

2016 GHANA GARDEN & FLOWER SHOW

AN IPRA GOLDEN AWARD 2015 FINALIST

8TH - 14TH SEPTEMBER 2016
Dream It, Discover It, Live It

Conference and Business Networking

We are delighted to invite you to the
4th GHANA GARDEN AND FLOWER SHOW CONFERENCE
on **TUESDAY, 13TH SEPTEMBER 2016** at **8:30am - 1:30pm**
at **EFUA SUTHERLAND CHILDREN'S PARK, ACCRA**

TOPIC

ECO - TOURISM AND THE UN SUSTAINABLE
DEVELOPMENT GOALS (UNSDGS):

5Ps - PEOPLE AND PROSPERITY; PARTNERSHIP AND PEACE,
THE PLANET

CONFERENCE SCHEDULE

KEY NOTE SPEAKER: The UNESCO Representative to Ghana, Mr. Tirso Dos-Santos

CHAIRPERSON: Hon. Dzifa Gomashie, Deputy Minister of Tourism, Culture and Creative Arts

MODERATOR: Jerry Adjorlolo

8:00am -9:00am	Arrival and Registration	SKILLHIVE A member of the Stratcomm Africa Group
9:00am - 9:05am	Opening Prayer	RICHMOND SARFO Assistant Manager, Project Management & Administration
9:05am - 9:15am	Welcome and introduction of Chairperson and Special Guest of Honour	MODERATOR
9:15am - 9:35am	Chairperson's Opening Remarks	HON DZIFA GOMASHIE Dep. Minister of Tourism, Culture and Creative Arts
9:35am - 9:55am	Eco Parks Development Environmental Conservation for National Development, The Achimota Eco-Park Project	MR. SAMUEL AFARI-DARTEY Chief Executive Officer, Forestry Commission of Ghana
9:55am - 10:15am	Promoting Harmony through Eco-Tourism - Insights and Benefits	DZIEDZORM SEGBEFIA General Partner of Brave Hearts Expeditions
10:15am -10:35am	Discussion	MODERATOR
10:35am-10:55am	Achieving the UN SDGs : All on board	MR. TIRSO DOS-SANTOS The UNESCO Rep. in Ghana (Key Note Speaker)
10:55am-11:15am	Discussion	MODERATOR
11:15am-11:35am	The UN SDGs and Floriculture, My Experience	MR. PATRICK MASOPERH Chief Executive Officer, Hotserve Tema
11:35am-11:55am	The UN SDGs and the Relevance of Horticulture	(TBC)

11:55am-12:15pm	Discussion	MODERATOR
12:15pm-12:35pm	What have Stingless Bees to do with the UN SDGs	PROFESSOR PETER KWAPONG Founder- Director, International Stingless Bee Center
12:35pm-12:55pm	Generating Value from our Flora and Fauna through partnerships	MR EBENEZER ABUAKU President, Ghana Flower Growers Association
12:55pm-1:10pm	Discussion	MODERATOR
1:10pm-1:20pm	Stratcomm Africa and UN SDGs	ESTHER COBBAH Chief Executive Officer, Stratcomm Africa
1:20pm-1:30pm	Closing Remarks	HON DZIFA GOMASHIE Dep. Minister of Tourism, Culture and Creative Arts
1:30pm	END OF CONFERENCE	

ABOUT THE GHANA GARDEN AND FLOWER MOVEMENT

In 2013 Stratcomm Africa and partners initiated an Innovative Ghana Garden and Flower Movement and its flagship activity, the Ghana Garden and Flower Show. This movement seeks to create awareness among Ghanaians about the commercial, aesthetic and health benefits of horticulture and floriculture. It seeks to celebrate Ghana's unique flora and fauna, whilst pointing people to the income generating and job creation opportunities inherent in them.

The movement also has the very important focus of promoting environmental conservation. Fundamentally the movement is designed to encourage the harnessing of our flora and fauna for national development and improved livelihoods.

ABOUT THE GHANA GARDEN AND FLOWER SHOW

The Ghana Garden and Flower Show, is the flagship activity of the Ghana Garden and Flower Movement. It is held annually at the Efua Sutherland Children's Park in Accra and consists of a variety of activities including:



ABOUT THE CONFERENCE

The Ghana Garden and Flower Conference is a key activity of the show and has been held every year with a lot of keen participation. This year, the conference will focus on the Ghana Garden and Flower Movement and the Sustainable Development Goals.

The conference this year creates a platform for a discussion on floriculture and horticulture for the realisation of the 5Ps of the UN Sustainable Development Goals - People, Prosperity, Partnership, Peace, Planet.

ABOUT STRATEGIC COMMUNICATIONS AFRICA LTD (Stratcomm Africa)

Ghana Garden and Flower Movement Initiator & Event Organizer

Stratcomm Africa is a total Communication, Reputation Management, Events Management and Research Agency specializing in evolving and implementing communications strategies for companies, individuals and governmental institutions in both national and international settings.

Stratcomm Africa is proudly collaborating with its partners to promote and deepen a Gardening and Flower culture in Ghana. Stratcomm Africa believes in using communications to stimulate socio-economic development. By organizing the Ghana Garden and Flower Show and promoting a Garden and Flower movement in Ghana, Stratcomm Africa is using its expertise to generate awareness among Ghanaians about available natural resources for livelihood enhancements and national development. Stratcomm Africa is also facilitating information sharing, knowledge transfer, and skills development through its role in the Garden and Flower Show and its related conference and workshops.

Stratcomm Africa also employs the Ghana Garden and Flower Movement and Show, as a platform to reinforce Ghana's position as a compelling investment and tourist destination through the promotion of beautiful Gardens and Flowers in Ghana. Vintage Events, a member of the Stratcomm Africa Group, manages the event.