



# CULTURAL<sup>TM</sup> ONENESS FESTIVAL 2024 - NORTHERN GHANA

ART, CULTURE  
HERITAGE & BUSINESS

LAUNCH BROCHURE



African  
Tourism  
Board



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CULTURAL  
ONENESS



POWERED BY

THE TASTE OF<sup>TM</sup>  
**AFRIKA**

*One People Beyond Greatness*



ONE PEOPLE BEYOND GREATNESS

## **ORGANIZATIONAL PROFILE** **OF THE TASTE OF AFRIKA**

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The Taste Of Afrika is an entertainment and events company with a mission to: strengthen the underlying kinship and cultural bonds between Africans in the continent and people of African descent in the Diaspora; highlight their common origins while celebrating their diversity; and pursue opportunities for shared economic benefit. One of the key differentiators for our company is our dual focus of, on the one hand, bringing together our broad and diverse African family. On the other hand, facilitating business linkages that can tap into the significant business opportunities in the continent, including but not limited to tourism and entertainment.



## **ABOUT THE** **CULTURAL ONENESS FESTIVAL**

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This is a festival that celebrates and showcases the rich cultures of our diverse communities. The festival's goal is to promote cultural awareness and unity, our unique traditions, arts, and music. It is expected that the festival will contribute to fostering mutual understanding and consolidating our unity, while developing and growing the tourism industry and attracting investment.



## ABOUT THE LAUNCH OF THE 2024 FESTIVAL

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The Taste Of Afrika, in close collaboration with the Harlem Tourism Board, African Tourism Board, Northern Development Authority and Ghana Tourism Authority, organized the maiden edition of the Cultural Oneness Festival in Tamale from the 6th to 9th of December 2023.

After a successful execution of the historic debut event and analysis of the immense associated impact, Organizers deem it imperative to share with its cherished stakeholders, the outcomes of the maiden event and further outdoor plans for the 2024 event.

The launch is scheduled for February 15th, 2024 at GNAT Hall Accra. Over one – hundred (100) stakeholders are expected to participate.



Rulers, Event Partners, Diplomatic Community and Tourism and Cultural Development Experts.

### **Overall Purpose**

To create a one-stop platform of diverse stakeholders to disseminate information about the Cultural Oneness Festival and solicit inputs towards the planning and implementation of the 2024 edition.

### **Objectives**

- To create awareness of Festival 2024
- To share outcomes of the 2023 Festival
- To launch a sponsorship drive for corporates and donors to support this worthy cause

### **Why Attend**

- Opportunity to meet and network with high level industry Experts
- Learn about the 2024 event and opportunities
- Experience the rich diverse cultures of Northern Ghana



## OVERVIEW OF CULTURAL ONENESS FESTIVAL 2023

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The Taste Of Afrika, in collaboration with the Harlem Tourism Board, African Tourism Board, Ghana Tourism Authority, Northern Development Authority and the Diaspora Affairs Unit, under the Office of the President successfully orchestrated a four-day Cultural Oneness Festival in Tamale from December 6th to 9th, 2023. The primary objective was to foster unity among kings, chiefs, and the people of the Northern sector, thereby promoting community development. The festival, themed “The Strength of the Strands” featured a diverse range of activities, including tours of tourist sites, a cultural durbar, an economic development business forum, an immersive street carnival, a fashion show, and a musical concert.



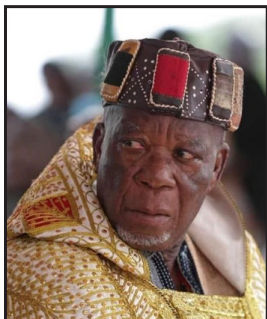


# DIGNITARIES THAT GRACED THE CELEBRATION

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His Royal Highness  
Naa Bakpema Kar-Naa  
Abdulia Nantogma  
(Paramount Chief of Karaga  
Traditional Area)



His Royal Highness,  
Jira Buipewura  
Abdulai Jinapor II  
Paramount Chief of the  
Buipe Traditional Council



His Royal Highness,  
Nandom Naa Professor  
Edmund Nminyem  
Delle Chiir VIII  
(President of Nandom  
Traditional Council)



His Royal Highness  
Nagonaab. Na-Pariyoung  
Kosom Asaga Yelzoya II  
(Paramount Chief and  
President of the Nabdam  
Traditional Council)



His Royal Highness,  
Soo-Naba, Naa Maligu  
Seidu Nantomah  
(Paramount Chief of the Soo  
Traditional Area)



Alhaji Shani Alhassan Shaibu  
Regional Minister  
Northern Region



Richard Cox  
Senior Vice President  
(Harlem Tourism Board)



Francis Mugoga  
Commissioner Sustainable  
Tourism Product  
Development, African  
Tourism Board



Martin Chris Glin  
Co-Founder,  
The Taste of Afrika



Hippolyt A. S. Pul, PhD  
Executive Leader Institute for  
Peace and Development,  
NDA Board member



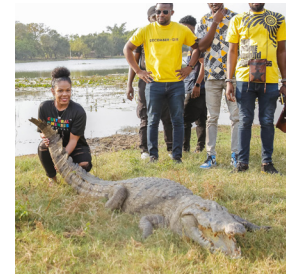
DAY 1  
WED. 6TH DEC 2023

# Cultural Roots Tours

Participants visited the Pikworo Nania Slave Camp and Paga Crocodile Pond in the Upper East Region. They were led by His Royal Highness, Nagonaab, Na-Pariyoung Kosom Asaga Yelzoya II (Paramount Chief and President of the Nabdam Traditional Council)

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# 80+ Participants



DAY 2  
THUR. 7TH DEC 2023

# Cultural Fusion Durbar

Prominent Kings and Chiefs in Northern Ghana came together to champion the unity agenda. It was an atmosphere of pomp and pageantry. Imposing an august presence at the high table included the Northern Regional Minister, Chief Director of the Northern Regional Coordinating Council, Vice President of the Harlem Tourism Board, and the CEO and Co-founder of The Taste Of Afrika.

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# 2500+

Attendees



DAY 2  
THUR. 7TH DEC 2023

# Ancestral Connection & Enskinment

Martin Christopher Glin,  
Co-Founder of The Taste Of Afrika  
was enskinned as Sunj Naa by  
Tolon Naa, His Royal Highness  
Alhaji-Rtd-Major Sulemana  
Abubakari, Paramount Chief of  
Tolon Traditional Area.

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# 50+

Participants



DAY 3  
FRI. 8TH DEC 2023

# Business Forum

A convergence of investors and think tanks from different sectors to dialogue on issues that border on economic transformation.

Areas include:

- Agriculture & Agro-business
- Tourism, Arts & Culture
- Youth development & entrepreneurship through digitization,
- Social services and the;
- Legal and regulatory environment.

The event was held at Radach Hotel and chaired by His Royal Highness Jira Buipewura Abdulai Jinapor II, Paramount Chief of the Buipe Traditional Council.

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# 200+

Attendees



DAY 3  
FRI. 8TH DEC 2023

# Amaraba Street Carnival

A vibrant Street Carnival, in collaboration with the Glupue Palace in Tamale to showcase the cultural diversity of Northern Ghana through colorful displays of ethnic outfits, parades, and traditional dances. The procession kick started at the Agric traffic light and ended at the Jubilee Park.

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# 1000+

Participants

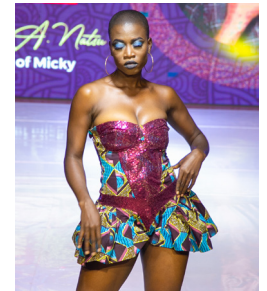


DAY 3  
FRI. 8TH DEC 2023

## Fashion Show

A fashion show was held at the Radach Hotel, featuring 15 national and international designers and 30 models. The show displayed the unique northern fabric in contemporary styles.

600+  
Attendees



DAY 4  
SAT. 9TH DEC 2023

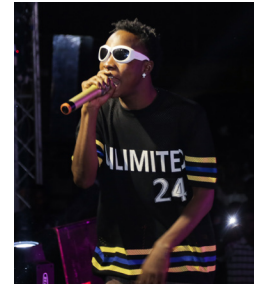
# Musical Concert

The 2023 Cultural Oneness Festival climaxed on December 9th, with a grand musical concert at the Jubilee Park, where musicians from Northern Ghana showcased their talents. The concert, aimed to highlight the artistic and musical prowess of the Northern people, with support from A - list Musicians from Southern Ghana.

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# 3000+

Attendees





## IMPACT OF THE 2023 FESTIVAL

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- Contributed to promoting unity and inter-cultural cohesion through a Durbar of Kings and Chiefs from different Kingdoms.
- Northern Ghana was showcased to the diaspora as a “melting pot” of different cultures and a first-choice tourism destination for lovers of unspoilt cultures and adventure.
- Promoted a multi-stakeholder dialogue on investment opportunities and approaches to sub-national economic development to address unemployment and ultimately improve livelihoods.



# 2024 LAUNCH PROGRAMME OUTLINE

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Arrival of Dignitaries

Opening Prayer

Opening Remarks

Welcome Address

Presentation of 2023 Festival Report

Video Interlude

Short Message

Solidarity Messages

Interlude

Short Message

Goodwill Messages/ Videos

Presentation on Funding and Roadmap

Keynote Address

Cultural Display

Launch of festival 2024

(Unveiling of theme, date, venue and activities)

Cultural Display

Closing Remarks

Vote Of Thanks

Closing Prayer

Refreshment / Pictures / Interviews



# WHY PARTNER / SPONSOR THE 2024 FESTIVAL

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- A unique opportunity to trade your Company's offerings on a national level
- Guaranteed value for money by showcasing brand to the diaspora community
- Benefit from a plough back brand promotional strategy
- Support the Government's efforts of developing Ghana's tourism industry



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