

Concept
Ghana-EU Business Forum – 3rd Edition
Pharmaceuticals and Vaccines Value Chain Pitching Session

Date: Tuesday, 20 May 2025 | 16:30 – 17:30hrs

Venue: Accra, Ghana (Kempinski Hotel Gold Coast City)

Moderators:

- Connor Baker, Project Manager– private sector development (PharmaVax Ghana)
- Arnaud Bonnet, Pharmaceutical Consultant, International Trade Centre

1. Background

The European Union Delegation in Ghana (EUD), in partnership with the Ministry of Finance, Ministry of Trade, Agribusiness and Industry (MoTAI), Ministry of Foreign Affairs (MoFA), Ghana Exports Promotion Authority (GEPA) and the Ghana Investment Promotion Centre (GIPC), EU Member States' Embassies, European Business Chamber (EuroCham), the Ghana Agribusiness Chamber, Association of Ghana Industries (AGI) and Ghana National Chamber of Commerce and Industry (GNCCI) is organizing the 3rd edition of the GH-EU Business Forum.

The agenda for the two-day event will include:

- Plenaries on Ghana's business environment and investment opportunities under the EU's Global Gateway strategy and sectoral value chains panel discussions;
- A B2B session organized by EuroCham for its member companies and other EU and Ghanaian companies seeking commercial and investment partners; B2B meetings;
- Sectoral panel sessions and interactive breakout sessions;
- Booths for Ghanaian and EU companies, business support services, development finance and banking products, services and EU-financed programmes of support to private sector.

Investment opportunities in the **pharma and vaccines**, renewable energy and agriculture / agribusiness value chains will be highlighted.

Under the EU Global Gateway strategy, **pharmaceuticals and vaccines are priority sectors for EU investments**. The pharmaceutical industry is one of Ghana's strategic anchor industries and can be a potent driver for economic transformation. At the 2024 GHEUBF, the EU launched the Ghana Component of the 'Special Measure' Team Europe Initiative on Manufacturing and Access to Vaccines, Medicines and Health technologies in Africa (MAV+).

On Ghana's side, a new policy for the pharmaceutical sector has been under development, a vital component of which could be an incentive regime. With Ghana's increased ambitions but also capabilities to produce high-quality medicines and embarking on vaccine production, there are currently many opportunities for EU businesses to engage and invest in this sector. This will not only increase access to essential drugs and vaccines, but also create more decent jobs and generate greater domestic revenues.

The Ghana-EU Business Forum 2025 will serve as a pivotal platform for fostering partnerships, dialogue, and investment in Ghana's pharmaceutical and vaccine sectors. The forum aims to bring together key stakeholders, including government officials, regulatory bodies, industry leaders, investors, and international partners, to explore opportunities for sectoral growth and collaboration.

By fostering dialogue between Ghanaian and EU stakeholders, the session will contribute to strengthening **EU-Ghana economic cooperation**, enhancing local production capacity and improving public health outcomes across the region.

2. Event Objectives:

The forum aims to enhance collaboration and investment in Ghana's pharmaceutical and vaccine sectors, ensuring sustainable growth and regional competitiveness.

Specifically, the event will:

- **Attract investment** by showcasing Ghana's potential as a pharmaceutical and vaccine manufacturing hub;
- **Promote technology transfer** and workforce development initiatives to bridge talent gaps;
- **Strengthen local manufacturing** by fostering strategic partnerships and financial incentives;
- **Enhance supply chain resilience** to reduce dependence on imports;
- **Align regulatory frameworks** with the African Medicines Agency and EU standards to facilitate market access;
- **Encourage EU-Ghana business partnerships** for sustainable sectoral development.

3. Pitching Session

As part of activities, will be pitching session for the pharma and vaccines stakeholders on **day 1 of the forum (20 May 2025)** to explore investment opportunities, local manufacturing and regulatory alignment to strengthen Ghana's pharmaceutical and vaccine sectors and to position Ghana as a regional pharmaceutical hub.

The pitching session which will mainly involve companies in the pharmaceutical value chain and investors. The proposed concept involves financial institutions making brief presentations on their financing products, followed by a series of timed one-on-one meetings with local pharmaceutical manufacturers. Manufacturers would come prepared with materials to facilitate focused and practical discussions around their **financing and other potential partnership needs**.

Participating institutions will have an opportunity to preview completed questionnaires by manufacturers in order to “pre-select” and invite certain manufacturers for 1:1 sessions even beyond the B2B session.

Given the number of FIs that have committed so far institutions can present their focus areas after each presentation.

As an alternative, each FI should share a one-page flyer summarizing their offering. These could then be compiled into a “catalog” and shared with manufacturers in advance which would accomplish the same goal of familiarizing borrowers with each FI.

4. Proposed Structure

DBG Opening Remarks(~15 minutes):

- a. DBG, as the national development bank, opens the event with brief remarks on the importance of the initiative, opportunities in the sector, and what they hope to achieve. This will be followed by an explanation of the event structure, directing participants with pre-scheduled 1:1 meetings to their respective booths, and inviting everyone else to remain for the roundtable discussion. Participants may also join 1:1 meetings later as slots become available

DBG moderated Roundtable/QA session (1hr 15min)

- b. DBG to take lead role in moderating a roundtable or intimate panel with all participating FIs using guiding questions (we can provide but up to DBG) to kick off conversation with manufacturers. Guiding questions will be a safeguard but idea is to start an organic conversation with manufacturers.

Pre-scheduled 1:1 Meetings (1hr 15min)

- c. Same as before

1:1 meetings as/if they become available (1hr)

- d. Depending on how many “pre-scheduled” meetings there are, manufacturers who were not selected will be allowed to approach FIs at their respective booths once they become available. This however dependent on time.

****** Open Matchmaking & Informal Networking**

After pre-scheduled meetings conclude, all remaining manufacturers may approach FIs of their choice for **shorter, informal interactions**, guided by insights from the earlier panel and Q&A.