

TECHIMAN MUNICIPAL ASSEMBLY
REPORT ON THE 2ND TECHIMAN MUNICIPAL ASSEMBLY'S BUSINESS FAIR

A Business fair is an event where companies and businesses come together to showcase their products. It is a chance for businesses to promote their products and services, connect with potential customers and network with other professionals. As part of Techiman Municipal Assembly's efforts to promote the growth of local businesses across the Municipality through networking and collaboration, the Assembly organized a three-day Business Fair from 15th to the 17th of November, 2023 at the Techiman Methodist Park from 8:00 am to 5:00pm each day.

The fair was organized on the theme; "Taking Advantage of the Opportunities in the Digital Space to Accelerate the Growth of Local Businesses". The entire program was aimed to promote and provide a common platform for the small and medium enterprises that add value to their produce to attract investment and create employment and also, to interact and network with the necessary stakeholders in their field of operation by creating a unique networking to promote their products and services.

Hon. Benjamin Yaw Gyarko (The Municipal Chief Executive) of the Assembly launched the fair on the 14th November, 2023 at the Bonokyempem Hall, He explained that the fair is to promote local economic development through networking with the within the municipality.

In all, 39 exhibitors participated in the fair of which 31 of them were locally made products from the Municipality. Stalls were setup, entrepreneurs and companies from different parts of the municipality displayed their goods in an attractive manner to draw the attention of their customers. Exhibitors who showcased their products at the Business fair are as follows;

1. Agro-Processors (Grains, Spices, onion)
2. Agro-Industrial (Soap makers, Cosmetics producers, Baking and confectioneries, Hair and skincare products makers).
3. Non-Farm-Based Businesses (Snail farming)
4. Traditional Crafts (Garments and textiles, Leather works, Handicrafts, Smock weavers)
5. Traditional Catering (Foods and Beverages)
6. Artisans (Sandals and foot wears)
7. Fashion Designs and fabric producers
8. Wood works (Furniture and beds)
9. Telecommunication Network providers (MTN, Vodafone)
10. Herbal Medicine
11. Broadcast Satellite Service Providers
12. Insurance and Pension Scheme Service Providers

A unique feature of the fair was that most of the products displayed were locally made products produced by the local entrepreneurs in the municipality and the media was there to take a live coverage of the fair.

During the coverage of the fair by the media, exhibitors had the opportunity to advertise their product to the listening audience.

A lot of people visited the fair in all the days to patronize the goods displayed. Security personnel were also deployed to ensure the security of the traders and customers. The exhibitors thanked the Assembly for organizing the fair as an avenue for them to showcase their products and services. They also pleaded with the MCE and the Assembly to continue to organize such events in the ensuing years and to increase their publicity to make people more aware of the event. In a general view, the entire business fair organized ended successfully.

LIST OF EXHIBITORS AT THE FAIR AND THEIR CONTACT

- Vodafone Ghana – 0202000853
- Rapha Delight – 0244011699
- Dorada Prestige Enterprise – 0242980185
- Alice Gari Mix – 0247408814
- Mikedenny Herbal – 0559689502
- Iganas Organic Products – 0242335610
- Food-Fair Bazaar – 0242177678
- Alfredo Collection – 0557315191
- Patcom Fstion&General Training – 0543708782
- Deaya Fashion – 0242969546
- Ose Paria Agro Processing – 0531388228
- Obapack – 0596716364
- Ghana Permaculture Institute – 0249892457
- Quick Chef Tradings Centre – 0543843647
- Asuma Leather Work – 0244015156
- BA Leather Work – 0555717422
- Viclizey Bee – 0242203193
- SSNIT – 0546999400
- Badu YKB Enterprise – 0541253238
- Ikoms Cosmetics – 0245254250
- Shredded Sweet Co – 0246885567
- Agrico Hub – 0545542100
- Danniella – 0546439944
- Start-Ups Co-Operative – 0542114463
- Florico Processing Enterprise – 0246916218

- Oti Yeboah Regina – 0247733480
- Sarah Owusu – 0247949012
- Premier Health Insurance (Ahotopa with MTN) – 0201354185
- Mtn Techiman - 0245528794
- Mama Lee Canteen – 0242207246
- Assiib Issah Furniture Work – 0541599305
- Jomo Kwasi Gyan Company Ltd – 0544942292
- Papa One Furniture Work – 0244025564
- Abubakar Furniture Work – 0546908282
- Rashid Furniture Work – 0241221319
- Mohammed Cargo Furniture Work – 0244070349

CRITICS AND CHALLENGES

Few comments and critics were made at the event. It was observed that as a result of poor publicity, people were not aware of the fair. Exhibitors made of mention of a possible change of venue for the next fair.

PHOTO GALLERY













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