

**COUNCIL OF SCIENTIFIC AND INDUSTRIAL RESEARCH – FOOD RESEARCH
INSTITUTE**



**TECHNICAL REPORT ON GHANA EXIM BANK TUESDAY MARKET EXHIBITION
AT THE PREMISES OF WORLD TRADE CENTRE, ACCRA (2022)**

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Executive Summary

This report seeks to inform management of CSIR- Food Research Institute on the activities that transpired at the Ghana Exim Bank Tuesday Market Exhibition for authentic Ghanaian Entrepreneurs which took place at the premises of the World Trade Centre, Accra Edifice on the September 4, 2022 and the role Food Research Institute played at this event.

Ghana Exim Bank organizes a two-day exhibition dubbed GEXIM Bank Tuesday Market during the first week of every month to give Ghanaian SMEs a platform to showcase their products/brands, network with and prospect potential customers and make some sales.

The CSIR – Food Research Institute whose mandate is to conduct market-oriented research into problems of food processing and preservation, food safety, storage, marketing, distribution, utilization and national and nutritional security in support of the food industry and also to advice government on food policy was invited to the December 2022 edition of the exhibition as Special Guest. CSIR – FRI Management in response to this invitation, tasked the exhibition team lead by Paul Fordjor, marketing assistant of The Institute. The team participated fully in the exhibition, where they interacted with workers, potential clients, students, other exhibitors present to market the Institute and the services being rendered. There was a display of CSIR products where participants made purchases and enquiries about the products and to opportunities to gain from The Institute. This was used to increase awareness on our brands. In the ensuing paragraphs, a breakdown of activities will be expatiated and the report will be concluded with some recommendations and remarks.

Contents

Executive Summary.....	3
1.0 Introduction:	5
2.0 Summary of Products & Brands on display and sale by some of Exhibitors Present:	6
3.0 Summary Of CSIR-FRI Participation At The Fair	7
4.0 Recommendations and Conclusion.....	Error! Bookmark not defined.
Figure 1	Error! Bookmark not defined.
Figure 2	9
Figure 3	Error! Bookmark not defined.
Figure 4	Error! Bookmark not defined.

1.0 Introduction.

Food Research Institute, one of the thirteen institutes of CSIR is the institute mandated to conduct applied market-oriented research into food processing and preservation, food safety and storage, marketing, distribution, utilization, national food and nutritional security in support of the food industry and to advise government on food policy was invited as Special Guest to participate in December 2022 edition of the Ghana Exim Bank Tuesday Market Fair.

This event which took place at the Premises of the World Trade Center, Accra on 1st December, 2022 saw innovative products being exhibited by the various SMEs present. In total, there were about Thirty (30) Institutions present mostly made up of Individual Exhibitors, SMEs and Regulatory bodies like FDA

2.0 Summary of Products & Brands on display and sale by some of Exhibitors Present:

The items on exhibition ranged from Fresh Farm Harvest of crops like yam, plantain, palmtree, fruits and vegetables. Also on display were processed food items and fast moving consumer goods, fashion and clothing accessories, African artifacts, Home Décor and Cosmetic Products.

Regulatory bodies like Food & Drugs Authority educated the SMEs present about the Progressive Licensing Act and cautioned the general public to look out for almost expired products used for promotions in various wholesale and retail outlets especially during the incoming festive season.

Other SMEs displayed their items for sale and gave out samples to interested customers and threw more light on their organizations and brands.

3.0 Summary Of CSIR-FRI Participation At The Fair

CSIR was present from 9am – 4:30pm. The representatives Paul Fordjor and Mary Oduro, educated potential customers about what CSIR-FRI does and the opportunities we have to offer.

We also gathered contacts of some SMEs who are interested in working with us for contract production and laboratory analyses and made sales.

4.0 Recommendations and Conclusion.

CSIR-FRI is encouraged by the organizers of the exhibition, Ghana Exim Bank and other stakeholders to participate in more of the exhibitions in order to increase our efforts to get the word about the good work we do here at Food Research Institute out there as many complained about having little or no knowledge about The Institute, the activities we carry out and how easy we make it for individuals and groups to become entrepreneurs in the food industry.

The next edition of the fair will be held in January at the same venue with the finalized dates to be communicated to us by the organizers in due course.



Figure 1

Paul Fordjor taking a representative of FDA through FRI products.



Figure 2

Paul Fordjor a representative of CSIR-FRI with the board chairman of CSIR-FRI (far right) and other key stakeholders of the Institute.





Figure 5
Paul Fordjor taking observers and buyers through FRI products.



Figure 6
Paul Fordjor discussing the Progressive Licensing Act with a staff of FDA.