
FAGRO CONNECTS GHANA TO NORTH AMERICA MARKET - SpyGhana.com

Alberta Nana Akyaa Akosa Exhibition Director, FAGRO

A six (6)-man delegation will leave Ghana on Friday, May 20, 2011 to the United States for the official launch of the National Food and Agricultural Show, FAGRO in North Dakota on May 24, 2011.

The launch, which is been organized in partnership with Praxis Strategy Group, a leading Non-Governmental Agricultural Organization in the United States aims to introduce and invite the Agricultural community in the United States to participate in FAGRO 2011, which will be held in Ghana from October 10 to 17, 2011.



FAGRO signed a partnership agreement with Praxis Strategy Group in December 2010 as the sole promoters of FAGRO in the United States and Canada. Under the agreement, Praxis Strategy Group will on an annual basis coordinate and organize participants within its community to travel to Ghana.

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Exhibition Director, FAGRO

Already, the agricultural community in North Dakota is enthusiastic about the launch of FAGRO, which has since its inception in 2009 by Infocus PR, generated stakeholder and media interest at both the local and international front and have undoubtedly earned a lot of international appeal, living up to its pledge of creating a platform for key stakeholders in the agricultural sector. "We consider this step, very important in the growth and sustainability of FAGRO as the key agricultural marketing platform in Ghana", says Alberta Nana Akyaa Akosa, the Exhibition Director of FAGRO.

Madam Cecelia Erzuah, the Director of Finance and Administration of the Ministry of Agriculture who is representing the Minister, Hon. Kwesi Ahwoi at the launch in North Dakota is of the opinion that, the launch of FAGRO in the US is a major step to Ghana's agriculture since it will gradually shape FAGRO as a global marketing stage. She lauded FAGRO's drive to assist in transforming and attracting more foreign investments, which will also pave the way in linking business to businesses and pledged the Ministry's commitment to partner with FAGRO now and in future events. She urged other organizations to come on board to support the event in October, 2011.

Whilst in the US, the delegation will hold series of meetings with various organizations including the Millennium Challenge Corporation, US Chamber of Commerce, National Farmers' Union, North Dakota Congressional Delegation, United states Department of Agriculture, North Dakota Trade Office and the Department of Commerce of the US commercial service. They will also have private

discussions with Mr. Doug Goehring, North Dakota Commissioner of Agriculture and Governor Jack Dalrymple, visit some farms and tour value-added agriculture manufacturing companies.

The 2011 planning committee Chairman, Sulley Adam, Torbgor Mensah, the founder of FAGRO, Tony Abrampah-Mensah, Country Director of Praxis Africa and Alberta Nana Akyaa Akosa, the Exhibition Director of FAGRO are part of the team, attending the launch.

They will arrive in Accra on the 29th of May, 2011 to prepare for the official launch of FAGRO in Ghana.

FAGRO also has a partnership agreement with FBX international, an exhibition promotion company in Spain, with sub-offices in China.

This year's FAGRO is expected to attract about sixty-five (65) international companies, farmers and farmer based organizations.