

AFRICO Business Engagement: How to Get More Companies Involved in International Projects in West Africa

The Ibero-African Association of Chambers of Commerce (AFRICO) was founded in 2024 by the Spanish Chamber of Commerce, the Portuguese Chamber of Commerce and Industry, and FEWACCI -representing the 12 national Chambers of Commerce of ECOWAS- to strengthen economic cooperation, trade, and investment between Spain, Portugal, and West Africa. Officially endorsed by the Spanish government, AFRICO leverages the extensive capillarity of its chamber network to facilitate structured dialogue between private companies and public institutions, providing European businesses -especially SMEs- with direct access to strategic contacts, market intelligence, and tangible business opportunities.

At the Ghana-EU Business Forum 2025, AFRICO will host a high-level roundtable bringing together key European and Ghanaian stakeholders to identify practical strategies for increasing private sector engagement in West African markets. The session will explore major challenges such as informational gaps and regulatory hurdles, while emphasising the essential role that chambers of commerce play as strategic enablers. AFRICO aims to equip companies with actionable guidance, effective market-entry tools, clear pathways to funding, and support in building long-term and sustainable commercial partnerships.