

Jobberman Ghana to host Career Fair, Employer Forum

BY TIMES REPORTER

IN a bid to address the disconnect between the youth and the burgeoning oppor-

tunities in agriculture, Jobberman Ghana is set to host the Jobberman Ghana Career Fair and Employer Forum.

The two-day forum, to be held

at UPSA in Accra and scheduled for Wednesday, August 28 to Thursday, August 29, 2024, formed part of the key component of the Agriculture Innovation for Africa (AIA) Conference.

A statement on the fair issued by Jobberman and copied to the *Ghanaian Times* in Accra, yesterday, said the programme to be held on the theme: 'Beyond the Fields: Exploring Agribusiness and Job Opportunities for Young People,' aimed to illuminate the vast potential within Ghana's agricultural sector and to foster engagement between industry stakeholders, employers, and job seekers.

The statement also said the initiative aligned with Jobberman Ghana's 'Discover the New Agric' initiative under the Harnessing Agricultural Productivity and Prosperity for Youth (HAPPY) Programme. This programme seeks to unlock agri-business employment opportunities for young Ghanaian women and men.

"In Ghana, agriculture is the bedrock of our economy, yet

there remains a notable disconnect between its potential and the career opportunities it presents," said Jemima Ashietey, Head of Marketing at Jobberman Ghana.

She said the goal of the "Career fair is to shift that narrative and show young people that agribusiness is not only viable but rich with diverse career paths."

Ms Ashietey emphasised that, "The Jobberman Ghana Career Fair is crafted to be a comprehensive platform for dialogue and interaction between aspiring professionals and agribusiness employers. We aim to showcase the wide range of career options within agriculture and address the challenges faced by employers in this vital sector."

The event, a collaboration between Jobberman and Kosmos Innovation Centre, she indicated, was anticipated to attract approximately 500 job seekers and will feature 50 employers who will exhibit and engage with attendees. Highlights of the event include networking opportunities, panel

discussions, and skill-building workshops.

In addition to addressing the knowledge gap, Ms Ashietey noted that the fair would provide insights into the numerous underappreciated career opportunities within agribusiness by connecting job seekers with industry leaders and inspire and prepare the next generation of professionals in the agribusiness value chain.

The Executive Director of Kosmos Innovation Centre, Mr Benjamin Gyan-Kesse, highlighted the importance of empowering young people to interact with industry stakeholders on work-readiness skills and available opportunities within the agricultural value chain, contributing to the nation's economic growth.

"We are excited to support this initiative and look forward to its positive impact on Ghana's agribusiness landscape," he remarked.



• Ms Ashietey