

GHANA TO THE WORLD FESTIVAL LAUNCHED IN ACCRA

Meseneok Ltd under the auspices of the Ministry of Tourism, Arts and Culture and the National Commission on Culture has officially launched the Ghana to the World Festival in Accra on Wednesday 14th September 2022 at the Accra Tourist Information Centre.

The Ghana to the world festival is one of Ghana's yearly biggest and most entertaining arts, cultural and musical festival in the diaspora focused on highlighting the rich cultural heritage and tourism potentials of Ghana with the objective of fostering economic growth through Tourism.

Mr. Selorm Martinson addressing the media on behalf of the organizers of the festival indicated that the Festival represents the start of something new in Ghana as it will become a focal and rallying point to draw attention to Ghana's rich culture, custom, traditions and tourism heritage to attract foreign direct investment into the country.

He further stated that the festival does not only seek to project some aspect of the Ghanaian culture but all of the various attributes of the Ghanaian culture which projects Ghana as the all friendly ,peaceful, culturally enriched and naturally endowed nation in the world .

He mentioned that the first edition of the festival is scheduled to take place in the summer of 2023 in the United Kingdom and will be a three-day festival with the lineup of intriguing activities such as Cultural Dance Performance from various tribes in Ghana ,Musical Performance and concert from top highlife and hip life artist from Ghana ,Wear Ghana Fashion Exhibition, Premiere of a mouthwatering documentary about the amazing tourism sites in Ghana, Ghana to the world film festival, durbar of Chiefs and Queen Mothers ,Ghana To The World Awards, Arts & Contemporary Arts Exhibition and sales and many more.

The Executive Director of the National Commission on Culture Madam Janet Edna Nyame delivering the keynote address indicated that Ghana happens to be one of the countries in the world that can be classified or referred to as a culturally conscious nation.

She reminded all of the importance of cultural property to our nation and encouraged us to work together to preserve our culture and pass it over safely to our children and unborn generation.

She further stated that for Ghana to attract its share of the growing tourism market and potential, a festival such as the Ghana to the world festival is

strategic to help position the country to tap into the huge economic potential that comes with tourism.

“To me – and many of us here today – this festival will consolidate our efforts as a country to showcase and promote our culture which is embedded in our way of life, music, movies, dance, food, language and to draw attention to our rich tourism potential” she said.

She also used the occasion to commend Ms. Seniorita Meseneo Kukubor, Founder of the festival and CEO of Meseneok Ltd, the lead organization for this festival for the vision and a well-thought-out initiative such as the festival.

She concluded her address with a call on individuals, private and government organizations to partner and support the festival to make it successful and urge Ghanaian in every part of the world to fully participate in the festival.

Speaking during the event Mr. Mawutor Gawornu one of the organizers also stated that the festival has the potential to be one of the biggest cultural festivals in the world. He said the festival is designed to grow into an international festival that will attract thousands of people from all around the globe to visit Ghana and experience some of its rich cultural heritage, customs and tourism. “Through this festival we hope to put Ghana on the world tourism map and onto the top 50 tourist destinations in the world list” he said.

He stated that the festival is open to sponsorship and partnership on all levels and encouraged corporate Ghana to open their doors for mutually beneficial collaboration for the festival. He also stated that opportunities are available for exhibitors or businesses who want to participate with the festival in the United Kingdom come May 2023.

The festival is proudly brought to you by Meseneok Ltd in partnership with the Ministry of Tourism Arts and Culture, National Commission on Culture. Sponsored by: Taptap send, Spellbound Media Promotions. Partners are: Media 5 Promotions, Cowry Documentary International and Devdex software

For more information about the festival, sponsorship, vendor or more. visit www.ghanatotheworld.org or Telephone/ Whatsapp: 0544100546 or 0502293029

Follow the social media platforms for updates on the festival Facebook/Instagram/twitter - ghanatotheworldfestival