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TASTE SPAIN ACCRA 2026

Announcement for Ghanaian distributors of Spanish Food and Beverage products

June 18th, 2026, Accra (Ghana)

ICEX Spain Trade and Investment, in collaboration with the Economic and Commercial Office of Spain in Accra, is pleased to organize **TASTE SPAIN ACCRA 2026**, an exhibition dedicated to the promotion of high-end Spanish food and beverage products in Ghana.

The objective of TASTE SPAIN ACCRA is to showcase the excellence, quality, and diversity of Spanish foods and beverages to the Ghanaian market, while strengthening commercial ties between Spanish exporters and local operators. The event aims to support the commercial activity of Ghanaian importers and distributors currently representing Spanish brands, helping them expand sales through new distribution channels, new customers, and strategic partnerships.

In addition, the event is specifically designed for **Spanish food and beverage companies not yet present in the Ghanaian market**, offering them a platform to identify reliable local distribution partners and gain first-hand insight into market opportunities.

TASTE SPAIN ACCRA is a **B2B event** addressed to industry professionals, including importers, distributors, gourmet food retailers, hospitality and foodservice professionals, and other key sector stakeholders acting as product prescribers.

The exhibition will be structured into several dedicated areas:

- An area for **Ghanaian importers and distributors** showcasing the Spanish brands they represent.
- A space for **Spanish exporting companies without market presence** seeking local distribution partners in Ghana.
- A dedicated area for **seminars, tastings, and free exhibition/tasting spaces**, available to Spanish institutions and organizations interested in promoting their products.

TASTE SPAIN ACCRA 2026 aims to become a key meeting point for professionals interested in premium Spanish food and beverage products in West Africa.

WHY PARTICIPATE

Ghana is the second largest economy in West Africa and the second most populous country in the region, behind Nigeria. In recent years, its economy has demonstrated significant dynamism, driving significant social transformation and reshaping consumer habits.

The increase in purchasing power, the expansion of the commercial network, the opening of new shopping centres, and the growing influence of Western lifestyles have driven growing interest in international products, especially European ones. In this context, Spanish food and beverages are attracting growing interest due to their variety, quality, and reputation.

Although price remains a determining factor due to the low per capita income, interesting opportunities are emerging for mid-range products, where Spanish manufacturers may find an attractive. At the same time, the growth of Ghana's middle class is generating demand for a broader and more sophisticated product

This activity can be subject to the European Union's financing through the European Regional Development Fund (ERDF).



offering, creating business opportunities in specialized segments such as wine and premium beverages.

The positive perception of Spanish products, already present in the Ghanaian market through various importers, facilitates the expansion of product ranges and the creation of new commercial partnerships. The wine and beverage sector, in particular, stands out as one of the most promising areas, with Spain widely recognized as a leading supplier in this category. To further complete this generic information, the Economic & Commercial Office of the Embassy of Spain has published the following documents in Spanish on the ICEX Website: the Wine Market Study in Ghana and the Market Study on Agriculture and Agribusiness in Ghana 2023.

Taste Spain aims to introduce a wide selection of Spanish brands and products to key players in the Ghanaian food and beverage industry, including purchasing managers from large supermarket chains, distributors, retailers, gourmet stores, HORECA channel representatives, sommeliers, chefs, catering companies, and specialized media.

The event will gather leading local industry professionals such as importers, distributors, and HORECA experts. Furthermore, it will serve as a showcase for the quality, prestige, and diversity of Spanish products, with the goal of opening new distribution channels, attracting clients, and fostering business partnerships.

This call is open to Spanish food and beverage companies with or without established distribution in Ghana.

Additionally, Spanish interested in giving a tasting or seminar to promote their food and beverages in the Ghanaian market are also invited to attend.

María Naranjo Crespo
Agri-food Industry director

ICEX sponsors the Spanish food and gastronomy sector under the brand name.



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1. DESCRIPTION OF THE EVENT

In Ghana, an increasing part of the population is familiar with Western culinary taste, including Spanish culture and gastronomy. This trend, together with the international recognition of Spanish food products and Spain's position as a reference point for gastronomy worldwide, has resulted in increased business opportunities for Spanish food products in Ghana.

In the wine sector, the market share of Spanish wines is currently below its potential, but it competes that of countries such as South Africa, Italy or France. Thus, we are facing a market that continues to grow and that allows the entry of new competitors, so the wine sector in Ghana may present opportunities especially for Spanish companies, given that their wineries still have a reduced presence.

This mixed-format activity, open to companies that already have an importer in the Ghanaian market and those seeking to establish new distribution partnerships, aims to highlight the quality and diversity of Spanish food and wines. The initiative is designed to strengthen the presence of Spanish products in a growing market, where synergies between Spanish companies and local importers will contribute to mutual growth.

The exhibition is exclusively targeted at a professional audience, including importers, distributors, food and wine retailers, gourmet stores, HORECA professionals, specialized press, and other key representatives from the sector.

The Spanish Economic and Commercial Office in Accra and ICEX will provide the following services to exhibiting companies:

- Venue sourcing and booking, as well as the rental of equipment and all necessary materials for product display.
- Dedicated support from the staff of the Economic and Commercial Office for all participants.
- Promotion of the event across digital platforms and print publications.
- Opportunity to invite your own clients.
- Support in organising B2B meetings during and following the event.

2. VENUE AND TIMETABLE

Taste Spain Accra 2026 will take place on the 18th of June in Accra, as this city has a wide international gastronomic offer and it's where most of the importers of Spanish food and wine products are located.

The event will take place at Kempinski Hotel Gold Coast City Accra, from 10am to 17pm

Program of activities:

10:00 – 17:00: Registration of attendees and visit to exhibitors.

Wine & Drinks tasting conducted by a professional sommelier with an explanation of the different wines and and their ideal food pairings.

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3. CONDITIONS OF PARTICIPATION AND SERVICES INCLUDED

To achieve the objectives of Taste Spain, this activity will only be carried out with a sufficient minimum number of Spanish companies seeking distribution and importers participating.

It is also desirable that the food, wines and other alcoholic beverages on display represent as much as possible the diversity of the Spanish offer in the country.

ICEX reserves the right to limit the maximum number of products to be presented per table.

The registration fee entitles you to:

- Exhibitor table
- Information about the importing company and its Spanish products in the online catalogue.
- Basic tasting material: glasses, plates, ice cubes, spittoons, napkins...
- Promotional material for the event and invitations to professionals in the sector.
- Inclusion of your brand logo and/or image in the material produced specifically for the event.
- Promotional campaign through the website www.foodswinesfromspain.com and the Foods and Wines from Spain social media profiles.

4. PARTICIPATION FEE

Participation fee is 300 EUROS per table.

Deadline for registration and payment: 15:00 hours on 20th April 2026.

5. REQUIREMENTS AND CONDITIONS

Participation requirements:

- o The products presented by each importer/distributor are already on the Ghanaian market on the date of the event.
- o The products presented are exclusively of Spanish origin.
- o The participating company (importer/distributor) must appoint at least one person to present its products for the duration of the event.

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Conditions of participation:

- o Each participating company shall be responsible for and assume the expenses derived from the travel, lodging and board of its representative/s, as well as other possible expenses not included in the services included above.
- o Each participating company is solely responsible for its table and the products on display and is required to have a representative at the table or bar throughout the event.

6. REGISTRATION, FORM OF PAYMENT AND APPLICATION DEADLINE

Ghanaian importers of Spanish products may make the registration using this link:
<https://encuesta.com/survey/3j7ZOHK9pD/formulario-alta-empresas-locales-en-ingles>

Deadline for registration: 15:00 hours on the 20th of April 2026.

Methods of payment: Bank transfer to the following account:

IBAN: ES82 0182 23704002 0000 0402

SWIFT CODE: BBVAESMMXXX

BENEFICIARY: ICEX ESPAÑA EXPORTACIÓN E INVERSIONES

CONCEPT: TASTE SPAIN ACCRA 2026 – *Importer name*

After filling the registration form, please send a copy of the bank transfer by email to accrai@comercio.mineco.es. Registration requests not accompanied by a copy of the bank transfer for 100% of the participation fee will not be considered. If a company registers but is not selected, the full registration fee will be refunded.

Under no circumstances may a registration be made in the name of one company and request an invoice in the name of another company, even if it belongs to the same group.

The company that, after having received notification of its inclusion in the activity, renounces to participate, will lose 100% of the fee paid. Only in extraordinary cases, ICEX reserves the right to evaluate the reasons presented by the company and, eventually, to return a percentage of the amount paid.

In the event of cancellation of the activity by ICEX due to force majeure, communicated sufficiently in advance of the initially planned date of the event, ICEX shall not be liable for any damage that such cancellation may cause to companies.

ICEX reserves the right not to select a company as a participant or to unilaterally cancel the participation of a company that has previously been accepted if it becomes aware of business malpractice or fraudulent practices that could damage the image of the sector, the image of the country or the rest of the companies participating in the activity. In the case where the company has already made the payment, ICEX will assess the expenses incurred up to that moment and the possible refund of a percentage of the amount paid by the participating company.

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7. CONTACT

The people to whom you can address your queries are:

For technical questions during the registration process:

Economic and Commercial Office of Spain in Accra

Contact person: Luis Miguel Veral

Email: lmveral@comercio.mineco.es

accra@comercio.mineco.es

Tel. +233 302 974 979

ICEX Headquarters in Madrid:

Information and customer services

E-mail: informacion@icex.es

Tel. +34 91 349 7100

INFORMATION ON THE PROTECTION OF PERSONAL DATA AND CONFIDENTIALITY INCLUDED IN THE PARTICIPATION APPLICATION FORM

In accordance with the provisions of Organic Law 3/2018 of 5 December on the protection of personal data and guarantee of digital rights and Regulation 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, we hereby inform you of the following:

1. That, in accordance with the provisions of the aforementioned regulations, ICEX has a Data Protection Policy. To this effect, the purpose of the collection and automated processing of the personal data requested through this procedure is to manage your participation in the activity organized by ICEX. Your data will be included in the ICEX register of processing activities for the purpose of processing your request.
2. That you are obliged to provide the data requested by ICEX, the refusal to provide this data, implying the impossibility to participate in this activity.
3. That you consent to the processing of your personal data by ICEX for the aforementioned purpose.
4. That once the management of your participation in the activity organized by ICEX has been completed, ICEX will keep your data for 5 years in order to comply with legal obligations, without prejudice to the rights that you may exercise at any time, in accordance with the following point.
5. That under no circumstances will ICEX use the personal data collected for purposes other than those mentioned above. Likewise, the interested party declares that all the data provided by him/her are true and correct, and undertakes to inform ICEX of any changes that may occur in such data.
6. That you have the right to object to the processing of any of your data that is not essential for the performance of the activity and to its use for any other purpose. At any time you may exercise your rights of access, rectification, deletion, opposition, limitation of processing and portability, where such rights are applicable, through written communication to the email address of our Data Protection Officer: delegadoprotecciondatos@icex.es providing a photocopy of your ID card or equivalent document and specifying your request.
7. That, likewise, if you consider that your data have been treated inadequately, you will have the right to file a complaint before the Spanish Data Protection Agency (C/ Jorge Juan, 6. 28001 - Madrid <https://www.aepd.es/es>) or before our Data Protection Delegate.

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