



February 1, 2018



The General Manager

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Accra

Attention:.....

Dear Sir, Madam,

**PARTNERSHIP REQUEST: 2<sup>ND</sup> Poultry Value Chain Fair.**

The Ghana Poultry Project (GPP), Assist Management in Poultry Layer Industry by Feed Improvement and Efficiency Strategy (AMPLIFIES) and Ghana National Association of Poultry Farmers (GNAPF) is excited to invite you to partner and sponsor the **2<sup>nd</sup> Poultry Value Chain Fair (PVCF), to be held on Wednesday, March 21<sup>st</sup> and Thursday 22<sup>nd</sup>, March 2018** at the **Eusbett Hotel, Sunyani.**

The event themed, **“Employment Creation along the Poultry Value Chain: the Public Private Partnership Approach”**, aims to create sustainable market linkages between the Poultry Value Chain (PVC) actors at both supply and demand ends; providing poultry farmers with access to create links to relatively cheaper quality sources of input, markets and innovations; and long-term trustful agreements between rural and urban, small and large entrepreneurs that could enhance the employment market.

The two (2) day fair will also provide a platform for:

1. **Exhibitions:** Companies and industry players to showcase their products and services for 2 days
2. **Seminar Discussions:** On how poultry stakeholders within the various districts and regional capital can develop strategies and work to ensure that we tap into the benefits of poultry commercialization.

3. **Business to Business (B2B) Sessions:** It will also provide an avenue to establish business relationships, network and discuss and sign contracts.
4. **Food Bazaar:** There will be a daily Food Bazaar which will showcase various dishes prepared from poultry meat and eggs.

As a leading player in the poultry industry in Ghana, we are confident that, you share in our vision in developing and creating employment, along the Poultry value chain through a strategic public and private partnership approach.

It is in this regard, that we seek your partnership in the organization of **2<sup>nd</sup> Poultry Value Chain Fair**, which has certainly come to stay as an Annual event.

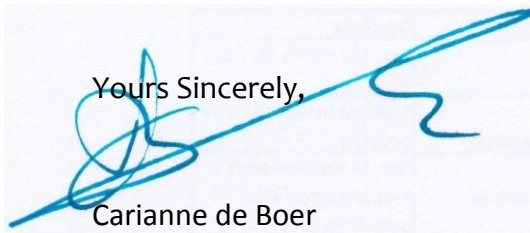
Over eight hundred (800) farmers and industry players participated in the 1<sup>st</sup> fair and we are positive the numbers will double this year.

**Aside the opportunity to promote your business or organization to more than 1000 agribusiness players attending the event, we have attached our benefits that come with sponsoring the event and also wish to meet with you to discuss additional media and marketing benefits.**

Please confirm if Thursday February 15, 2018 is a good day to meet and discuss further. Please reach Alberta on 0244 623 012 or Yoki on 050 731 0407 or via email [agrihousefoundation@gmail.com](mailto:agrihousefoundation@gmail.com).

We look forward to working with you as we thrive to promote national development through the Poultry fair.

Yours Sincerely,



Carianne de Boer  
Chief of Party, USDA/GPP