



सत्यमेव जयते

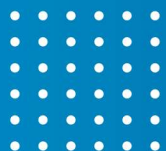
Department of Telecommunications  
Ministry of Communications  
Government of India



# INDIA AFRICA ICT EXPO

**14<sup>TH</sup> - 15<sup>TH</sup> SEPTEMBER 2022**

**KEMPINSKI HOTEL ACCRA, GHANA**



*An Exclusive  
International  
Business Expo  
for ICT Industry*

**SUPPORTING PARTNER**



WORLD TRADE CENTRE  
ACCRA



AGI  
Association of  
Ghana Industries





## ABOUT US

### INDIA-AFRICA ICT EXPO 2022

Africa continent continues to be one of the fastest growing in ICT; there are several avenues for growth of the ICT sector – from e-commerce and e-services, mobile technologies, applications development, and automation to becoming a regional centre for the training of ICT professionals. The African region is an important trading territory for the Indian business community and the demand of Indian goods are increasing in the African continent.

To reiterate the relationship and commitment between India, Ghana and other African countries, TEPC, with support of Ministry of Communications, has scheduled to host 8th edition of the 'India Africa ICT Expo & Conference 2022' during September 14<sup>th</sup>-15<sup>th</sup>, 2022 at Hotel Kempinski, Accra, Ghana



## INDIA AFRICA RELATIONS

India has a long history of ties with Africa. Trade between the west coast of India and the east coast of Africa has taken place for centuries.

In the recent decades, India's engagement with Africa has deepened considerably. This may be due to the positive transformation in Africa. A large number of African countries are growing at a faster pace. Africa is a continent of growth and opportunities.

India is also helping the African countries to bridge the digital divide. India have launched 2nd phase of the Pan Africa e-Network project viz. e-VidhyaBharati and e-ArogyaBharati Network Project (E-VBAB), which aims to provide 5 years free tele-education to 4000 students, free medical education to 1000 doctors / nurses / paramedics and free medical consultancy.

Africa and India have come a long way and have a long path into the future.



The African continent has a varied and largely untapped scope for multilateral business opportunities. This untapped potential is important for India as it seeks to forge stronger trade ties with the region. Similarly, Africa is keen to build up its business relations with India.

Increasingly, there is an alignment of India's growth agenda and Africa's Vision 2063, which is set to unleash new possibilities of partnering in key areas which are central to unfolding African resurgence.





## THE WAY FORWARD

The relations between India and Africa have long historical roots. For many centuries, the peoples of the two parts of the world have interacted at the levels of economics, politics, and socio-cultural practices. Economically, there have been trade transactions in both natural and human resources

In the late 20th century and early 21<sup>st</sup> century, especially in the aftermath of the Cold War, India has utilized these long-term relations to take advantage of Africa's economic and geopolitical situation. Similarly, African governments have found a reliable ally in the Indian government, through its continued support in economic, political, and socio-cultural arenas.

Hon'ble Prime Minister, Shri Narendra Modi, champions the Indian government's foreign policy toward Africa called "multi-alignment foreign policy." It emphasizes the Indian government's role to engage with regional multilateral institutions and the use of strategic partnerships. It has allowed India to boost its economic development and national security, while at the same time also allowing India to maintain economic and political ties with African states.

Hon'ble Prime Minister also outlines 10 guiding principles of Indian engagement in Africa. These principles are multidimensional, and favour working multilaterally with individual African countries. They can be grouped into categories of trade, investment, climate change, security / terrorism, digitalization, agriculture, and aid / development. All of this, according to Shri Narendra Modi, is to be done with "African priorities" in mind.





## INDIA GHANA RELATIONS

India-Ghana relations have traditionally been warm and friendly resting on solid foundation anchored in shared values and common vision. India has been supporting Ghana's development by providing assistance in setting up projects through provision of Lines of Credit (LoC) and grants. So far, Government of India has extended LoC amounting to about US\$480 million to Government of Ghana for various developmental projects. Some of the projects have been completed while a few are in various stages of implementation.

The exchange of business delegations in recent years has led to an increase in investments by Indian companies in Ghana. India is among top five trading partners of Ghana and is largest destination for Ghanaian exports. India's major exports to Ghana include pharmaceuticals, agricultural machinery, transport vehicles, electrical equipment, plastics, iron & steel, ethyl alcohol, beverages & spirits, cereals, made-up textiles etc.



India has been supporting Ghana's development by providing assistance in setting up projects through provision of Lines of Credit and grants. India is one of the major trading partners of Ghana. The exchange of business delegations in recent years has led to an increase in investments by Indian companies in Ghana in areas such as pharmaceuticals, ICT, agro-processing and electrical equipments, etc



## GHANA MARKET ASSESSMENT

Telecommunications is the main economic sector of Ghana according to the statistics of the World Bank due to the Ghana liberal policy around Information and communications technology (ICT). Among the main sectors of investments, 65% is for ICT, 8% for communications and 27% is divided for public administration.

The telecom sector in Ghana is highly competitive with many multinational companies having a significant presence in the industry. Since the initiation of the first cellular services in Ghana in 1998 by Millicom Ghana, the mobile sector in the country has witnessed rapid growth.

Ghana has a well-developed telecom market with many GSM operators as well as a CDMA network operator. With mobile penetration touching almost 90% in the country, it is no wonder that Ghana has one of the most developed mobile sectors in Africa. With Vodafone being a major player in the country's fixed line telecom sector, the Ghanaian fixed line telecom industry is undergoing rapid changes in recent years. With the sector not having significant presence from multinationals, the development of this sector continues to fluctuate.

In Ghana, network companies such as Vodafone, Mobile Telecommunication Network, Airtel, Tigo, Espresso and Globacom (GLO) are experiencing increasing subscribers for voice calls, internet and video services. Competition in the industry has been intensified making service providers searching for innovative strategies to survive the competition.

Ghana has had very steady and positive economic growth and India is a very strong trade partner. Looking at the growth of Ghana Telecommunication market, there lies a tremendous scope for Telecom equipment manufacturer / service providers to cater to the demanding market of Ghana.



## PRODUCTS @ DISPLAY & VISITOR PROFILE

Access Network	Antenna	Battery & Power Plant
Coaxial & Copper Cables	Data Processing Equipment & Services	Communication/ Radio/ Satellite/ Measurement / Recording Equipment
Defence and Police Networks Infrastructure Projects (Telecom: For Power, Irrigation, USOF, Broadband)	ICT Software (Information & Communication Technology)	Mobile Network Equipment & towers/ Masts (Used in Communication Networks)
Networks & Communication (M2M Communication Networks and Devices including Smart City Networking)	Optical Fibre Cable & Accessories	Solar Gadgets used in Communication Networks
Subscriber End Equipment/ Phone/ Mobile Handsets	Switching Network Equipment	Technology Transfer based on Indian R&D
Technical Audit of Service Providers Networks	Telecom Training & Skill development	Telecom Consultancy
Telecom Applications (Web Based, Mobile Applications, Customized Software solutions for communication needs)	Telecom Services (Licensees: Wireline/ Wireless Voice, Data/ Broadband, Internet, Value Added Services, Infrastructure)	Telecom Training (including Educational Software, Skill Development, e-learning, Network Technical Telecom Regulatory)
Telecom Software (Internet & e-Commerce Services, e-Health)	Transmission Equipment	

### VISITOR PROFILE

Trade professionals belonging to the following profile will find it relevant and beneficial to visit INDIA-AFRICA ICT Expo 2022

Carrier / Network Operators	Content Provider	Distributors / Resellers
E-Business Solutions Provider Communications	Internet / Value Added Service Provider	IT / Software Developers
Manufacturers of Communications / Computer Equipment	PTT / Communications Authorities	Antenna/ Cable
Systems Integrators	Venture Capitalists	ICT Related
Corporate End Users	Automobile	Banking, Financial services and Insurance (BFSI)
Education and capacity skill building	Government / Regulatory Authority / Defense	Engineering / Construction / R&D
Financial / Banking	E-Healthcare	Infrastructure
Retail / Hospitality	Media / Entertainment	Telecommunications
Transportation & Logistics	FMCG	

## COST OF PARTICIPATION & REGISTRATION LINKS

**\$100 USD**

**6sqm** booth for start-ups

**\$200 USD**

**9sqm** booth for Non-Members

**Delegate Registration Free**

## REGISTRATION LINKS

### FOR EXHIBITOR & DELEGATES REGISTRATION

[https://www.indiaafricaictexpo.com/expoci/Login/register\\_form?c=indiaafrica87](https://www.indiaafricaictexpo.com/expoci/Login/register_form?c=indiaafrica87)

### FOR WEBSITE

<https://indiaafricaictexpo.com>



# SPONSORSHIP PACKAGE

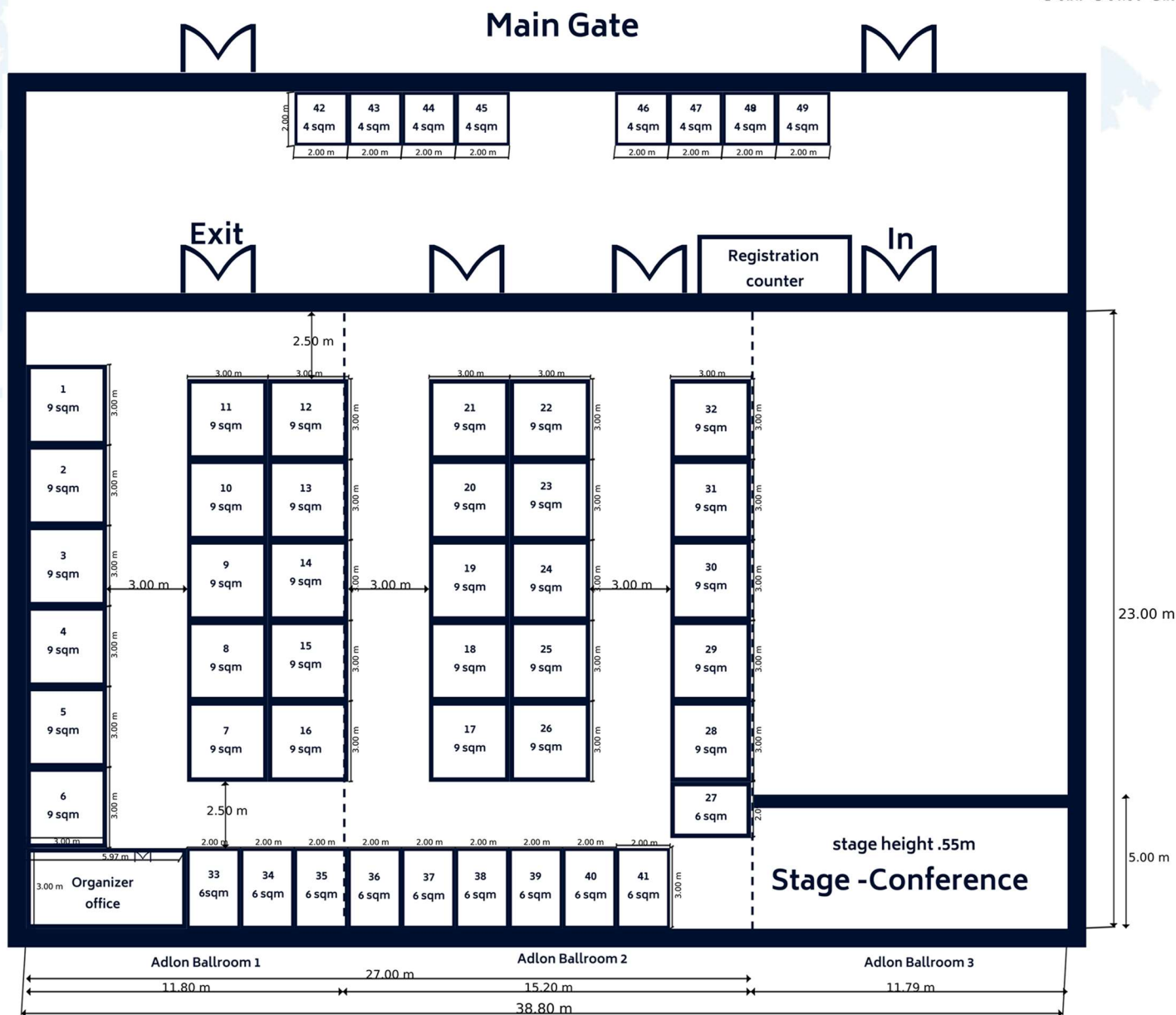
	Platinum	Gold	Silver	Conference session	Gala Dinner	Registration & Counter Badge	Tea Coffee Sponsor
<b>Branding Awareness</b>							
Pre-Website Branding	Yes	Yes	Yes	-	Yes	-	-
Pre-Registration portal	Yes	Yes	Yes	-	-	Yes	-
Event mailer Branding	Yes	Yes	-	-	-	-	-
Corporate video	In the beginning & end of the sessions	Corporate video during Networking Lunch	-	-	-	-	Corporate video during Networking Tea
Logo in the backdrop	Yes	Yes	Yes	Yes	Branding during Dinner & 5 minutes corporate video	Branding in the registration counter & Badge	Branding during networking Tea/ Coffee
Banner in the Main lobby	Yes	-	-	-			
Banner in Conference Room	Yes	-	-	Yes			
E-invites & social media publicity	Yes	Yes	-	-	Yes & Exclusive logo on dinner invite to Ministry, Missions and other seniors ICT stakeholders	-	-
Booth	12 sqm stall complimentary	9 sqm stall complimentary	-	-	-	-	-
<b>Lead General- speaking &amp; Panel Session</b>							
Keynote Speaking Slot (10 min)	Yes	-	-	-	-	-	-
Panel Slot	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>CHARGES IN INR</b>	<b>6,00,000/-</b>	<b>4,00,000/-</b>	<b>3,00,000/-</b>	<b>2,50,000/-</b>	<b>5,00,000/-</b>	<b>2,00,000/-</b>	<b>2,00,000/-</b>
<b>PRICES IN USD</b>	<b>\$7500</b>	<b>\$5000</b>	<b>\$3750</b>	<b>\$3100</b>	<b>\$6250</b>	<b>\$2500</b>	<b>\$2500</b>



# FLOOR PLAN



Kempinski Hotel  
Gold Coast City





## ABOUT TEPC



Telecom Equipment & Services Export Promotion Council (TEPC) is set up by the Ministry of Commerce & Industry and Ministry of Communications, Government of India for promotion of exports of Telecom Equipment and Services. TEPC plays an increasingly important role in helping the Government in formulation of appropriate policies by making recommendations on strengthening domestic product development & manufacturing and creation of an environment conducive for increasing exports of telecom equipment & services. TEPC strives to provide a formidable platform to its members for increasing their export business by various promotional activities such as participation in international exhibitions, setting up of highly focused 'international B2B' meets in India & abroad and establishing trade links abroad.



## CONTACT US & SUPPORTING PARTNER



 Telecom Equipment & Services  
Export Promotion Council (TEPC)



Gate No.- 5, Khurshid Lal Bhawan,  
Janpath New Delhi - 110001



+91-1123314611



tepc@telecomepc.in



www.telecomepc

