



# Increasing opportunities for local, regional & international trade

30 - 1 February 2024

Accra International Conference Center

**3 days**

Of networking

**100+**

Exhibitors

**12**

Countries

Co-located with:

AFRICA  
TEXTILE APPAREL  
MANUFACTURING  
& TRADE POLICY  
SUMMIT

# GLOBAL SOURCING ACCRA OVERVIEW

When entering any emerging market, particularly in the multi-product supplier space, you need to understand your operating environment at a lightning pace. What does the future of business and trade look like? How can your business anticipate the next trend?

This is the purpose of Global Sourcing Accra. We pride ourselves in being a facilitator of tangible international and local trade relationships, as well as providing the support the platform for the private sector to demonstrate the innovations solutions and services they have to offer Africa.

Our experience in this market has empowered high-level international trade discussions between governments market leaders, and the private sector, unlocking of opportunities in Africa. This has resulted in GSA being the central meeting place for West African and international buyers and sellers to build relationships, create trade linkages and ultimately do better business!



Africa is one of the world's fastest growing consumer markets and is projected to boast 1.7 billion consumers by 2030



Ghana is Africa's 4th largest Retail market according to retail index



Retail sector made a national sale of \$265 billion in 2019, the highest retail sales in Sub-Saharan Africa in that year.



The African Development Bank estimates that consumer spending in Africa will reach US\$2.2 trillion by 2030.

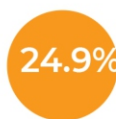


## Key market statistics

### Revenue in the DIY, Tools & Hardware



DIY, Tools and building hardware imports valued at \$1.9 billion in 2022 and projected to grow 23% in 2024.



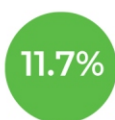
Textiles and fashion imports valued at \$4 billion in 2022 and projected to grow 24.9% in 2024.

### Personal care



Personal care revenue is expected to show an annual growth rate of 11.78%, resulting in a projected market volume of US\$691m by 2025.

### Revenue in e-Commerce



Current e-Commerce revenue is US\$12 billion and projected to reach \$75 billion in revenues per annum by 2025.

### Consumer electronics



Consumer Electronics market Revenue projected \$1.8 billion in 2019 and smart home segment growing by over 40%

### Beauty, hair & cosmetics



Beauty market in \$3 billion and dry hair imports is valued at \$6 billion and projected to grow by 16% by 2022

# Why exhibit?

Global Sourcing Accra West Africa marketplace provides buyers with a vast variety of products showcased by over 100 exhibitors. from across the world and sets the stage for your business to expand and grow into West Africa!



## Increase sales

Meet thousands of regional buyers and decision makers across West Africa retail and consumer sectors.



## Promote your brand

Capitalise on a billion dollar consumer market and build your brands and relationships in West Africa



## Engage with key industry stakeholders

Meet face to face with senior decision makers from the public and private sectors.



## Connect with local & international trade bodies

A multitude of embassies, buying missions and trade association attend the event each year.

# Exhibiting product zones



Lighting  
industrials



Clothing, textiles  
apparel



Hardware  
& tools



Consumer electronics  
& electrical



Homeware  
& giftware



Beauty, hair  
& cosmetics



Fast moving  
consumer goods



### Government & trade agencies:

- Tourism Development and government agencies / services
- Financial, investment and business services
- Import / export agents, professional and trade services
- Logistics and transport providers
- Investment and promotion agencies
- Industry associations

### Manufacturers and suppliers of:

- Machinery for manufacturing and packaging retail ready products
- Plumbing products and sanitaryware
- Light building and construction machinery
- Hardware and DIY products
- Generators, compressors and air tools.
- Welding machines and supplies

### Product Retailers, including:

- Fast moving consumer goods
- Electronic systems / appliances
- Textiles and apparel
- Footwear and leather products
- Office equipment, furniture and stationery
- Innovative products & new patents
- Beauty and cosmetic products

# Targeted marketing campaign

We have built an unrivalled database that enables us to reach senior buyers across the West Africa from multinational wholesalers and retailers to niche importers and distributors.



**5,713,491**

Audience reach through online advertising



**482,188**

Emails sent to key industry contacts



**12,984**

SMS invitations



**16**

Trade publication partners



**63,879**

Website page views

2021



**5**

Countries



**12**

Partners & Sponsors



**69**

Booths



**1,528**

Visitors



**1,429**

Biz-meetings

2022



**9**

Countries



**14**

Partners & Sponsors



**95**

Booths



**2,238**

Visitors



**1,980**

Biz-meetings

## INTERNATIONAL PAVILIONS

Vast array of fabulous products and latest trends from around the globe

## BEST OF MADE IN AFRICA

Proudly promoting medium to large scale producers of Africa's best home, lifestyle & gift designs.

## B2B BUYERS MEETING

Ideal for peer-to-peer networking and the central hub

## CONFERENCE

The global sourcing conference connects business people and companies from all over the world, and provides a networking platform and launch pad into Africa's expanding markets.

"We were first time exhibitors. Overall, we had a great show experience with at least 60 highly valuable business leads, and we benefited from the networking opportunities. Our expectations were surpassed. We also had opportunity to network and potentially do business with other exhibitors."

Yusuf Kalgan, Marketing Director, Viahome International Exhibitor

## Stand Rates

Premium Shell Scheme - 90,000 per SQM  
Shell Scheme - 75,000 per SQM  
Space only - 60,000 per SQM

## Shell Scheme Package includes:

- Floorspace.
- PST shell scheme walling.
- 700mm (H) white fascia board with exhibitor name & stand number
- 80 x80 uprights
- Grey stand carpeting
- Electrical
  - 1x 15Amp plug point (per 9m2 space booked).
  - 1x fluorescent light (per 9m2 space booked).
  - 1/4 share of distribution board.
- Furniture
  - 1x white top table on chopstix base.
  - 2x white vatina chairs.

## Floorspace only:

Stands 18m and bigger must order a single phase 30Amp distribution board.

Stand drawings to be submitted for approval three weeks prior to build-up.

Exhibitors must include back and side walls in their stand design (minimum height of 2.5m).



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