



**CULTURAL™**  
**ONENESS**  
FESTIVAL  
2024 - NORTHERN GHANA

**13-16 NOV.**  
**2024** | NORTHERN  
GHANA

**ART, CULTURE**  
**HERITAGE & BUSINESS**



POWERED BY

THE TASTE OF<sup>®</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.



## OVERVIEW OF CULTURAL ONENESS FESTIVAL 2023

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The Taste Of Afrika, in collaboration with the Harlem Tourist Board, African Tourist Board, and Ghana Tourist Authority, 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)



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 Nabdum  
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 visit the Pikworo Slave Camp and Paga Crocodile Pond. They were led by His Royal Highness Nagonaab, Na-Pariyoung Kosom Asaga Yelzoya II (Paramount Chief, 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. An impressive durbar, featuring key figures such as the Northern Regional Minister, Chief Director of the Northern Regional Coordinating Council, Vice President of the Harlem Tourist 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 was  
enskinned as Sunu 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

The forum brought together a think tank of practitioners and specialists, covering sectors such as agriculture, tourism, arts and culture, youth development, entrepreneurship through digitization, social services, and the legal and regulatory environment to foster discussions and strengthen connections between experts and investors. The event was held at Radach Hotel and chaired by His Royal Majesty 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, showcased the cultural diversity of the Northern sector through colorful displays of ethnic outfits, parades, and cultural dances. The event, starting at Agric traffic light and concluding at the Jubilee Park.

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# 1000+

## Participants

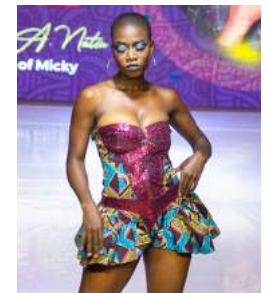


DAY 3  
FRI. 8TH DEC 2023

## 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 Cultural Oneness Festival culminated on December 9th, 2023, 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 musicians from Southern Ghana.

**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.





**CULTURAL**™  
**ONENESS**  
FESTIVAL

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**2024**

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THEME:  
LEVERAGING ON OUR STRENGTH FOR SHARED  
GROWTH AND PROSPERITY AS ONE PEOPLE

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13-16 NOV. 2024 | NORTHERN GHANA

# CULTURAL ONENESS FESTIVAL 2024

## DAILY ACTIVITIES



### Day 1 - Cultural Roots Tours

Participants will visit Mole National Park, Larabanga Mosque, Navrongo Mud Cathedral, Kintampo Waterfalls, Mystic Stone and a Tamale City Tour



### Day 2 - Cultural Fusion Durbar/Street Carnival

There will be colorful parades and captivating performances; as well as rich, time-honored traditions and culture in dance, music, artistry, musketry, and equestrian prowess from all the regions in Northern Ghana.



### Day 3 - Business Forum/Fashion Show

A workshop will be organized for the youth to help them learn digital content creation skills. The objective is to promote tourism and drive economic growth in their communities. Later in the evening, a world-class fashion show will be held to celebrate the artistry, creativity, and innovation of the northern fashion scene.



### Day 4 - Musical Concert

The grand finale of the event promises to be an awe-inspiring showcase of the universal language of music and its power to unite people from different cultures across Africa. With a jubilant atmosphere and shared experience, it will be an unforgettable celebration of the beauty and richness of African music.



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