



22nd February- 7th March 2023

# TREASURES OF AFRICA: GHANA ART EXHIBITION



EMBASSY & PERMANENT  
MISSION OF GHANA  
VIENNA, AUSTRIA



[GHANAEMBASSY.AT/INVEST](https://GHANAEMBASSY.AT/INVEST)



# Table of Contents

Page #	Section
3	Welcome Note (Willkommen)
4	Brief History of Ghana & its Culture
5	Art Exhibition Treasures of Africa: Ghana
10	Investment Opportunities
15	Sponsorship – Companies Doing Business in Ghana
20	Thank You (Vielen Dank)

# Welcome Note (Willkommen)



It is my distinct honour and pleasure to welcome all of you to the Treasures of Africa: Ghana Art Exhibition. The Art Exhibition will offer you a unique opportunity to explore and discover the rich and diverse culture of Africa through the beauty of art. This exhibition is aimed at promoting the rich and diverse culture of Africa for enhanced cooperation and dialogue between Africa and Europe, particularly Austria.

The Artwork offers the opportunity to learn about the diverse traditions, history, and contemporary experiences of African countries and communities. From traditional masks and sculptures to modern paintings and photography, the Treasures of Africa Art Exhibition showcases the talent and creativity of African artists.

The Treasures of Africa: Ghana Art Exhibition also provides a unique opportunity for business, investment, tourism, and awareness creation. Our goal is to create a welcoming and inclusive atmosphere for guests to interact, network, and explore opportunities for business in Africa within the framework of the African Continental Free Trade Area (AfCFTA).

We believe that by sharing and celebrating the culture of Africa through art, we can bridge the gap between Africa and Austria and the larger Europe as well as promote understanding and cooperation. We hope that the Treasures of Africa: Ghana Art Exhibition will inspire you to learn more about African culture and to support the growth and development of African communities.

This is the first of a series of African Art Exhibitions with a special focus on Ghana.

Thank you for joining us on this journey of discovery and cultural exchange.

## **Philbert I.K.A. Johnson**

Ambassador & Permanent Representative of the Republic of Ghana to Austria and United Nations Offices in Vienna.

# Brief History of Ghana & its Culture



Previously known as the Gold Coast, Ghana gained independence from British colonial rule in 1957 becoming the first African colony south of the Sahara to do so. The country derived its name from the former Ghana Empire, a rich and diverse West African empire that existed and flourished between the 7th and the 13th centuries. Since its independence, Ghana has undergone significant economic and political changes and has established itself as a stable and democratic country.

Today, Ghana is known for its rich cultural heritage, natural beauty, and a vibrant and diverse population. The country is home to a variety of ethnic groups and languages, and it has a thriving arts and culture scene. Ghana is also a major exporter of natural resources such as gold and oil and is an increasingly important player on the global stage.



Ghanaian culture is reflected in its art, fashion, food, and customs. Ghanaian art is a blend of traditional and modern styles, and comes in variety of forms such as painting, sculpture, and textiles. One unique aspect of Ghanaian art is the use of bright colours and patterns, which are often inspired by nature and traditional African motifs. Ghanaian artists also frequently incorporate social and political commentary themes into their work.

In terms of fashion, Ghanaian fashion is influenced by both traditional African styles and modern trends. The country has a thriving fashion industry, with many talented designers creating clothing, accessories, and footwear. One distinctive aspect of Ghanaian fashion is the use of bold prints and vibrant colors, which are often inspired by the country's rich cultural heritage.

Ghana is known for its delectable and spicy dishes, which are often made with locally sourced ingredients. Some of the popular dishes include jollof rice, a spicy tomato-based rice dish; fufu, a staple made from pounded cassava or yam and plantain; banku, made from corn and cassava dough; kenkey, made from fermented corn dough; and waakye, made from rice and beans; among many others. Ghana is also known for its diverse selection of tropical fruits and vegetables, which are often incorporated into traditional dishes.

# Treasures of Africa: Ghana Art Exhibition

## Artist Profile

### Solomon Okpurukhre

Visual artist, Painter, sculptor, Graphic designer, and Curator.



Born in Lagos, Nigeria; Austrian citizen & Lives and works in Vienna, Exhibition organizer & founder of Sarto Art Agency

1973 – 1986: Formed at various schools and institutes

1986 – 1991: Travel and experiencing years

1991 – 1999: Freelance painter and sculptor in Dakar, Senegal

Member of the Lower Austrian Cultural Networking, Art Bank Ferrum, Imago Morden CA, DAS – RAD Germany, of Sculpture network Int and IMAGE Right Austria.



### Sarto Art Agency

Adding Colours to our World

Since the establishment of SARTO Art Agency, he has inspired many international and regional artists to numerous works by the invitations to participate in one of the theme-related art exhibitions. Iran, Bulgaria, Austria, Czech Republic, USA, Republic of Congo, India, China, Germany, Russia, Ukraine, Switzerland, France, Slovakia and Italy are some of the countries of origin of artists who have been exhibited at the SARTO gallery.

Over the years he has brought in such a lot of color, vitality and creativity in the areas of "art for the economy" and "Modern Art." Bringing together, networking and successfully cooperating are important goals of his work as an Artist, curator and organizer of art exhibitions. Various exhibitions in different Countries, as well as commissioned artworks displayed in numerous companies, associations and likewise in the possession of private art collectors.

AWARD WINNER - FIRST PRIZE - 19th African American Art Exhibition Louisville, Kentucky, USA 2013.

# Treasures of Africa: Ghana Art Exhibition

Painting



By Solomon Okpurukhre

Painting



By Solomon Okpurukhre

Calibri



By Solomon Okpurukhre

Mood



By Solomon Okpurukhre

Painting



By Solomon Okpurukhre

Painting



By Solomon Okpurukhre

# Treasures of Africa: Ghana Art Exhibition

Painting



By Solomon Okpurukhre

Painting



By Solomon Okpurukhre

Calibri



By Solomon Okpurukhre

Mood



By Solomon Okpurukhre

Painting



By Solomon Okpurukhre

Painting



By Solomon Okpurukhre

# Treasures of Africa: Ghana Art Exhibition

Emotional



By Maxwell, Bubiashie, Accra  
Canvas  
91x80x2

Depth of Thoughts



By Maxwell, Bubiashie, Accra  
Canvas  
91x80x2

Market Day



By Osei Anim  
Canvas  
87x132x2

Mood



By Maxwell, Bubiashie, Accra  
Canvas  
122x91x2

Mask



By Unknown Artist  
Mask  
~80

Mask



By Unknown Artist  
Mask  
~60

# Treasures of Africa: Ghana Art Exhibition

Mask



By Unknown Artist  
Mask  
~210

Traditional Bench Bed



By Unknown Artist

Beads



By Unknown Artist  
Beads

Kente (Various Selection)



By Unknown Artist  
Fabric

West African Traditional Door



By Unknown Artist  
Wood

# Investment Opportunities

Ghana is a country with a burgeoning economy and numerous investment opportunities for European companies. With its stable political environment and strong economic growth, Ghana is an attractive destination for foreign investment.

To mitigate the adverse impact of the COVID-19 pandemic, the Government of Ghana has put in place, the COVID-19 Alleviation and Revitalization of Enterprises Support (CARES) programme to reinvigorate the economy and aid the country bounce back post COVID. The CARES programme estimated to cost about GHC 100 billion out of which the Government and private sector will fund 30% and 70% respectively, will last for three- and half-years and is anticipated to foster a comprehensive transformation of the Ghanaian economy.

Priority sectors of the CARES programme and for the Ghana Investment Promotion Centre (GIPC) in this regard are:



Agriculture & Agro-Processing

Import substitution and animal husbandry



Manufacturing

Natural resource value optimization, tech hub, & industrial assemblies



Healthcare

Healthcare services & pharmaceutical manufacturing



Infrastructure

Roads & Highways, railways, power, bridges etc



Services

Fintech, banking & finance, tourism etc

# Investment Opportunities

## Agricultural Sector



### Overview

The agricultural sector in Ghana is pivotal to economic growth and an important contributor to various sectors of the economy. The sector is very instrumental in Ghana's export earnings and serves as a major source of input for manufacturing and processing companies in Ghana. Ghana's agricultural sector is divided into four main subsectors namely crops, livestock, fisheries, and forestry. The country's agricultural sector stands out in West Africa, as the country is ranked first ahead of its competitors, Nigeria and Cote D'Ivoire, third in Sub-Saharan Africa, and 59th globally in the Global Food Security Index (GFSI) 2019.

### Investment opportunities include:

#### Secondary Production

- Production of agricultural inputs such as improved seeds and agrochemicals including fertilizers, pesticides, and herbicides.
- Establishment of large-scale processing facilities for the processing of fruits, vegetables, cash crops, industrial crops, food crops, fish and meat.
- Production of leathers from ostrich skin and cow hides
- Production of dairy products
- Establishment of commercial packaging facilities for handling of fruit and vegetables

#### Technological and Supporting Service

- Establishment of tractor assembly plants and fabrication and manufacturing of simple replacement parts for agriculture machinery
- Manufacturing and supply of agricultural equipment such as irrigation, fishing, hatcheries facilities and laboratory equipment for quality assurance.
- Provision of post-production services (transport, packaging, storage facilities and cold vans)
- Establishment of greenhouse villages comprising training centres with commercial production units

# Investment Opportunities

## Manufacturing Sector



### Overview

The Manufacturing sector is poised for significant growth over the next few years. By 2030, Business-to-Business spending in manufacturing is estimated to reach about US\$666.3 billion. If all 55 African countries join African Continental Free Trade Area (AfCFTA), the manufacturing output is expected to reach US\$1 trillion by 2025.

This creates an opportunity for investment into Ghana's manufacturing sector since AfCFTA is mostly manufacturing based. Top items imported into Africa include Automobiles, computers and IT products, pharmaceuticals, clothing, and fashion accessories etc.

Opportunities exist especially under the Government's **One District One Factory** initiative. Others include;

- Production of chemicals such as caustic soda and chlorine-based products, melamine and urea, Polyvinyl Chloride resin from ethyl alcohol and formaldehyde from methanol among others
- Production of pharmaceutical products for the local and foreign markets
- Production of iron, steel, and other metals
- Vehicle assembly and vehicle parts manufacture.
- Production of construction materials such as cement, electric cables, steel materials, Clay products (tiles, bricks, and paving blocks), float, glass among others

# Investment Opportunities

## Information Communication Technology (ICT)



### Overview

Broadband connection in Africa is expected to reach 1.07 billion by 2022 while the continent's smartphone market penetration is expected to reach 636 million. Ghana's telecommunication sector is therefore a great place to invest in.

### Investment opportunities in Ghana include;

- Business Process Outsourcing.
- Supply of High-Tech Telecommunication Equipment
- Development of 5G technology to provide high speed internet services to compliment Government's digitalization agenda
- Very small aperture terminal (VSAT) services
- E-Banking Solutions (Payment Systems): Electronic banking channel patronage is increasing in response to changing market conditions, customer expectations, and shareholder risk appetite.

# Investment Opportunities

## Tourism, Hospitality & Recreation



Spending on Tourism, Hospitality and Recreation is estimated to reach about US\$261.77 billion by 2030. With the AfCFTA secretariat in Ghana opening the country to increased tourism, the tourism sector could see many opportunities for growth such as hotels, guest Centres, recreational facilities, theme parks, among others.

Other opportunities include;

- Eco-tourism which includes lodging facilities and transport facilities.
- Medical Tourism which includes specialized hospitals and clinics
- Cultural Tourism: Ghana's cultural & heritage tourism seeks investments in Castles and Forts to be used as hotels.
- Adventure Travel opportunities which include cruise boats, waterfront resorts among others

# Our Sponsors

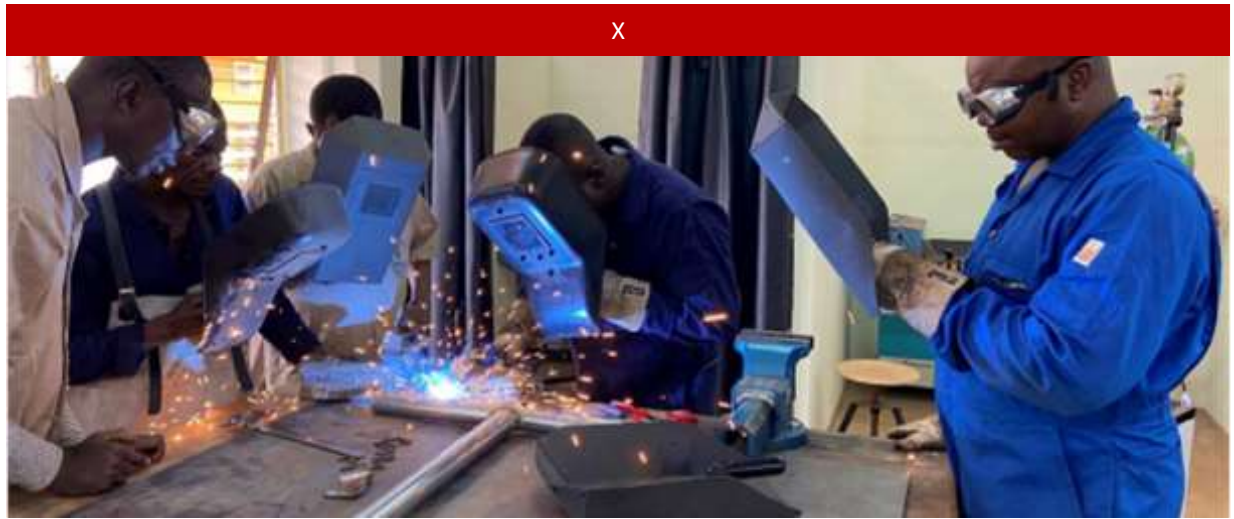


VACE Systemtechnik GmbH

In keeping with the modern industry and the dual education system, VACE Education Projects are specialised in the establishment and modernisation of vocational training centres and universities in areas such as Mechanics, Electrics/Electronics, Mechatronics/Automation, Welding and Machinery Technology, Automotive, Air Conditioning/Refrigeration, Construction and Surveying, Telecommunications, ICT, etc.

The company's services include engineering, supply, installation, and commissioning; development and provision of digital modular teaching and learning materials, train the trainer courses and project financing.

VACE Education Projects have a long-standing track record in the field of technical vocational training worldwide and in Ghana. With the support of the Austrian Financing Authorities, it was possible for VACE Education Projects to offer comprehensive solutions to Ghana's Ministry of Education in Accra for the upgrading and enhancement of technical educational training centres. In total three projects have been designed and engineered in close cooperation with the Technical Training Institutes and the Ministry of Education in accordance with the specific needs of the client.



X

Practical Training – Analogue Circuits



Practical Training – Motor Control Circuit



Practical Training - Gas Welding



# Our Sponsors



## **The First Phase has been implemented successfully from 2010 till 2012**

The project configuration for the first phase (for five locations) included Mechanical Engineering, Welding Engineering, Electrical/Electronic Engineering, Automotive Engineering, General Engineering, Computer Engineering and Catering Management.



## **The Second Phase has been implemented successfully from 2019 till 2021**

The project configuration for the second phase (for four locations) included Mechanical Engineering, Welding Engineering, Electrical/Electronic Engineering, Automotive Engineering, Computer Engineering and Catering Management.



## **The Third Phase is currently under implementation and is scheduled to be completed by the end of 2023**

The project configuration for the third phase (for six locations) includes Mechanical Engineering, Welding Engineering, Electrical/Electronic Engineering, Automotive Engineering, Computer Engineering, Catering, Wood Working and Building Construction. The vision of VACE Education Projects to do business in Africa is to be involved in developing the TVET sector not only in Ghana but also in other African countries depending on their needs and financing possibilities with the objectives of providing a sustainable training system to improve the current vocational training situation as well as providing skilled and qualified manpower for the labour market to support industrial and economic growth in African countries.

# Our Sponsors



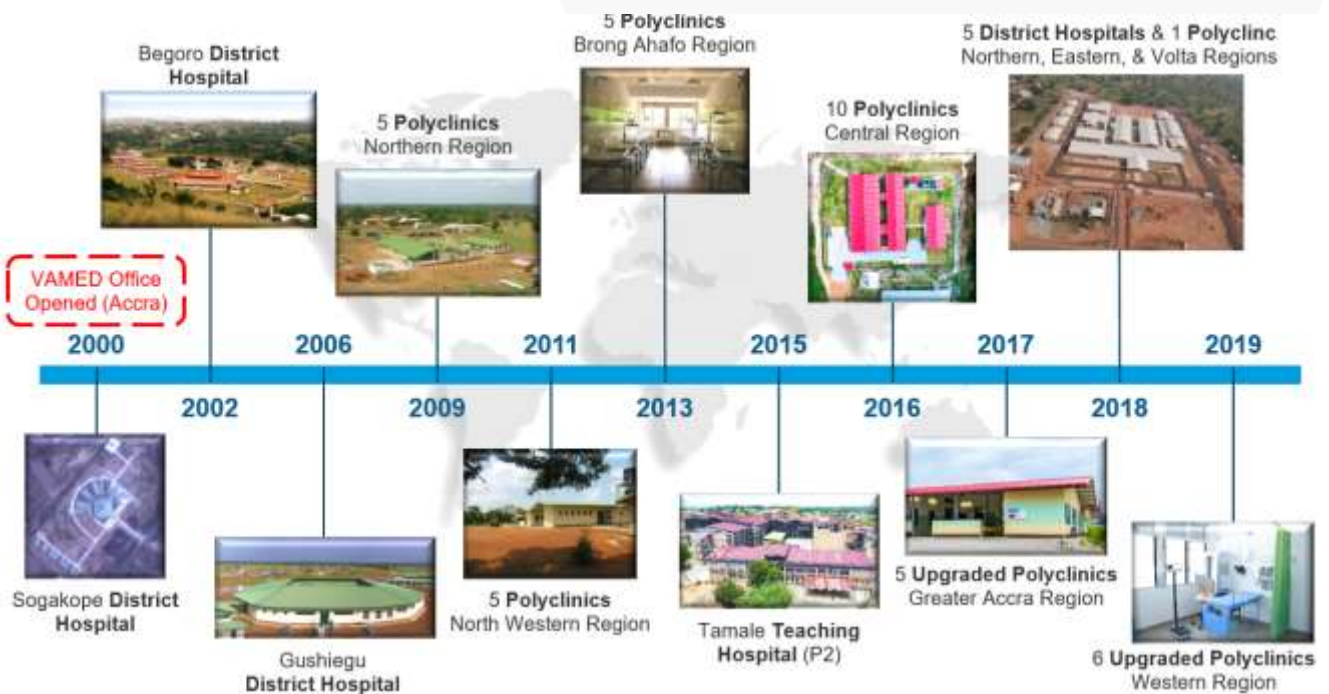
The international healthcare group VAMED is active in all areas of healthcare, including prevention, acute care, rehabilitation and nursing, with a comprehensive range of services of the Project and Service Business. This unique combination of project and service expertise enables to plan and construct healthcare facilities in an integrated manner throughout the entire life cycle and to keep these available and operational.

In the context of its projects, VAMED provides planning, construction and equipment services for healthcare facilities, sustainable training for specialist staff, and digitalization for healthcare services. With its High-End Services, VAMED supports healthcare facilities in technical, commercial and infrastructural fields.

The project idea forms the cornerstone for the concept. Based on this, VAMED develops an individually tailored, customized solution in several phases that puts the project on the right track in the healthcare market in terms of functionality, technology and finances.

By 2023 VAMED has implemented over 1.000 healthcare projects in around 98 countries, including 27 PPP models. And the demand for modern healthcare facilities as an expansion of the global health infrastructure will increase in the upcoming years; especially in fast-growing areas.

## Timeline of VAMED's Activities in Ghana



# Our Sponsors

VAMED started its first project in Africa already in 1985 and successfully implemented projects can be found all over the continent, from Tunisia to Côte d'Ivoire, Gabon, Angola, Kenya, Mozambique and many other countries. In Ghana, VAMED has been working on improving healthcare now for over 22 years. VAMED has delivered 2,672 beds, totaling of 59 projects, 45 completed and 14 ongoing. These projects consist of 1 Teaching hospital, 1 Center of Excellence, 19 District hospitals and 38 Polyclinics. Today the local office in Accra has more than 200 employees, who do their best every day to improve the health care system of the Ghanaian people.

In 2018, VAMED started building five Turn-key District Hospitals and a Polyclinic in Ghana to provide medical advice, diagnosis and treatment for the most common health problems, as well as emergency first aid and vaccinations for the population. To optimally meet the health needs of the rural population, the concept of the projects was developed over the years in cooperation with the Ministry of Health and the Ghana Health Service.

The project sites have been spread over three different regions in Ghana: Three district hospitals in Sawla (60 beds), Tolon (60 beds) and Buipe (80 beds) as well as the polyclinic Bamboi (30 beds) in the Northern Region, one district hospital in the Eastern Region in Somanya (80 beds) and one in the Volta Region in Wheta (60 beds). Overall the project has provided 370 additional hospital beds built on a total gross floor area of 27.000 m<sup>2</sup>. The Hospitals got into full operation between August and December 2021.

Gomoa Potsin, Central Region (10 Polyclinics Project)



Sawla District Hospital, Northern Region



Tamale Teaching Hospital - Phase II



Wheta District Hospital, Volta Region





## Thank You (Vielen Dank)

The Embassy and Permanent Mission of Ghana in Vienna would like to use this opportunity to extend its deepest appreciation to all the sponsoring businesses for their generosity towards the organization of the Treasures of Africa: Ghana Arts Exhibition.

As a result of your sponsorship, we were able to showcase the rich and diverse cultures of Africa, especially that of Ghana through the beauty of arts.

It is our strong believe that the Treasures of Africa: Ghana Arts Exhibition achieved its objective of fostering cooperation and dialogue between Africa and Europe, particularly Austria.

### Contact Details

Email: [info@ghanaembassy.at](mailto:info@ghanaembassy.at)

Phone: +43 (0) 12632988

Fax: +43 (0) 1263298889

### Embassy Address

Donau-City-Strasse 11

(Ares Tower Top 11/1) 1220

Vienna, Austria

### Working Hours

Monday – Friday:

9:00am – 4:00pm



**EMBASSY & PERMANENT  
MISSION OF GHANA  
VIENNA, AUSTRIA**