



UKGCC
UK - GHANA CHAMBER OF COMMERCE

Pure London/Pure Origin

**Expo Ghana
&
Ghana Party in the Park**

***July Trade Missions 2022
(14th - 19th July 2022)***





↑
ACCESSORIES
FOOTWEAR
UK+ NEW BRITS

STAND H20

ESPRESSO

INCENUE

FEVER

ALWAYS BOSS

NICE THINGS

JOURNEE

LONDON

Pure London / Pure Origin

The UK-Ghana Chamber of Commerce (UKGCC) will be leading a business delegation to the Pure London/Pure Origin fashion trade show. This event is scheduled to take place at the Olympia in London from **17th to 19th July 2022**.

It is a unique platform for fashion brands from all over the world to showcase their fashion wear to a quality audience of UK, European and International buyers. In addition, it is also a fantastic opportunity for these brands to generate new business opportunities that will take their businesses to the next level.

There will also be a **Ghana Country Pavilion** for Ghanaian companies to showcase their products, connect with Key UK retail buyers and explore export opportunities.



Pure London, The Festival of Fashion

- Longest running and largest UK fashion trade show
- London based – A global fashion capital and destination
- A UK Gateway to launch a brand into the market with a proven track record in delivering results
- Trend focused catwalks and world class content
- An order writing event covering the full fashion retail landscape from indies to high street giants
- Awarded Best Social Media Campaign 2018 & 2019 by the AEO

Pure London facts

900
International
& UK brands

13,000
Buyers
annually

79%
Visitors with sole or
joint purchasing
power

46%
New visitors in
Feb 2020

80
Countries – Visitors
travel from



319,245
New web users
annually



1.3 Mil+
Twitter total
impressions



1.2 Mil+
Facebook
reach



UKGCC
UK - GHANA CHAMBER of COMMERCE

pure
LONDON

Pure London Show Sectors



- Womenswear
- Conscious
- Premium
- Ready to wear
- Gen Z
- Body
- Footwear
- Accessories
- Pure Jewels



Womenswear



various styles from high-street brands to more classic as well as edgy unisex collections (GenZ)

Conscious



Pure Conscious was introduced alongside **The Power of One Campaign**.

With our Power of One campaign, Pure London sets to drive small individual yet powerful steps towards a sustainable future.

Guided by the UN's Global Goal 12 for Responsible Consumption and Production, we have developed five easy-to-adopt pledges to help each individual find their voice and make a small change for the better.

Pure London Key Features

Pure Runway

Our catwalk presents the latest trends and is a perfect learning and inspirational platform, it is also a great way of networking



Content Stage

Content was attended by **58%** of all visitors, a YoY increase of **10%** of total visitors



Pure Origin, The UK's premier Fashion Sourcing Event

- Hosted alongside Pure London, Pure Origin unites manufacturers and suppliers with buyers and designers in London's busiest fashion trade hub. Pure Origin is a cost effective and convenient way for exhibitors to discover and be discovered by key buyers and sourcing directors, whilst extending their reach in the UK market.
- Encompassing everything from manufacturing and packing solutions, raw materials and fabric printing Pure Origin brings each and every element of the fashion industry under one central London roof.

60%

Of visitors would make a purchase as a result of visiting

69%

Of visitors attend to discover new suppliers

66%

Of visitors have direct responsibility or influence over purchasing decisions

86%

Visitors who believe that trade shows are the most important channel for sourcing



Bringing you some of the best buyers in the industry...

RIVER ISLAND

DEBENHAMS

MATCHES
FASHION.COM

HARVEY
NICHOLS

John Lewis

ASOS
discover fashion online

MARKS &
SPENCER

Fenwick

boohoo.com
TWENTYFOUR | SEVEN | FASHION

next

SELFRIDGES & CO

Snapshot of past Pure Origin visitors:

- Burberry - Global Trade Compliance
- Clothesource – CEO
- ASDA – Technical Manager
- Topshop – Technical Manager
- Dorothy Perkins
- Miss Selfridge
- Topman – Technical Manager
- Asos.com – Sourcing Director





THE BIGGEST GHANAIAN EXPO & FESTIVAL IN THE UK

EXPO x GHANA TRADE HUB X MUSIC X FOOD
X CULTURE X FAMILY X ARTS & CRAFT





Ghana Party in the Park

Summary of Activities

LAUNCH

- **Date:** 7th June 2022
- **Location:** British High Commissioner's Residence, Accra, Ghana
- **Expected Attendance:** 800+ guests

EXPO GHANA

- **Date:** Thursday 14 July 2022
- **Location:** Canary Riverside Plaza Hotel, London
- **Expected Attendance:** 600+ attendees

MAIN FESTIVAL

- **Date:** Saturday 16 July 2022
- **Location:** Trent Park Cockfosters Road, London
- **Expected Attendance:** **10,000+** attendees

About Ghana Party in the Park

- The largest gathering of Ghanaians celebrating our rich culture and music in the diaspora.
- Held at the famous Trent Park London, for the Ghanaian Community since 2005. The festival attracts about 10,000+ people, making it the biggest Ghanaian event outside of Ghana. Attracting visitors from the UK, Europe, the Caribbean, USA, Canada and Ghana and from all nationalities.
- GPITP festival activities include live music, cultural display, durbar of chiefs, traditional dancers, fashion show, fun fair, kids' activities, networking, arts and crafts, and of course the traditional freshly cooked Ghanaian and African foods.
- The festival offers a marketing opportunity for businesses and organisations to trade or sample their products and services directly to the community.
- Fully supported by Ghana High Commission UK & ROI, Mayor of London and Enfield Council.
- It is to showcase Ghana's rich culture and traditions, and bring the diaspora community together, whilst placing great emphasis on Ghanaian attributes and lifestyles and promoting Ghana tourism to the UK, Europe and a Global audience





Expo Ghana

- African made products are quickly gaining prominence in global markets and to ensure Ghana capitalises on this growing interest, Expo Ghana is being launched to provide the platform for Ghana made products to be showcased and for investment opportunities to be utilised by Ghanaian entrepreneurs.
- Expo Ghana is an initiative modelled on the Ghana Exim Bank Tuesday Market aimed at creating awareness for Made-In- Ghana products and harness SMEs potential for exports.
- It is a one-day event that will showcase and promote Ghana made products to the UK audience with the aim of promoting its patronage and also to create business relationships between UK and Ghana based entrepreneurs.



Expo Ghana

- Expo Ghana will hold seminars where industry experts will share best practices, offer their services and other expertise in helping Ghana based SME with getting their products into the UK mainstream market.
- Participating exhibitors will be given the opportunity to exhibit their products at Ghana Party in the Park, taking place at Cockfosters, London on Saturday, 16th July 2022



- Expo Ghana is fully endorsed by the Ghana High Commission to the UK & Republic of Ireland, British High Commission to Ghana, Department for International Trade, UK-Ghana Chamber of Commerce, Ministry for Tourism, Arts & Culture, Ghana, Ghana Tourism Authority, Ghana Union and Akwaaba UK and Access Media. It will provide an engaging platform for promoting greater cultural diversity in the UK, as well as raising the profile of Ghana.

Expo Ghana – Aims & Objectives/ Benefits

Aims & Objectives

- Expo Ghana will provide a huge platform for Ghana made products to be showcased and patronised by the UK market.
- Connect Ghanaian businesses with industry and business leaders from the UK for potential business collaborations and partnerships.
- Platform for Ghanaian businesses to pitch their businesses to serious investors.
- Provision of support for Ghanaian SMEs on branding etc and on how to break into the UK market.

Benefits to Exhibitors

- Access to over 600 attendees from various backgrounds.
- Access to over 10,000+ attendees to Party in the Park.
- Exposure through marketing to over 30,000 people on our database.
- Sales to the general public during expo and during Party in the Park.
- Access to industry experts.
- Brilliant networking opportunities.

Package Offering

Option 1

- Participation and registration in Pure London/ Pure Origin, Expo Ghana & Ghana Party in the Park only - **11,000GHS**

Option 2

- Option 1 plus exhibition at either Pure London/ Pure Origin fashion festival OR Expo Ghana - **31,000GHS**

Option 3

- Option 1 plus airticket, hotel accomodation, ground transportation, visa application assistance – **67,000GHS**

Option 4

- Customised packages available

Terms & conditions

- Registration and participation fees are non-refundable
- Option 3 offering will increase after 8th June 2022



For registration and participation, kindly contact **Evangeline Quartey** on

Email : trademissions@ukgcc.com.gh

Telephone : **+233 24 204 2608**

Thank you

