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A Quarterly Newsletter of the
West Africa Competitiveness
Programme (WACOMP) Ghana

Learn more about
**Safia Alhassan: A Shea
Processing Champion
and Cluster Activist**

... featured in, 'Voice from the field' P. 32

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Facts about WACOMP

WACOMP is a partnership initiative between the Economic Community of West African States (ECOWAS) and the European Union (EU)

It has a bearing on regional economic integration and highlights a commitment to the Economic Partnership Agreement (EPA) between the EU and West Africa.

The overall objective of the project is to strengthen the competitiveness of West Africa and to enhance the ECOWAS countries' integration into the regional and international trading system, including the newly established African Continental Free Trade Area (AfCFTA).

It seeks to improve the competitiveness of Ghanaian exports with a focus on three main value chains – cassava, fruits (mango and pineapple), cosmetics and personal care

products through enhanced value-addition, low carbon sustainable production and processing aimed at increased access to regional and international markets.

The project, launched in March 2019, embraces the vision of the Third Industrial Development Decade for Africa (IDDA III) and is also aligned to UNIDO's mandate of fostering Inclusive and Sustainable Industrial Development (ISID).

WACOMP is funded through a EURO 120 million contribution from the Regional Indicative Programme (RIP) for West Africa (2014 – 2020) under the 11th European Development Fund (EDF).



➔ WACOMP'S Overall Objectives

Specific Objective 1



Improve the performance, growth and contribution to industry, regional trade and exports of selected Value Chains

Country level

- Competitiveness at firms level is improved, especially through the Cluster's approach.
- Intermediate organisations of the selected VC's are strengthened and service delivery to SMEs is improved and expanded (quality standards, new green solutions, market access, etc..).

Regional level

- Better regional linkages among selected VCs actors are promoted and key regional intermediary organisations are supported.
- Regional quality infrastructure system is strengthened, with a view to promote environmental issue.

Specific Objective 2



Improve the climate for business at national and regional levels

Country level

- Regional policies in favour of competitiveness are mainstreamed in the country and help enable a business-friendly environment.

Regional level

- The regional policy and framework to improve competitiveness are harmonised, formulated and monitored.
- The capacity of the ECOWAS and UEMOA Commissions and Member States to successfully manage, coordinate and monitor the programme is strengthened.

WACOMP in Ghana

In Ghana, the EU is contributing a total of 6,200,000 EURO with other funding support of 150,000 EURO from UNIDO making a total of 6,350,000 EURO of donor fund.

The programme is implemented by the United Nations Industrial Development Organization (UNIDO) in coordination with the Ministry of Trade and Industry (MoTI).

LOGIC OF INTERVENTION

OBJECTIVE

The export competitiveness of the Ghanaian economy is strengthened through enhanced value-added, low carbon, sustainable production & processing, and access to regional and international markets increases.

PROGRAMME'S EXPECTED RESULTS

SMEs and intermediate organizations of the 3 selected value chains - Fruits, Cassava and Cosmetics & Personal-Care Products - have increased capacity to produce quality products integrated into the global value chains and acceptable to the regional and international markets.



WACOMP Fruit Cluster Visits Kenya on Study Tour



The Ghana fruits cluster representatives in Kenya visiting a fruits plantation

Kenya's mango industry presents a unique opportunity for Ghana's agriculture sector to grow its exports.

The country also has only four months Mango season (from October to February) creating an eight months' deficit to the already existing disaggregate mango supply to the economy.

Ghana on the other hand is home to a sizable mango industry, and the production is estimated at 100,000 tons per year. The sector has been growing strongly over the past two decades and has seen a lot of investments in processing and orchards.

The mango industry in Ghana has a comparative advantage to almost all growing mango countries. Ghana seems to be the only country with 2 mango seasons in a year from April – July for the Major season (all growing mango areas in Ghana) and December – February for the Minor season (only in the southern part of Ghana).

This makes almost an all-year-round mango supply for the country.

In close collaboration with the UNIDO Markup project in Kenya, WACOMP- Ghana sponsored selected members of its mango and pineapple clusters including members of Sea-Freight Pineapple Exporters (SPEG), Federation of Associations of Ghanaian Exporters (FAGE) and Tree Crops Development Authority (TCDA) on a study tour mission to Kenya from 25 March to 1st April 2023, to explore how the Ghana mango sector could complement Kenya's fruit business, by providing both dried and fresh fruit (Mango and Pineapple).

The tour offered the team from Ghana an opportunity to understand the dynamics in the industry and meet with potential buyers of dry and fresh fruits in the Kenya market.



WACOMP- Ghana Supports More than 24,000 Women Entrepreneurs in Cosmetics, Cassava, and Fruits Value Chains



Some of the female WACOMP - Ghana entrepreneurs in the AfCFTA Rules of Origin training in Accra

Women entrepreneurs in West Africa are finding innovative ways to sustain their growing businesses despite the current economic challenges.

From empowering the youth and supporting women in rural communities to scale up barriers in entrepreneurship, the WACOMP - Ghana project mobilizes, through cluster development, women in farming and processing of personal care products, cassava and fruits across the country to take advantage of the African Continental Free Trade Area (AfCFTA).

With a potential to increase Africa's economic outputs by US\$29 trillion by 2050, and an estimated US\$4.2 trillion business to-business, the AfCFTA carries enormous opportunities for women entrepreneurs, including in large scale and innovative business according to the United Nations Economic Commission for Africa (UNECA) report in 2019.

And this is exactly why the project takes women entrepreneurs through various technical training and offers hand holding coaching to increase their competitiveness.

As of 2022, the project has trained 19,000 women in cosmetics processing, 3,466 women entrepreneurs and farmers operating in the cassava value chain, and 1,350 farmers and processors in the fruits (mango and pineapple) value chain.

Women Entrepreneurs' Success Stories

Michelle Dassah's entrepreneurship business started when she formulated cosmetics ointment using shea butter and nee oil to clear rashes on her twins. She became a member of the Cosmetic Middle cluster and has benefitted from various training since 2019.

Cont'd from pg. 6



Michelle Dassah - Ayog, CEO, Laam Shea Products:

"The E-Marketing training by WACOMP –Ghana empowered me to make a definitive decision on the best digital and e-commerce plan for Laam Shea and improved my digital presence.

Laam Shea received orders all over Ghana, the UK and across the globe for our newly formulated handcraft soaps and I was selected to be part of the new TVET curricula development team after my Masterclass training.

This will allow me to impact more girls through technical expertise. Thanks, WACOMP - Ghana for enhancing my capabilities and giving me the courage, it takes to lead."



Sandra Snowden and Rita Brobey together manages Hendy Farms, an emerging farm and fruit processor in Ghana, contributing substantially to the growth and development of the mango industry.

Sandra Snowden, Co - Manager, Hendy Farms:

"With UNIDO's technical support, we have secured a 1-ton capacity solar fruit dryer to serve the mango cluster in the Shai Osudoku district to process new product (dried mango fruit snack) for the international market.

This has contributed to reducing over 40% post-harvest losses during the mango harvesting season. Thanks to the support from the WACOMP – Ghana project last year, the cluster group now has new products that were showcased at the just ended trade show in Berlin Fruit Logistica 2023."

Compete //

New Market Opportunities for Christaa Agro Processing



Madam Christiana Akua Adjei exhibiting her rebranded products at WACOMP West Africa Connect event

Cassava is a ubiquitous crop. Originally from the Latin Americas, cassava has served as food for many communities in Ghana for decades, although the industrial potential of the crop came into the lime light only over the past few years.

Key agricultural sector plans such as the current Food and Agriculture Sector Development Plan (FASDEP II) 2007, listed cassava as a strategic crop while the government’s recent National Export Development Strategy (NEDS), 2020 mentions cassava derivatives such as industrial starch among the 17 top priority products.

The NEDS envisages that Ghana’s Non-Traditional Exports (NTEs) will grow to \$25.3 billion in the next 10 years.

Cassava production and processing is however an arduous

occupation. From planting material selection to harvesting, through to peeling, grating and pressing, a lot of effort and time is spent by the producers to attain the desired results.

The crop generally grows on any arable land in Ghana, except the two Upper Regions, but to be able to meet the industrial benchmark, farm productivity or yields must be high enough to offset the costs associated with production. Ghana produces an average of 21.3mt/ha.

This is approximately half of the yield potential of the available improved cassava varieties. The yield deficit is due in part to lowering soil fertility, use of low yielding varieties and poor agronomic practices. Fertilizer application is not practiced in cassava production. It has been estimated that about 50% of the harvest is also wasted to post harvest losses.

Compete

Cont'd from pg. 8

For Christaa Agro Ventures, a leading firm in the cluster, gari (including coconut, soya and margarine mixed variants) was the main product.

Their products were not registered with the Food and Drugs Authority (FDA) of Ghana so they were sold through community buyers and other channels where the FDA monitoring system would not detect them.

Their packaging was also unattractive which resulted in low market penetration.

Food and Drugs Authority registration for food products in Ghana requires applicants to provide inter alia, information on the contents and process of each product and its variants, a laboratory test results confirming the claims and the phytosanitary certificate where applicable. Products seeking registration also need to meet the FDA labelling requirements.

Since 2020, the WACOMP project set up onsite and virtual coaching programme where SMEs, including those in the AAM cluster such as Christaa Agricultural Ventures and JOSMA Agro Industries were provided with various training and guidance in packaging, book keeping and financial management, product marketing and branding among others.

The technical support provided included also training in Good Agricultural Practices, Good Manufacturing Practices, food safety and personal hygiene. Through the WACOMP project's Subcontracting Matching Scheme, Christaa Agricultural Ventures, received training in product innovation and diversification.

Additionally, Christaa received food grade processing equipment and support for the construction of a solar dryer for HQCF at their facility.

The company was also connected to packaging companies in Ghana and Turkey and was able to develop a new packaging for their product variants.

Through WACOMP's support, the company was able to successfully complete the FDA registration for six cassava products: coconut Gari, Margarine Gari and Soya Gari, Konkonte, plain Gari and HQCF, while four others are undergoing FDA scrutiny (Cassava Chinchin, Chips, Cocoyam Fufu and Cassava Bread).

With FDA registration and improved packaging, Christaa displays its products on the shelves of leading supermarkets in Kumasi, Asante Mampong and Nsuta. Their products are also sold to schools, hospitals and offices.



Image of old packaging bags of Christaa's products



Samples of new branded packaging bags



Madam Christiana Akua Agyei, CEO, Christaa Agro Ventures:

"When I look back at where WACOMP picked us from and the transformation that has happened over the course of the last two years, we are confident than the sky is the limit. WACOMP support has given us exposure to big people and market platforms in Accra, Kumasi and other places. It has opened doors to markets. We receive calls from so many places. WACOMP has really lifted us up and linked us to the top. We now understand the distinction between costing and pricing and the new packaging has made us unique. The way we think about the business and the products has completely transformed!"



Compete

Pure Trust Boosts High Quality Shea Production in Tamale



Pagsung and Pure Trust members in training session

In November 2021, WACOMP – Ghana partnered with PureTrust Foundation LBG to improve the export competitiveness of Pagsung Shea butter Co-operative, a local women-led organization which produces Shea cosmetic products comprising Shea butter, Shea soaps, Shea creams, hair food, African Black Soap and a number of Shea based value-added products.

The foundation wanted to improve the shea butter production through an upgrade production process, through coaching on quality standards, preparation of standard operating procedure, quality testing and licensing of products by national regulatory organizations.

Today, the centre operates an efficient administrative system in a modernised office and uses upgraded Shea butter and soap moulding processing machinery and heavy-duty shea butter

kneader, shea nut crusher, grinding mill, electric motor and hydraulic soap moulder.

Five of their products: African black soap, baobab toilet soap, Pagsung Queen of shea soap, shea pomade, raw unrefined shea butter are now Ghana Standards approved.

The baseline shea butter output of Pagsung at the start of the WACOMP’s support was 32 tons per annum. Thanks to the more efficient process in place, Pagsung is now able to produce and sell 73 tons of Shea butter, with a **steep increase of 128%** in the volume of shea butter produced.

The production of African black soap also increased **from 3 tons to 18 tons**, as the manual moulding and pressing of the cake soaps was replaced with the use of Hydraulic Soap press procured by the project for Pagsung.

Compete

Launch of Cassava Week Celebrations

15 March 2023
9:00 A.M.

Theme: "Cassava: Ghana's golden root for economic transformation"

Venue: GAEC AUDITORIUM

Keynote Speaker:
Mr Evans Kwame Ayim - M.D. Ayensu Starch Company

PARTNERS

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WACOMP – Ghana in partnership with the Biotechnology and Nuclear Agricultural Research Institute (BINARI) of Ghana Atomic Energy Commission (GAEC) launched on the 15th of March 2023 Cassava week celebration. This is an initiative to contribute to the socio-economic development of Ghanaians and improving food security.

Cassava is a major root crop that has served as a food security commodity for ages. Its potential for product diversity and vast utilization in Ghana and transformation from subsistence to commercially oriented outcomes has become paramount because of its tolerance to harsh climatic conditions and availability, making it a choice for cultivation and consumption by many households in Ghana.

Nationally, cassava contributes about 22 % of Agricultural Gross Domestic Products and to support the government of Ghana's effort to encourage the application of Science, Technology and Innovation (STI) for national development, the Biotechnology

and Nuclear Agriculture Research Institute (BNARI) has developed and released five high yielding cassava varieties to farmers. These includes: "Nyonku agbeli, Kponu agbeli, Fufuhene bankye, Ampesihema bankye and Tetteh bankye".

BNARI's team is currently working on over 100 promising lines (at different stages towards varietal release). Activities such as the use of nuclear techniques to optimize soil water and nutrient management strategies for improvement of cassava yield are also on-going.

BNARI has also developed a number of cassava-based products, including the fortification of gari with micronutrients and soybean to develop a soybean-gari blend known as proGari.

The week celebration, which will take place between the 13th and the 16th of June 2023, aims at enhancing the collaborating among stakeholders to promote adoption, cultivation, utilization and commercialization of varieties of cassava in Ghana.

Compete

WACOMP SMEs Clinics benefit 565 Entrepreneurs in Ghana



Group photo of the first day session of the Accra SMEs Clinic in Accra

Small and medium-sized enterprises (SMEs) are critical to economic growth in many countries. In Ghana, they constitute over 90% of all businesses and contribute approximately 70% of GDP sustaining approximately half of all employment in the formal sector and potentially more in the informal sector, as most SMEs are informal in nature.

Many however, have little knowledge and sometimes misconceptions about the types and range of support services available for their benefit.

As part of WACOMP – Ghana’s sustainability measures for enterprises, the project team launched SMEs clinics, an onsite engagement exercise at various locations across the country.

The project team, in collaboration with Ghana Standards Authority (GSA) , Food and Drugs Authority (FDA) , Association of Ghana Industries (AGI) , Ghana Export Promotion Authority , Ghana Enterprises Agency Business Advisory Centres, Environmental

Protection Agency , Plant Pest and Disease Company Limited, Nkoranza Kwabre Rural Bank, Fidelity Bank and Access Bank, engaged 182 entrepreneurs in Techiman, 120 entrepreneurs in Kumasi, 120 SMEs in Accra, 87 SMEs in Tamale and 56 entrepreneurs in Bolga.

The clinics also served as a consultative forum to provide professional advice on how to implement measures to enhance competitiveness and trigger growth.

They touched on topics such as product registration and certification, product labelling, branding, packaging, export readiness, and sustainable business models, among others.

Mathilda Berni Batcha, CEO of MKEK Local Bar, a fruit juice processing company and Famenet Enterprise, a Beauty, cosmetics and personal care company in Cape Coast shared their experience after their engagements with the experts expressing their satisfaction with the free consulting exercise by WACOMP - Ghana.

Compete

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Feedback on SMEs Clinics



Mathilda Berni Batcha, CEO, MKEK Local Bar:



"A clinic was highly needed! Thank you WACOMP – Ghana for bringing us entrepreneurs and these great experts under one umbrella to help diagnose our individual business challenges and offer tailor-made solutions.

Our businesses will never be the same.

We are grateful to the European Union and UNIDO. I needed knowledge on how to get a food hygiene permit for my M-KEK local bar services for events, although I already have FDA certificate for my bottled sobolo drinks and the FDA representative at the WACOMP SME CLINIC patiently took me through the necessary requirements I need to meet to acquire the permit and went on to explain the benefit the permit will bring to my business.

I also wanted to know how I could acquire an internationally recognised certification and the GSA representative provided me with so much information I couldn't have accessed anywhere.

The AFCFTA consultant at the Clinic made me understand that I could upgrade and rebrand my local snacks that are in demand in other African countries."



Faustina Mensah, CEO, Famenet Enterprise:



"Thank you very much WACOMP – Ghana for the wonderful insight on how to easily get certification and register our products.

I came all the way from Cape Coast to meet the clinic team in Accra. That enriched my knowledge and it's now much clearer to me how to enhance my visibility."

Pictures on Accra SMEs Clinic



Compete

More than 40 Pineapple Farmers Trained in Group Dynamics



Group photo of ACOPPS and AMOPPA pineapple cluster groups trained

WACOMP – Ghana’s approach to private sector development is focused on cluster development as it has the potential to stimulate high rates of growth.

To build appropriate structures that will create value among cluster groups and maintain profitable business relationships with similar enterprises, the project organised training on group dynamics for the executive members of the Adwendaho Cooperative Organic Pineapple Producers Society (ACOPPS) and Adwumadzen Ma Mpontu Pineapple producers Association (AMOPPA) Organic Producers and Exporters Cooperative Society Limited, a WACOMP - Ghana pineapple cluster at Mankesim in the central Region from 12th to 14th April 2023.

Participants were taken through identifying the stages involved in building a solid working group and how it can be achieved.

The UNIDO strategic approach for cluster development assists enterprises to overcome barriers to growth by increasing their collective efficiency and helping them to access new markets and promoting inclusive and sustainable economic growth.

Mr. Meshack Godfred Dadzie, the President of the cluster expressed gratitude to the WACOMP team for taking their time to comprehensively train members, as most of them were finding it difficult to cooperate together and participate fully.

Mr. Dadzie acknowledged: “This training had much impact on the members, especially the women farmers, who were mostly inactive in most activities of the cluster until the training on group dynamics. I’m really grateful to Mr. Kwame Adjekum and UNIDO, EU, WACOMP – Ghana”

Conform



Standards on Black Soap, Shea Butter lotions, Industrial Cassava & Ethanol presented to 208 MSMEs



Group photo of participants of standards dissemination workshop in Accra

Standards and their use in technical regulations, production methods and services play a vital role in sustainable development and trade facilitation. They strongly contribute to the promotion of safety, quality, and compatibility of goods and services.

WACOMP – Ghana, in collaboration with the Ghana Standards Authority (GSA), held sensitization and dissemination workshops in Accra, Kumasi and Tamale in the month of January. This activity reached 208 Micro, Small and Medium Enterprises (MSMEs) in the cassava, cosmetic and personal care value chain.

The newly developed black soap, lotion and cosmetics standards (FDGS 289 Soaps and Detergents - Specification for Alata Samina (Black Soap); FDGS 1323 Soaps and Detergents - Specification for Alata Samina Shower or Bath Gel (African Black Shower or Bath Gel); FDGS 1324 Black Soap - Code of Practice for the Black Soap (Alata Samina) Manufacturing Industry) were extensively presented for easy adoption.

The sensitization workshop also targeted the cassava value chain actors, entrepreneurs and manufacturers, providing them with an interactive and easy to understand detailed explanations on how to adopt the standards, for industrial starch and ethanol.

The newly developed and revised versions of GS 548 – Industrial Chemicals – specification for cassava starch and GS 315: 2003 – Chemistry Specification for ethanol have been explained to the cassava producers.

In 2021, WACOMP supported GSA to develop 16 standards (2 for cassava and 14 for cosmetics & personal care products) to enhance the competitiveness and quality of the cassava and cosmetics value chains.

MSMEs in Ghana are expected to adopt and utilize the standards to enhance their competitiveness in the production of quality certified products and access the African Continental Free Trade Area (AfCFTA).

Third cohort of the UNIDO ISO 17025 online training Graduates



Laboratory technicians trained and UNIDO trainers Abena Safoa Osei (far left) and Fred Owusu Gyamera (right)

The third virtual training on EN ISO/IEC 17025 was launched on 31st October as a joint activity by WACOMP – Ghana, funded by the European Union, and the Global Quality and Standards Programme (GQSP), funded by the Swiss Secretariat of Economic Affairs (SECO).

The 11 - week-long training, which ended in January 2023, has so far benefitted 99 laboratory analysts from the Ghana Standards Authority (GSA), Food and Drugs Authority (FDA), Kwame Nkrumah University of Science and Technology (KNUST) Laboratories, COCOBOD – Quality Control Company, Ghana Atomic Energy Commission, National Nuclear Research Institute (NNRI), Radiation Protection Institute, and the University of Cape Coast Laboratories.

36 participants of the third cohorts participated in the graduation ceremony held in Accra on the 30th of March 2023.

This UNIDO state-of-the-art virtual training is aimed at enhancing the capacities of conformity assessment service providers to support their accreditation to ISO/IEC 17025, which plays an important role in supporting the provision of accurate and reliable results from laboratory testing, calibration, sampling and measurement services across many sectors.



Conform

Cont'd from pg.15

Feedback on UNIDO ISO 17025 Online Training



Mrs. Dzienyo Awayevoo Akafia, Technical Manager of General Chemistry Laboratory, Ghana Standards Authority:

"My basic overview of this ISO 17025:2017 training course is that it's been very educative and has made me a very assertive laboratory staff. Although I have had auditor training in ISO 17025, I have been blessed with the perspective of a lab analyst's view of ISO 17025 and its implementation in the laboratory.

This training has given me a different view of what the standard is about, especially with respect to how to ensure Good Laboratory Practices based on an in-depth quality management system that helps to reduce errors and perform more effective corrective actions.

The training threw much light on uncertainty measurements and verification and validation of methods which have been a challenge for most laboratories. Analysts have been equipped with sufficient information to help the laboratory to perform better.

The course has been very educative and helped us in preparing for accreditation.

I wish to sincerely thank UNIDO, Ebe, Houssam, Fred, Safoa, SECO and European Union and all players for ensuring that this training was a reality and a success. Thank you very much and God bless us all."



Interview

Getting To Know about WACOMP Cosmetics Value Chain Expert



Interview with **Mr. Bright Ayisah Abiemor, PIF Expert**

E-mail: ayisahbright@gmail.com

Bright is an experienced Quality Assurance professional with a demonstrated history of working in the food and cosmetics manufacturing industry.

Aside from his experience in ISO management systems, quality control tools, quality and food safety auditing, and regulatory compliance he conducts training in Good Manufacturing Practices for industry.

He holds a BSc in Chemistry and an expert in ISO 9001:2015, ISO 22716:2007 and ISO 22000:2018

1. What training and activities have you conducted for the WACOMP Cosmetics Value chain as a trainer?

Training conducted for these firms were carefully selected considering the size, capacity and competence employees. Since these are cosmetic producing firms, training topics were mostly picked from ISO 22716 which is the international standard for Good Manufacturing Practices for Cosmetics. Training topics included product formulation, specifications development, quality control and documentation.

2. How successful was it and how has it impacted the lives of the beneficiaries?

There has been a positive impact on the firms involved in this project especially in terms of requirements needed to compile a complete product information file. The WACOMP intervention has equipped the selected firms with the necessary knowledge and skills to be able to produce safe and high-quality products for the market.

3. How many women beneficiaries have you trained under WACOMP?

As it stands, all the firms benefitting from the PIF project are owned by women!

This does not mean the project has a bias for women-owned businesses, but it just happened that the firms that qualified per the selection criteria were owned by women.

4. How many cluster groups have you supported in collaboration with WACOMP?

Initially the project started with six (6) firms who went through the vetting process and had proven to satisfy the criteria for selection. However, during the project implementation two (2) of these firms could not follow up on the needed requirements for the PIF and had to drop off. A new firm that has recently acquired ISO 9001:2015 certification was vetted and added to the PIF project, bringing the total number of beneficiary firms to five (5).

5. How is capacity building in PIFs enhancing the competitiveness of beneficiaries?

Through the PIF support, firms have been able to upgrade all aspects of their businesses in terms of product safety and quality, staff competence, product formulations, good manufacturing practices and production management. With these operational skills acquired, the target beneficiaries can now develop the PIFs for new products.

A complete PIF is a requirement for all cosmetic products that enter the European market. Having a well compiled PIF for products therefore offers competitive advantage for both the local and international markets.

With this support from WACOMP, the five (5) beneficiaries will be the first batch of producers to have full PIFs that paves way for exporting products to the European market.

Cont'd from pg.19

6. What would you recommend for future capacity building for cosmetics processors to position them in the international trade area in collaboration with WACOMP?

Well, the basic requirement for any cosmetic processor is to have a well-structured organization that can control all production activities.

These includes raw and packaging materials sourcing, manufacturing facility maintenance, storage and transportation and proper documentation.

WACOMP's intervention, in conjunction with both the international and national experts in cosmetics, has helped the selected firms to develop the proper documentation such as MSDS, COA, specifications, standard operating procedures, labels and packaging review and all these were done to position them in the international trade area.

7. What is your general impression of the WACOMP cosmetics value chain activities in terms of the technology?

Access to latest technology has been a challenge to actors in the cosmetics value chain. Basic equipment needed to aid production, test raw materials and finished products are not easily available. Also, the firms do not have in-house laboratories for testing products.

However, through WACOMP -Ghana, the firms have been trained in the use of basic equipment such as pH meters, hardness testers, viscometers color charts and others needed to do regular production and testing of products.

8. What are your observations about the current state (in terms of technical knowledge and quality culture) of Ghanaian cosmetics and the gaps you have identified?

Even though there are quite a number of well formulated, good quality cosmetic products made from natural raw materials on the

Ghanaian market, a sizeable number of producers have minimal technical knowledge with respect to the production process and quality parameters such as temperature versus time, viscosity, pH, date/batch coding, etc.

When it comes to quality assurance in the industry, the producers rely on simple quality checks which usually involves organoleptic tests on color, smell and feel to touch or texture.

These tests are not enough to ensure product safety and quality.

There is the need for these producers to equip their businesses with the necessary equipment and skills to perform the basic required tests to produce products that can compete on the international market and to assure customers of superior quality products.

9. What is your general impression of the WACOMP cosmetics value chain activities in terms of supporting SMEs to be competitive on the global market?

WACOMP has been a key driver for the improvement of the cosmetics value chain, through the support provided to the cosmetic clusters.

This support has mostly come through technical trainings, expert handholding and implementation of quality standards to better enhance the quality of manufactured products.

There are several success stories attributable to the WACOMP project on product quality enhancement, competitiveness and better cooperation among companies.

The WACOMP project has opened a new chapter in the cosmetic value chain.

This can be built upon by other stakeholders to further improve product quality, exports and integration into regional and global value chains.



Conform

Standards Compliance Analytics Report Stakeholder Review Meeting



Group photo of participating agencies and stakeholders with the UNIDO in Ghana team

WACOMP – Ghana and the Global Quality and Standards Programme jointly organized a review meeting on the 2nd of March 2023 in Accra to discuss the UNIDO standards compliance analytic report on Ghana.

The Standards Compliance Analytics Tool helps to analyze boarder rejection data to identify compliance challenges faced by exporting countries, focusing on trends and patterns of agri-food rejections in five international markets.

For Ghana, the tool assessed and reported on Ghanaian agri-food import rejections in five major international markets, namely Australia, China, the European Union (EU), Japan and the United States (US).

The report shared detail insights about the challenges faced by Ghana in complying with product quality and safety standards

and regulations in agri-food trade towards both regional and global markets.

Stakeholders in the national trade regulations, exporters and conformity assessments bodies during the meeting confirmed technical regulations and standards are increasingly and continuously evolving on the international markets especially in the area of compliance with quality, certification, labelling etc requirements set by international markets.

Both editorial and technical comments were further collated on the report which would be factored in the final analytical report.

A general consensus was reached to further and continuously increase standards dissemination nationwide in the UNIDO supported value chains in Ghana.



Conform

Digitalization Assessment of Ghana Standards Authority



Mr. Nelson Al Assai Filho, UNIDO International Expert (4th from left) with some directors of GSA and UNIDO WACOMP team during the mission

To foster the digital transformation process of Ghana’s standardization body, WACOMP – Ghana is supporting the Ghana Standards Authority (GSA) to enhance their Business Strategy, Business model, New Technologies, and Change Management applied to Standards development.

An assessment exercise has been conducted from September to December 2022 by UNIDO International Expert, Mr. Nelson Al Assal Filho.

The assessment was based on the Digital Maturity Assessment Methodology developed by UNIDO to identify the priority areas of intervention in which GSA has to focus. The areas analysed are standards development, standards sales, public enquiry and the needed ICT and digital infrastructure .

Based on the assessment, in January a participatory work

plan has been developed by GSA and UNIDO to kickstart the digitalization process of GSA.

The exercise will further promote innovation and change towards a more adaptable and flexible standards Development Model to cope with the more complex emerging and urgent market needs, and global demands.

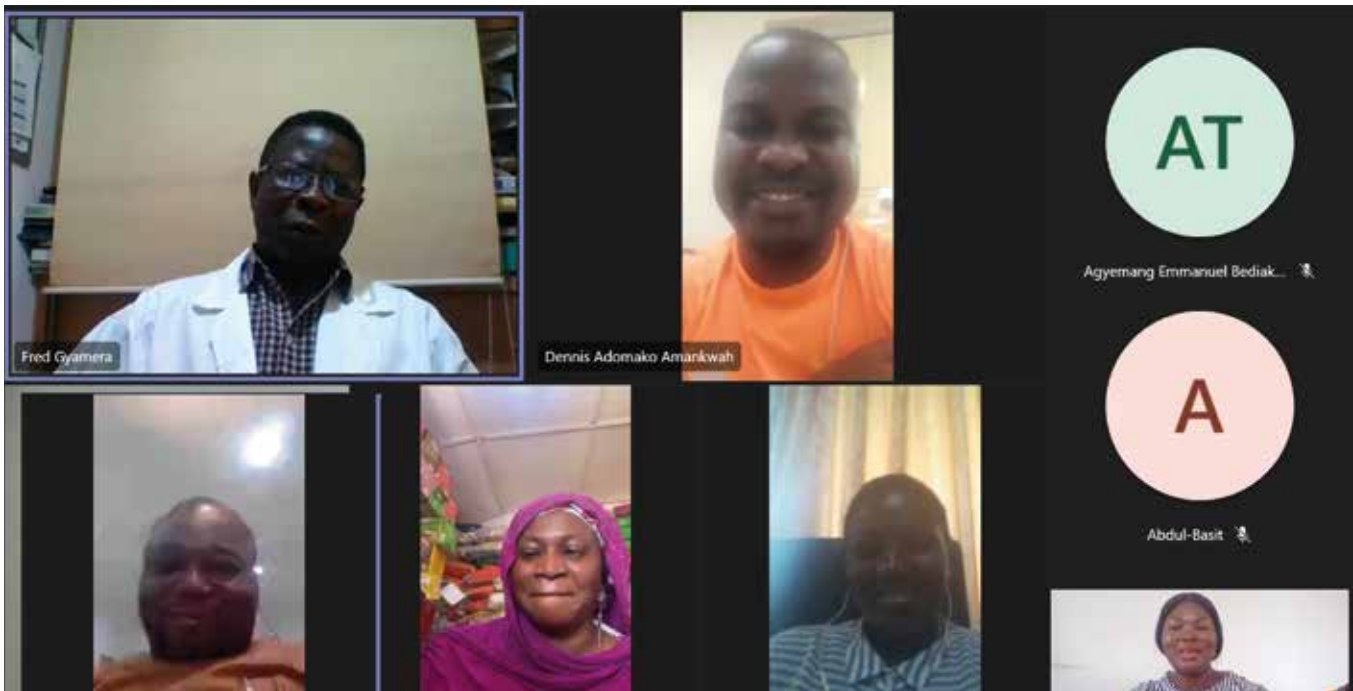
Speaking on the exercise, Mr. Nelson Al Assal Filho noted that digital transformation is a key process to promote a continuous innovation and survival of organizations.

He added that the implementation of Digital Business Model based on the management of the digital platforms is the main pillar to promote an effective Digital Transformation.



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ISO 9001:2015 Online training for 1D1F and WACOMP Beneficiaries



Selected entrepreneurs in one of the virtual sessions

In the framework of the support provided by WACOMP on Quality Management Standards for Small and Medium Enterprises part of the 1D1F companies, a virtual training session on ISO 9001 was launched on the 13th of March 2023. A total of 35 entrepreneurs took part in the session.

The aim of the virtual training sessions is to encourage SMEs to understand the importance and benefits of implementing international standards in their respective industries and comply with markets and trade requirements.

The training sessions cover three modules for five cohorts and virtual training exercise will be followed up with tailored made coaching by Quality Experts that will work onsite to support SMEs to implement the appropriate standards.

The final objective is to improve performance and competitiveness of the supported companies with a focus on the main quality principles.

Conform

Webinar on Newly Developed Cosmetics Standards



To improve the adoption of standards in the cosmetics value chain in Ghana, WACOMP- Ghana and the Ghana Standards Authority have worked closely to promote the newly developed national standards for shea-based cosmetics products and black soap.

The Ghana Standards Authority (GSA) has developed 18 standards specifications for the Shea and Alata Samina products and to further reach more SMEs, a sensitization webinar on the newly

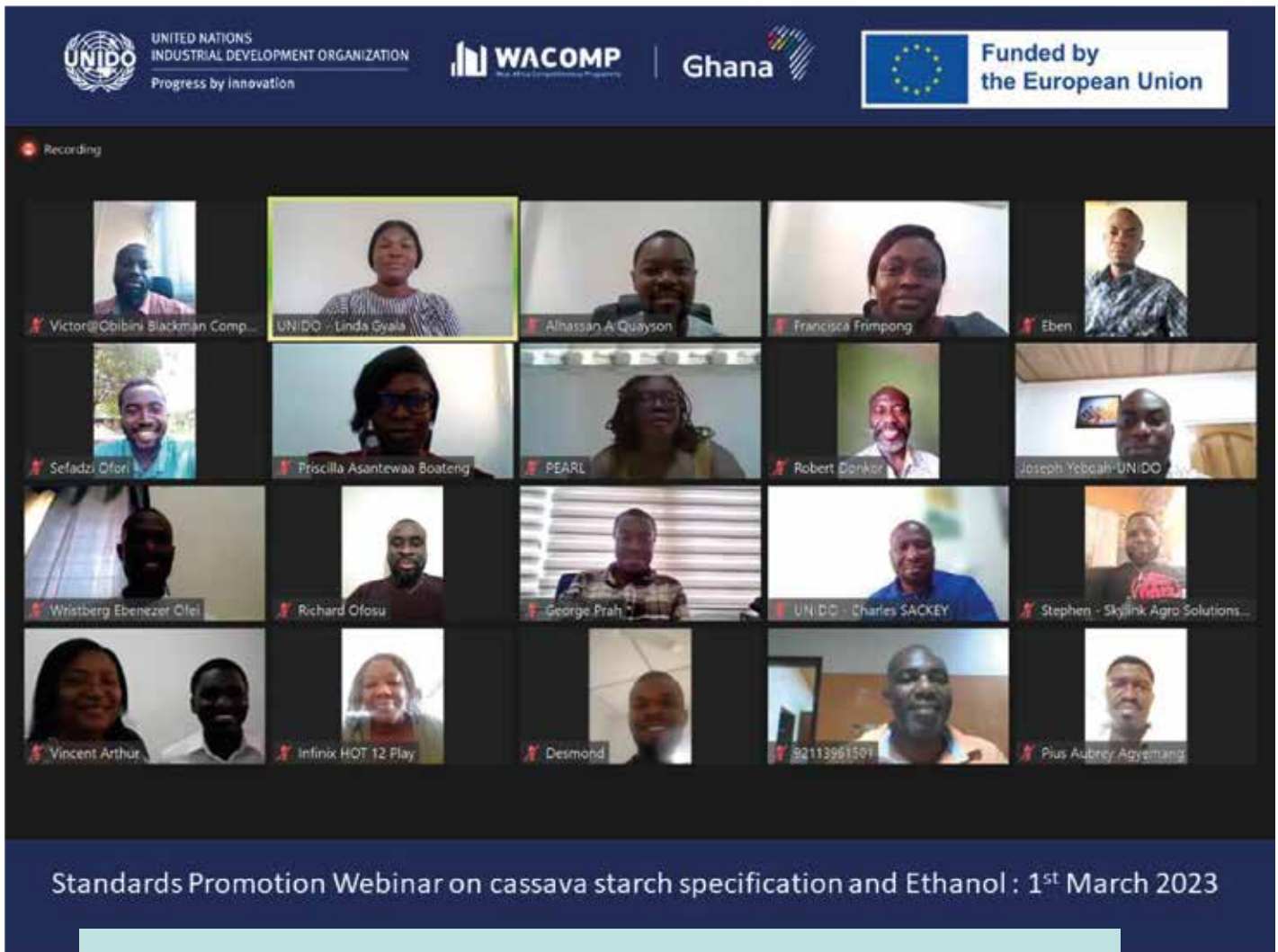
developed standards was held on the 28th of February 2023.

80 entrepreneurs participated in the online session. Participants were also taken through packaging and labelling requirements and standards for the Shea, bar, lotion and black soap.

Watch the full session here <https://www.youtube.com/watch?v=FQXxv187HYM>

Conform

Webinar on Newly Developed Cassava Standards



On the 1st of March, 2023, WACOMP - Ghana engaged actors and SMEs in the cassava value chain in Ghana to present and encourage the adoption of the newly developed standards for industrial starch and ethanol, by the Ghana Standards Authority, with the project support.

The webinar offered an opportunity for SMEs to gain first-hand information on how to properly adopt the standards to become competitive.

The scope for cassava starch (industrial) – GS 584 standard that specifies the requirements, methods of sampling and

test for cassava starch for industrialization use in the cotton textile industry in paper industry and other purposes.

The webinar also explained the scope for ethanol – GS 315 standard which specifies the requirements, methods of sampling and tests for ethanol suitable for industrial use and its labelling and packaging materials to be used.

Watch the full webinar session here https://www.youtube.com/watch?v=HwZraZ_7wWY



Conform

240 Entrepreneurs Trained on HACCP / ISO 22000:2018 Food Safety Standards

The world of standardization is changing. Standards are becoming a pillar of the new global system and standardization is taking on an increasingly important role in global affairs.

New international agreements and codes are being developed to broaden the range of health, safety, and environmental standards.

WACOMP – Ghana in partnership with the 1D1F Secretariat organized a two-day virtual training from 13th to 14th April, 2023 to support factories and entrepreneurs active in food processing.

The objective of the training was to promote relevant quality assurance standards such as HACCP and ISO 22000.

240 companies registered to participate in the webinar and will be assisted and coached by WACOMP-Ghana experts during the implementation of the relevant standards.

Ms. Ebe Muschiali, Project Manager of WACOMP – Ghana in a welcome address emphasized that food safety management systems implementation and certification is a priority to UNIDO and the Government of Ghana.

She said: “We believe our joint efforts in the adoption of food safety management systems by Ghanaian companies will secure the sustainable measures of industry and trade. I really want to congratulate MoTI and the “1D1F” program for working towards an enhanced quality and safety of Ghanaian products. We acknowledge the high interest of the industry actors, and with the quality experts we will do our best to support them in achieving their targets.”

Mr. Frederick Gyamera Owusu, National Quality Infrastructure Expert of WACOMP – Ghana and trainer added that “WACOMP Ghana’s aim is to provide fact-based insights to standards and standard implementation”.

Participants who successfully participated will be assisted and coached by WACOMP quality experts to prepare for implementation of the relevant standards and awarded certificate of successful completion of the standards.

Watch webinar sessions on ISO 22000 [👉 https://youtu.be/rzyBj-F4nnl](https://youtu.be/rzyBj-F4nnl) and on HACCP [👉 https://youtu.be/loVTVmMVWos](https://youtu.be/loVTVmMVWos)

Connect

27th Ghana International Trade Fair



The excited WACOMP exhibitors cheering in appreciation to UNIDO and the EU for the support

Small and Medium Enterprises (SMEs) are vital to Ghana's economy, accounting for more than 90 percent of all business enterprises in the country. One of the main challenges of SMEs is limited access to thriving markets.

WACOMP – Ghana, in partnership with the Ghana Trade Fair Company, organised the 27th Ghana International Trade Fair to create business opportunity for SMEs to meet buyers.

40 Micro Small and Medium Enterprises (MSMEs) supported by WACOMP - Ghana have participated in the International Trade Fair from the 1st to the 7th of March 2023 at the West Hills Mall in Accra.

A booklet to allow easy contacting to the companies has been published and widely distributed to the patronisers of the fair and is also available online: https://wacomphana.org/publications/general/#flipbook-df_1357/1/

Feedback on 27th Ghana International Trade Fair



Ewuradwoa Ahwoi, CEO, MADE BY RADW:

"The Ghana International Trade Fair 2023 was a great opportunity to increase my brand visibility and expand my network. As a proudly made in Ghana product, it has been my goal to offer the world the best in natural cosmetics and showcase Ghana to the world as a leading supplier of premium unrefined shea butter and African black soap. I made numerous contacts and following up on potential buyers at the fair. I extend my geatest appreciation to UNIDO, European Union and WACOMP – Ghana for sponsoring my brand to showcase and participate in this trade fair.."



Connect

WACOMP Cluster at the Fruits Logistica 2023 Fair in Berlin



Group photo of the fruits cluster at the Fruits Logistica Fair 2023

WACOMP – Ghana supported selected members of the fruit value chain strategic committee to participate in Fruit Logistica 2023. The event was held in the Berlin Expo Centre City, in Germany from the 8th – 10th February 2023.

The fair served as a platform to identify new buyers and importers of pineapples, particularly Sugarloaf and Smooth Cayenne, in countries such as Germany, UK and Belgium, among others, and helped to promote mango products as part of the Fruit Sectorial Export Marketing Plan (SEMP).

Fruit Logistica is one of the leading trade fairs for fresh eatery products gathering over 78,000 visitors and showcasing new ideas and concepts for the entire fresh produce value chain.

The beneficiaries from Hendy Farms, Jodacy Plus (Jozy Snacks), Sea-Freight Pineapple Exporters (SPEG), Kobbs Farms, and Qualipine Union also had separate meetings with the UNIDO MARKUP Project from Kenya to explore possibilities of supplying both fresh and dry mangoes as well as pineapple to the Kenyan market.

Connect

WACOMP – Ghana Cosmetics Clusters Participate in the In-Cosmetics Global Fair



Group photo of the WACOMP cosmetics delegation to the In-Cosmetic Global Fair in Barcelona

WACOMP – Ghana as part of activities towards building competitiveness of cosmetics and personal care value chain is coaching selected beneficiaries to implement Product Information File (PIF) to facilitate access to the European Union Markets.

In this framework, a study tour for four representatives of the cosmetic value chain strategic committee to the In-Cosmetics Global trade show, organized in Barcelona from 28th to 30th March 2023 was organised.

NyCa Pro Beauty, Solutions Oasis and Laam Shea together with the Cluster focal point for the Association of Ghana Industries (AGI) attended the in – Cosmetics Global fair and could interact with different exhibitors and learn about new cosmetics trends, innovative ingredient function and sourcing of ingredients as well as cosmetic product certification.

They also met with the Mrs. Carmen Esteban Sanchidrian, the UNIDO international cosmetic expert and GOYA Laboratories to discuss the way forward based on product and ingredient stability test results and the consequent implications toward PIF readiness for the Ghanaian companies.

In-cosmetics Global offers high-quality education on the latest cosmetics science and trends.

It also offers targeted networking opportunities for the international personal care ingredients community, uncovering tools to engage in new business and evolving cosmetics brands worldwide.

Credit

Highlight of results of SCMS

SUB- CONTRACTING MATCHING SCHEME (SCMS) ENVELOPE = EUR 800,000.00						
	CALL I	CALL II	CALL III	CALL IV	CALL V	CALL VI
# of Bids Approved	3	8	4	4	5	3
Amount approved	EUR 71,506.94	EUR 246,167.93	EUR 104,266.43	EUR 117,561.24	EUR 117,387.34	EUR 99,629.21
Median	EUR 27,676.03	EUR 29,220.46	EUR 26,025.52	EUR 31,332.85	EUR 22,075.69	EUR 34,877.50
% of SCMS Fund	8.94%	30.77%	13.03%	14.70%	14.67%	12.45%
Cumulative	EUR 71,506.94	EUR 317,674.87	EUR 421,941.31	EUR 539,502.54	EUR 656,889.88	EUR 756,519.09
% of SCMS Fund	8.94%	39.71%	52.74%	67.44%	82.11%	94.56%
Balance on SCMS Fund	EUR 728,493.06	EUR 482,325.13	EUR 378,058.69	EUR 260,497.46	EUR 143,110.12	EUR 43,480.91
% of SCMS Fund	91.06%	60.29%	47.26%	32.56%	17.89%	5.44%



A total amount of EUR 756,519.00 has been approved for total of 27 beneficiaries of UNIDO WACOMP Sub-Contracting Matching Scheme. These beneficiaries, from different backgrounds and parts of the country, were selected through sixth calls for proposals, concluded during the project implementation.

The beneficiaries represent all three value chains (VC) with the WACOMP project – 13 beneficiaries from cassava VC, 9 beneficiaries from fruits VC and 5 beneficiaries from the cosmetics VC.

Different types of organizations have been awarded, such as business support organizations like the Association of Ghana Industries (AGI) or the Global Shea Alliance (GSA), cluster and networks including Qualipine Union, Ashanti Mampong Cassava Value Chain Association (AMCVCA), various private entities and 2 public tertiary institutions - University of Development Studies (WACWISA) and Kwame Nkrumah University of Science and Technology (KNUST) Faculty of Agriculture.

Credit

More than 40 Farmers Trained in Financial Management and Book Keeping



Mr. Kwame Adjekum, WACOMP - Ghana National Procurement Officer explaining the importance of book keeping

Book keeping is an essential part of any business endeavour, especially for Small and Medium Enterprises (SMEs). With the help of well-maintained books and records, many startups and farmers are able to gain needed advantages for improving profit and increasing profits from their businesses.

To ensure and sustain farmers capacity in managing their finances, WACOMP – Ghana trained 41 pineapple farmers in Ekumfi Essuahyia from the 12th to 14th April 2023 on book keeping.

Participants were taken through scenarios that emphasized the need for proper record keeping, overview of the basic financial statements – income statement

(profit and loss statement), balance sheet and cash flow statement, with further focus on cash flow and budgeting.

Various topics were also explained such as understanding the cash flow gap, ways to improve cash flows, business financing and basic credit analysis using bank statements. Okanto Daniel is one of the pineapple farmers in the ACOPPS and AMOPPA Organic Producers and Exporters Cooperative Society struggling to keep his books until the training.

He told the WACOMP team: “This training is useful and it should be continuous as it helped farmers like me to understand the importance of farm record keeping and budget preparation”.



Voice

From the field

Madam Hajia Safia Alhassan
Head of the Pagsung Shea Pickers and Processors Association

„Pagsung is pronounced “pah – sun”, a dagbani word which, translated into English, means “good woman”

When I was gathering women and other community members for a financial cooperative, what we all know in Ghana as ‘Susu group’, I did not know it will grow to be this vibrant and become a model for many communities in the Tamale and its environs. I only wanted everyone to save a little from their income to support their most pressing needs.

Compete

PagSung started as a “Susu group” who met on market days of the Sagnarigu community to save and give loans to members.

The cooperative was formally registered in 2008 and we currently have 54 workers and 1500 members who are also further impacting more than 3 000 Shea pickers and processors to overcome poverty.

Before we joined the WACOMP – Ghana programme, we had received support from others but the WACOMP’s technical support actually pushed us to the limelight.

The various training and technical support from the project team and the recent collaboration with Pure Trust further developed my team to produce quality shea butter and handcraft soaps.

We are now able to formulate handcraft soap from various body essential oils as a result of our training with WACOMP on various stages of cosmetics formulation.

„WACOMP’s equipment is benefitting other members of the communities that are not direct members of the association and it is increasing our sales and profit margins and helping us process 27 bags of shea nuts in a day.”

Our production machinery has been upgraded with installation of new machines at the production centre and our cosmetic products are now licenced and duly registered with Ghana Standards Authority and Food and Drugs Authority.

We now have a documented Standard Operating Procedure (SOPs) for cosmetics product and our accounting and management information system is now structured, making it easier for data capture and processing of inventory and financial reports.

Market Linkages

Recently, a team from Estee Lauder Companies, an international cosmetic brand based in the United States of America (USA) visited Pagsung Shea butter Co-operative as results of the newly developed high grade shea butter products.

The team was led by the procurement and sourcing officer of the company and there are good expectations on orders.

Also, Pagsung produce a lot of cosmetics products for companies that export to the UK Market, USA and Saudi Arabia.

You know there is a saying that “Life begins when you start something, and grows when you keep doing it.”

I was so elated when the UN in Ghana featured me as part of the women day feature.

I felt proud knowing what I started is gaining recognition.

Compete

Cont'd from pg.33

We have helped women, mostly widowed in Tamale and its environs, to improve their livelihoods, and speak against all forms of violence through WACOMP's support.

Our young girls in the Sagnarigu district are also learning the vast potential for exports of our processed high-grade shea butter."

"I believe If you are empowered economically, you have a voice to be heard by the community!"

I want to really thank the UNIDO team and the European Union for supporting and empowering groups like mine in Ghana and helping us to improve livelihoods in our own small way.

Safia works with a membership of about 1500 women across 40 communities in the Upper East, Upper West and Northern Regions of Ghana. With UNIDO's technical support and training in E-marketing, her group now supports over 3000 women to overcome Poverty.



SAFIA ALHASSAN
Head, Pagsung Shea Butter Processors and Shea Nut Pickers Association



#IWD2023

#IWD2023

#DigitALL:
Innovation & Technology for gender equality



#DigitALL:

Innovation & technology for gender equality



AT A GLANCE

Donor: European Union	Implementing Agency United Nations Industrial Development Organization (UNIDO)
Duration: 48 months	Government co-ordinating agency Ministry of Trade and Industry of Ghana (MoTI)
Budget: 6,350,000 EUR	EU is contributing a total of 6,200,000 EURO with other funding support of 150,000 EURO from UNIDO

WACOMP GHANA'S CONTRIBUTION TO SUSTAINABLE DEVELOPMENT GOALS (SDGs)



WACOMP REGIONAL INTERVENTION

West Africa Competitiveness and Quality Infrastructure Project

The value chains identified in the EU action document for regional value chain development and upgrading include:

- Mango
- Cassava
- Textile and Garment
- Information, Communication and Technology (ICT)

Each of these value chain are identified as relevant for several ECOWAS member states and will be thoroughly reviewed during the inception phase of the project for their regional development potential.



Ghana Competitive News



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Implementing Agency: UNIDO

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Ministry of Trade and Industry
Republic of Ghana

In Partnership with Ministry of Trade and Industry (MoTI)

The Ministry of Trade & Industry is the supporting government agency of this programme and the lead policy advisor to the government on trade, industrial and private sector development with responsibility for the formulation and implementation of policies for the promotion, growth and development of domestic, international trade, and industry.

For more information, visit: <http://moti.gov.gh>

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The West Africa Competitiveness Programme aims to support a number of selected value chains at national and regional level to promote structural transformation and better access to regional and international markets, while taking into account social and environmental concerns. The WACOMP consists of one regional component and sixteen national components (15 ECOWAS Member States and Mauritania)

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