Through the Investment Opportunities Mapping Project (IOMP), the Centre is developing a pipeline of projects in palm and soybean processing, cocoa, poultry feed, and bauxite, aligning local ambition with global investment.

As part of the Regional Investment Roadshow under the IOMP, these engagements focused on understanding company operations, capital needs, and policy challenges to better structure viable projects.

By engaging directly with operators, GIPC is enhancing its facilitation, advocacy, and aftercare services to reduce investment risks and position local firms as reliable partners for long-term investors.

In Ashanti, the team visited **Vester Oil Mills**, where an integrated soybean operation is expanding into fish and poultry feed. The company seeks US\$5 million for equipment and working capital, presenting strong co-investment opportunities for agribusiness investors.

A visit to **Juabeng Oil Mills** revealed that the company aims to invest US\$12.9 million to develop a 5,000-hectare plantation and expand refinery capacity from 50 to 250 tonnes per day.

These plans depend on supportive tariffs, stricter border controls, and targeted government backing to enhance long-term stakeholder value.



GIPC CEO, Mr Simon Madjie, led a team to **Olam Cocoa** to reaffirm the Centre's commitment to support the company's strives towards value addition in Ghana's cocoa sector.

The company is proactively tackling logistical challenges in transporting beans over poor roads to Tema and Takoradi warehouses. It is planning equipment upgrades, including robotics, and seeks ongoing support to maintain global competitiveness, helping to retain jobs, skills, and value in Ghana.

The team visited **A2 Agro Allied** in Kumasi, a poultry feed firm expanding its soybean processing and storage capacity. A2 Agro stores 14,000 tonnes of soy and seeks US\$5 million to build 60,000-tonne silos, offering scalable infrastructure opportunities for investors.

In Western North, GIPC profiled **PM Group** in Bibiani, a fast-growing conglomerate that has expanded from a bakery to bottled water, rentals, accommodation, laundry, and construction. Management highlighted transport logistics and labour retention as key challenges to expansion and expressed interest in the media sector goals.

PM Group seeks US\$25 million to fund capacity upgrades, new product lines, and wider distribution, opening both equity and debt investment opportunities.

The team also met **Ghana Bauxite Company** (GBC) at Awaso, a key mineral asset anchoring potential downstream alumina and aluminium projects.

Company officials cited congestion and limited draft at export terminals, which are raising demurrage costs and delaying shipments. Terminal reclamation, dedicated berths, and rail and port upgrades are priority investment areas, along with downstream processing

Overall, the visits to Juaben Oil Mills, Vester, Olam Cocoa, A2 Agro Allied, PM Group, and GBC show that the Centre is building an evidence-based investment pipeline focused on real-sector strengths. This approach positions Ashanti and Western North as emerging hubs where patient capital, technology, and partnerships can unlock scalable, long-term value for Ghana.



## GIPC Showcases Ghana at DACON

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**G**hana's investment promotion drive received a major boost in Houston, Texas, where the Ghana Investment Promotion Centre (GIPC) positioned the country as a premier destination for Diaspora capital at the 2026 Diaspora Africa Conference (DACON).

Over three days, the Centre showcased concrete opportunities in agribusiness, manufacturing, ICT and renewable energy, translating high-level conversations into actionable leads with African Diaspora investors and partners.

GIPC's delegation, led by the Director of Human Resource and Administration, Ms Enyonam Agbeko, and investment promotion officers, Mr Yusif Mustapha and Ms Betsey Ann Darko, used the conference to profile Ghana's macroeconomic stability, investment incentives, and sector priorities.

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Through presentations and networking, the team reinforced the Centre's role as the single window for investment facilitation, guiding Diaspora investors from enquiry to establishment.

At a welcome and networking reception at the Thompson Hotel, the GIPC team engaged Madam Martha Castex-Tatum, the Mayor Pro Tem of Houston and City Council Member for District K, who expressed a strong interest in establishing an African clothing line using Ghanaian fabrics.

At Rice University's Office of Innovation, Mr Mustapha delivered an "Investing in Ghana" presentation, outlining political stability, incentive regimes, and other factors that make the Ghanaian economy attractive for investment. A subsequent panel discussion, featuring Ghana-based entrepreneurs and Diaspora returnees, unpacked real experiences of settling in and doing business in Ghana, addressing both opportunities and challenges for would-be investors.

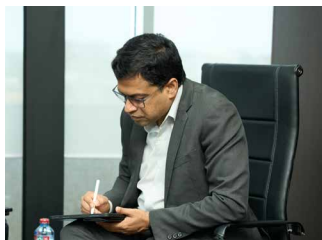
Aside from the talks, GIPC's presence at DACON translated directly into new investment prospects, particularly for the Diaspora audience seeking bankable entry points. Nigerian agribusiness firm Davidorla Farms Nigeria Limited signalled plans to establish a pineapple plantation and processing facility in Ghana to produce pineapple concentrate for export, targeting unmet global demand.

In the technology and knowledge space, Premanni Technologies, an Austin-based company, proposed building bridges between Houston tech firms and Ghanaian universities to create pathways for the transfer of innovation and skills development.

Non-profit ConnectED Ghana sought to scale its digital literacy work through closer collaboration with Ghanaian government agencies, dovetailing social impact with long-term human capital development

For the wider Diaspora investing public, DACON 2026 signalled that Ghana is actively courting Afro-Descendant capital and partnerships not just rhetorically, but through tailored engagement, sector-specific leads and follow-up plans.

















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