



AFRICAN BUSINESS LINKAGE

EXECUTIVE LEADERSHIP WORKSHOP & TRADE MISSIONS



FEDERATION OF WEST AFRICAN
CHAMBERS OF COMMERCE
AND INDUSTRY

TURKEY 2024

23RD - 29TH MARCH 2024

WORKSHOP BROCHURE

www.laweh.edu.gh

PARTNERS PROFILES



**FEDERATION OF WEST AFRICAN
CHAMBERS OF COMMERCE
AND INDUSTRY**

The Federation of West African Chambers of Commerce and Industry (FEWACCI) was created in 1976 by the presidents of the 15 National Chambers of Commerce and Industry of West Africa to serve as a consultative platform bringing together the actors of the private sector of the region.

FEWACCI began to operate with its regional strategic objectives as the hub of trade and investment in West Africa when the Economic Community of West African States (ECOWAS) was created in 1975. Thenceforth, the Federation has been identified as a key player in representing the views and proposals of the private sector on all actions and decisions that contribute to deepening regional economic integration. This led to FEWACCI being granted Observer Status at ECOWAS Statutory Meetings, and the mandate to organise a public-private dialogue as well as mobilise the private sector key actors on key regional projects where ECOWAS citizens have shares in the ownership.



**LAWEH
UNIVERSITY COLLEGE**

Laweh University College, an international community of learners and scholars, is the first accredited Open University in Ghana and the second in West Africa. It is located in the city of Accra, off the Baatsonaa- Spintex Road. The University's educational philosophy is to provide education without barriers through useful and applied learning.

Laweh University College provides a flexible, high-autonomy learning community that understands the demands of work and social life and ensures that our academic programmes fit individualised goals. Together with our learners, we establish and define pathways to achieve personal development goals through personally meaningful work in the chosen field. This allows learners to study at their own pace and from anywhere they are.

The University, together with its partners, provides a wide array of pathways and programmes. These include Laweh's programmes, partnership with the Massachusetts Institute of Technology (MIT-USA), the American University of Leadership, Florida-USA, the Open University of Tanzania, the Indian Institute of Hardware Technology, and the Trans-Continental University Ohio USA as well as Laweh Short Courses.

INTRODUCTION

In today's fast-paced and highly competitive business landscape, organizations are constantly facing the need to adapt and evolve. Technological advancements, market disruptions, and changing customer expectations require leaders who can effectively navigate the complexities of change. Simultaneously, the office environment often presents a unique set of challenges in the form of office politics, which can complicate and hinder the success of change initiatives. Therefore, it is imperative for executives to possess the skills and knowledge to lead change initiatives while effectively managing office politics. Change leadership entails more than just implementing new processes or technologies. It requires a deep understanding of human behavior, effective communication strategies, and the ability to align individuals and teams towards a shared vision. Office politics can be both a source of power and a significant obstacle to the required change. The complex network of relationships, power dynamics, and competing interests within an organization can impact decision-making, resource allocation, and the overall success of change efforts. Executives therefore must be skilled in navigating these intricacies with integrity and diplomacy to ensure the change agenda materialized.

Ultimately, this training program seeks to empower executives to lead their organizations confidently through periods of change, transforming challenges into opportunities for growth and innovation. By cultivating change leadership skills and effectively navigating office politics, executives will be equipped to drive sustainable change, foster collaboration, and position their organizations for long-term success.

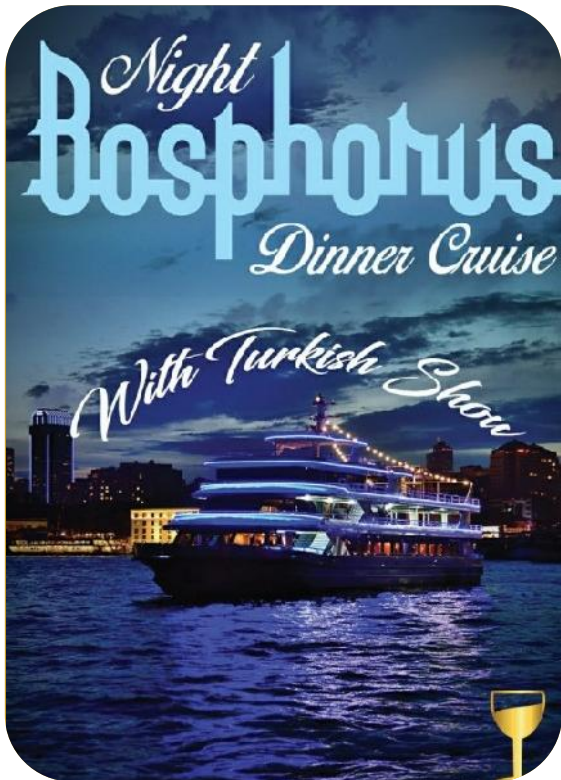
TRAINING OBJECTIVES



It is expected that the programme would enable participants to:

- Strategic Leadership and Business Networking to Drive Sustainable Organization.
- Understanding the ABC of the African Continental Free Trade Area (AfCFTA). Protocols and International Partnerships of the EU.
- Enhance Competencies for Market Entry and Expansion Strategies.
- Strengthen Global Business Networks and Relationships.





TRAINING BENEFITS

Upon completion of this training program, participants will:

- Acquire essential skills and knowledge needed to lead their organizations successfully into new markets, fostering growth, innovation, and sustainable business practices.
- Develop strategies to analyze market trends and consumer behavior.
- Identify potential opportunities and challenges in new markets.
- Adapt business models for cultural and regulatory differences.
- Manage remote teams and global collaboration.
- Implement agile strategies for quick market responsiveness.
- Encourage innovation within the organization.
- Build cross-cultural leadership skills.



TRAINING MODULES

Module 1: Title: Strategic Leadership in New Markets: Navigating Growth and Innovation

Module 2: Developing a Market Entry Strategy

Module 3: Effective Leadership and Team Building in New Markets

Module 4: Session 5 - Ethical Leadership and Corporate Social Responsibility



TRAINING METHODOLOGY

The training shall be delivered with a mixture of hands-on simulations, case reviews, practical exercises and presentations. Participants shall also have the opportunity to share their best practices for peer reviews and learning.

TARGET AUDIENCE:

This executive training program is designed for senior-level executives, including Chief Executive Officers, directors, department heads, and senior managers. It is suitable for leaders responsible for driving organizational change initiatives and those seeking to enhance their skills in navigating office politics. The program is applicable across industries and sectors and can be customized to address specific organizational contexts and challenges.

TRAINING SCHEDULE

Day 1	23rd MARCH, 2024	13:00 PM - 13:30 PM: Depart from Accra to Istanbul
Day 2	24th MARCH, 2024	13:00 PM - 13:30 PM: Arrive in Istanbul and continue to Antalya with flight Arrival and Transfer to Hotel in Antalya
Day 3	25th MARCH, 2024	13:00 PM - 13:30 PM: Conference Day and Turkish Bath
Day 4	26th MARCH, 2024	Strategic Leadership in New Markets: Navigating Growth and Innovation 09:00 AM - 09:30 AM: Registration and Welcome Coffee 09:30 AM - 09:45 AM: Opening Remarks 09:45 AM - 11:00 AM: Session 1 - Strategic Leadership in New Markets 11:00 AM - 11:15 AM: Morning Break 11:15 AM - 12:30 PM: Session 2 - Developing a Market Entry Strategy 12:30 PM - 13:30 PM: Networking Lunch 13:30 PM - 14:45 PM: Session 3 - Doing Business in West Africa 14:45 PM - 15:00 PM: Afternoon Break 15:00 PM - 16:15 PM: Session 4 - 16:15 PM - 17:00 PM: Ethical Leadership and adaptability in new markets 19:30 PM - 21:00 PM: Welcome Cocktail
Day 5	27th MARCH, 2024	09:00 AM - 18:30 PM: Antalya- Istanbul Flight - Bosphorus Dinner Cruise with Turkish Night Show
Day 6	28th MARCH, 2024	09:00 AM - 18:30 PM: Istanbul Old City Tour with Lunch
Day 7	29th MARCH, 2024	09:00 AM Transfer to Airport for departure to Accra

TRAINING PACKAGE

- 2 nights hotel accommodation in Istanbul on Bed and Breakfasts
- 3 nights hotel accommodation in Antalya on All Inclusive Basis
- Turkish Bath
- Bosphorus Dinner Cruise With Turkish Night Show
- Private Istanbul Old City Tour / Professional English speaking Tour guide and local lunch
- 2 full days Conference salon and Two coffee Breaks



SPEAKERS PROFILE



Mr. Luis Padrón López

- Secretary General of the official Chamber of Commerce, Industry and Navigation of Gran Canaria.
- Was also the Director General of Casa Africa. In this position he gain extensive experience in international trade, mainly with West African countries.
- Currently he is also a counselor of the Canary Islands Special Zone (ZEC) and delegate of the United Nations Trade Point (UNCTAD) for the Canary Islands. He was an adviser to the World Bank for an Arbitration implementation program in Cape Verde.
- Casa Africa has received the mandate from the trustees of the consortium to promote the internationalization of Spanish companies on the continents and reinforcing the role of the Canary Islands as logistics, humanitarian hub, service, business and training to West Africa.



HRM Drolor Bosso Adamtey I

- His Royal Majesty Drolor Bosso Adamtey I is the Suapolor of the Se (Shai) State and traditional area-Ghana.
- Board Chairman of Laweh University and the Former Chancellor of the University of Professional Studies (UPSA) Accra.
- Executive chairman of Fletcher Holdings, Fletcher International Services, Royal One Company, and the chairman of First Group (Ghana) and Fortiz Private Equity firm.
- Former Special Advisor to the Assistant Secretary General, Director of the United Nations Development Programme (UNDP) for Africa.
- Former Chairman, of TV3 Network, Ghana he remains deeply rooted in Africa.
- Chairman of Integrity Business Network, Life Community Services in Research Triangle Park, North Carolina, USA.
- His Royal Majesty Drolor Bosso Adamtey I has three terminal degrees and two master's degrees precisely, Doctor of Education, Doctor of Philosophy, Doctor of Theology, Master of Philosophy, and Master of Theology.



Gustavo González de Vega

- Deputy Minister of Economy and Internationalization of the Government of the Canary Islands.
- TENERIFE COUNCIL, Coordinator of the Tenerife Innovation Master Plan

SPEAKERS PROFILE



Prof. Mrs. Goski Alabi

- Full Professor in Quality Management and Leadership
- Strategic Leadership Expert
- President - African Council for Distance Education
- Chair, African Network for Internationalization of Education
- Coordinator - African Union Continental Strategy for Education (CESA) sub cluster on ODeL
- Founder and Consulting President, Laweh University Collage

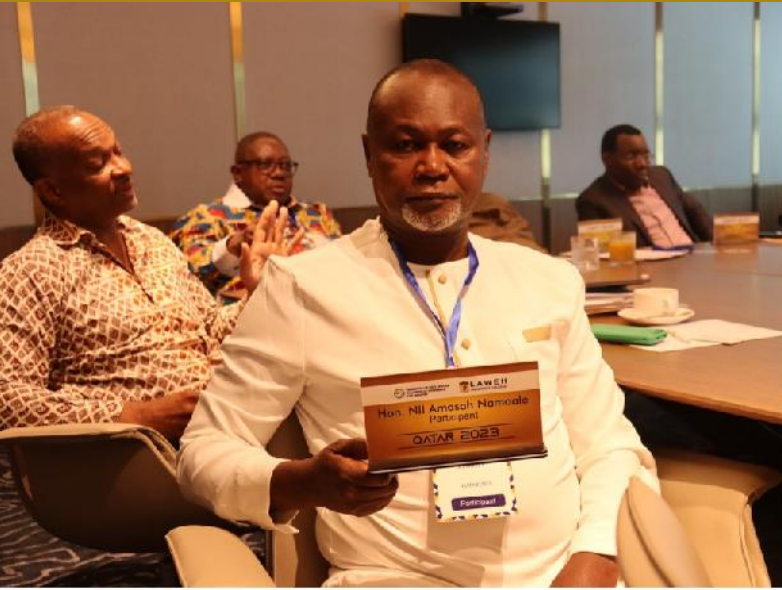


H.E. Aminou Akadiri

- Executive Director, Africa Business Council.
- Executive Director, Federation of West African Chambers of Commerce and industries (FEWACCI).
- Executive Coordinator Member of SouthSouth and Tripartite Corporation.
- Ambassador Akadiri promotes West African private sector participation in regional economic processes through sensitization and training sessions on ECOWAS Protocol on policies in National Chambers of Commerce.
- Ambassador Akadiri supports joint-ventures and co-enterprises creation ECOWAS's industrial strategy.
- He is a member of Technical Committee in charge of organizing the ECOWAS Business Forum/ ECOWAS Investment Forum.
- He is a Consultant and Expert at the ECOWAS Commission for drafting the ECOWAS Investment Policy and Code.



Highlights from Qatar 2023





**FEDERATION OF WEST AFRICAN
CHAMBERS OF COMMERCE
AND INDUSTRY**



LAW E H
UNIVERSITY COLLEGE



+233 24673 3443 / +233 246452798 / 00971-0505075788