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

Learn more about

**How Minssap is mobilising
others in the cosmetic Northern
cluster to fight COVID-19**

... featured in, 'Voice from the field' P. 24

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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,

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

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 Ghana during the COVID 19 pandemic

As of April 2020, when WHO declared a Public Health Emergency of International Concern, we have been facing together the unique global challenge of COVID-19 pandemic, impacting our professional and personal lives.

The new realities of lockdown, movement restrictions and closed borders fundamentally and suddenly changed the way we operate. All WACOMP Ghana project personnel based in Accra and in Vienna are required to adhere to the National Authorities' extended measures to stay at home and working remotely.

In this context, we would like to highlight that our business continuity plans are working. WACOMP Ghana team members are motivated and committed to fulfilling their functions remotely.

The focus of our work during these challenging times has shifted on the preparation of documentation, technical reviews, E-Learning initiatives, awareness/training materials, online-based coaching on technical subjects for laboratories and in-depth analysis and technical papers preparation for planned project activities. While we are physically distanced, we make an effort to keep our social bonds and teamwork. We are holding weekly virtual meetings to provide policy and operational support.

We are committed to the recommendations of the World Health Organization (WHO) to prevent the spread of COVID-19 and overcome the crisis together. In taking these actions, we are endeavouring to minimize the impact of the coronavirus outbreak on our work and that of our partners and beneficiaries.

World Health Organization (WHO) recommends the following basic protective measures:

PREVENTIVE MEASURES TO MINIMIZE THE SPREAD OF CORONAVIRUS


UNITED NATIONS
GHANA

- 1

Frequently wash hands by using alcohol-based hand rub or soap under running water.


- 2

When coughing and sneezing cover mouth and nose with flexed elbow or tissue - throw tissue away immediately and wash hands.


- 3

Avoid touching eyes, nose and mouth these are routes through which the virus can enter your body and make you sick.


- 4

Avoid social gatherings such as funerals, parties, church and mosque activities.


- 5

Stay home if you feel unwell and or are experiencing flu-like symptoms.


- 6

Always maintain a distance of at least 1 meter (3 feet) between yourself and anyone coughing and sneezing.


- 7

Clean and disinfect frequently touched surfaces such as door knobs, telephones, light switches and keyboards.



Conform

WACOMP Ghana Conducts Laboratory Assessment

Small and Medium Enterprises (SMEs) represent about 85% of businesses and contribute about 70% of Ghana's GDP. However, most SMEs in Ghana are not competitive in global markets. They are confronted with barriers to growth such as compliance to international standards for which the availability of accredited testing laboratories is essential.

As part of the Conform Component, WACOMP Ghana conducted an assessment of some pre-identified cosmetic and food laboratories that can be supported to obtain accreditation and expand scope of testing.



An analyst conducting testing at the lab

WACOMP National Quality Infrastructure (NQI) Expert visited the pre-identified laboratories in Accra, Kumasi and Tamale, and exchanged with technical staff of:

- The Standard and Systems Certification Units of Ghana Standards Authority (GSA);
- The Cosmetics and Chemistry Lab, Standards and Certification Unit in GSA;
- The Certification, Food and Physicochemical Laboratory of Food and Drugs Authority (FDA);
- The Food and Biochemistry Laboratory of the Kwame Nkrumah University of Science and Technology (KNUST) in Kumasi;
- The Food Science and Technology Laboratory of the University of Development Studies (UDS) and
- The Food & Nutrition Analytical Laboratory of the Savannah Agriculture Research Institute (SARI) in Tamale.

Observations from the assessment:

- Laboratories are adequately trained on testing but may need further training to implement ISO 17025:2017, the standard that demonstrate that laboratories operate

competently and generate valid results, thereby promoting confidence in their work both nationally and around the world.

- Laboratories have the basic equipment and resources to carry out test on cassava and derivatives, cosmetics and personal care products, and some tools and equipment could be complemented by the project.
- Three (3) Laboratories at KNUST, FDA and GSA have the potential to achieve accreditation within the project timeframe if the existing facilities and protocols are updated and documentation aligned to address the requirements of ISO 17025:2017.
- The Food and Nutrition Analytical Laboratory (Savana Agriculture Research Institute (SARI) is completely new with state of the art-equipment, and can be supported to implement ISO 17025:2017 management system to prepare for accreditation.
- The Cosmetics Laboratories of GSA and FDA are recommended to be coached to achieve ISO/IEC 17025:2017 accreditation.

Cosmetics Conference in Tamale to Promote Quality Standards and Regulations

Ghana's natural cosmetics and personal care products have a comparative advantage in shea butter, coconut oil and essential oils. These products have a high export potential but very often do not meet international standards.

In the framework of the activities carried out by the project to improve the competitiveness of SMEs and their capacity to comply with national and international standards, WACOMP Ghana organized, a conference on quality regulations and how they apply to products on 2nd and 3rd of March 2020 in Tamale.

The conference was organized in partnership with the Ghana Trade Fair Company, as part of the 24th Ghana

International Trade Fair Exhibition, attracted more than 50 cosmetic producers from the Northern cluster.

Experts from Food and Drugs Authority (FDA), Ghana Standards Authority (GSA) and WACOMP Ghana presented in details the product registration process and the certification of products, and highlighted some basic information on quality management principles.

The quick guide on how to comply with GSA and FDA requirements procedures, edited for the conference, is available at the following link: https://wacompghana.org/publications/technical/#dfliip-df_316/1/



Participants of the Cosmetic Conference in Tamale

Conform

Feedbacks on training



Ms. Dina Mame Akwaboah Bosompem,
CEO of 360 Naturals:

“Prior to attending the conference, I had so many lingering questions and doubts. I was ‘scared’ of going through the processes of certification and registration because I perceived the process to be cumbersome. Now, I feel much more confident, thanks to the personnel from GSA and FDA and their explanations about the process of registration and certification.

I have learnt about the procedures to be followed for product registration and certification. I will make all the possible efforts to follow them and let my business grow. The conference was very educative, insightful and has built my capacity to be more competitive for the future”.



Ms. Michelle Apanga,
CEO of Laam Shea:

“Partaking in the conference for the past two days was very enlightening. I had a number of issues regarding product certification and registration but the officials of GSA and FDA were able to clarify them. Now I know what I need to do in terms of the process and standards compliancy. I really hope that WACOMP Ghana will organise more trainings and conferences in these thematic areas.

WACOMP has exposed us to more information about the cosmetics industry and inspired us to take advantage of networking opportunities. I encourage WACOMP to further identify entrepreneurs like myself and others and assist us to meet the market requirements and become more competitive”.



Conform

Getting to know about Compliance: Double Interview with GSA and FDA

Interview with **Mrs. Frances Tettey-Enyo**
Head of Cosmetics Laboratory of Ghana Standards Authority (GSA)



Email: ftettey-enyo@gsa.gov.gh

Ms. Frances Tettey-Enyo is a Senior Scientific Officer and the head of the cosmetics laboratory at the Ghana Standards Authority where she's been working since 2008. In 2017-2018, as UNIDO expert, she coached and accompanied selected food manufacturing companies to obtain ISO 22000 and ISO 9001 certifications.

Frances holds a BSc in Biochemistry and an MSc in Environmental science from the Kwame Nkrumah University of science and technology. She is also PECB ISO 9001 trained auditor.

Her experience in the Cosmetics Laboratory involves the analysis of cosmetics products (soaps, detergents, skincare and some personal care products) to assess quality in line with existing standards. She also provides advice and guidance to clients for compliance with the national specifications. She has been a member of the Technical Committee for Cosmetics, where she has been involved in the development and promotion of national standards for the Cosmetics industry over the past 5 years.

What is product certification?

The Ghana Standards Authority (GSA) empowered by the Standards Authority Act 1973 (NRCD 173) has been developing and implementing a product Certification Mark scheme, providing third party Mark of Certification

to companies. This demonstrates that a specific product meets a defined set of requirements and that the company is operating its processes, activities and operations in accordance with the Certification Mark Scheme.

The Certification Marks certifies the products' conformity with Ghana Standards through product sampling, initial testing and assessment of the factory quality management system. The product quality is monitored continuously through surveillance of the factory's quality management system and samples' testing at the factory and open market level.

Why should producers get GSA certification?

The Certification Mark on the products increases the confidence on the product's quality, hence increasing consumer confidence as well. Products are taken through quality testing and test results are reliable. Once your product has the certification mark, you can confidently compete with other well-known brands on the market.

How long does the procedure take?

It depends on a number of factors. however, once the product is sampled and brought to the lab within a maximum of 10 working days, the certification department gets the results for the onward certification process.



Conform

Interview with **Mr. Emmanuel Nkrumah** Head of Cosmetics and Household Chemicals at Food and Drugs Authority (FDA)

Email: emmlnkrumah@gmail.com



Mr. Emmanuel Nkrumah is a Principal Regulatory Officer, and the Head of the Cosmetics and Household Chemicals Department (CHCD) at the Food and Drugs Authority (FDA), Ghana. He has been a regulatory officer for fourteen years with a very broad experience in Food, Drugs, Medical devices, Cosmetics and Household chemicals regulation.

Emmanuel holds a Bachelor's degree in Biological Sciences from the Kwame Nkrumah University of Science and Technology, Kumasi and a Master's degree in Pharmaceutical Sciences from the University of Greenwich, United Kingdom. He is a member of the Food and Drugs Authority's GMP inspection team (as a GMP inspector) and the Product Registration Committee. He is a member of the Technical Committee (National Committee) for drafting standards for the cosmetics and household chemicals industry at the Ghana Standards Authority.

Emmanuel has a strong background in the regulation of cosmetics and household chemicals in Ghana, and has been involved in the drafting of a number of policies for the regulation of the cosmetics and household chemical industry in Ghana, as well as in presenting the Ghanaian Cosmetic Regulation in West Africa.

Why should a producer get registered at FDA?

By Ghana's Public Act 185, producers of cosmetics must be registered with FDA to obtain market sale license. The FDA is the National Regulatory Body responsible for the regulation of food, drugs, food supplements, herbal and homeopathic medicines, veterinary medicines, cosmetics, medical devices, household chemical substances, tobacco and tobacco products and the conduct of clinical trials protocols and advertisement.

Which documents should be provided to FDA for the registration?

1. Copy of Business certificate from the Registrar General's Department;


2. A signed, stamped and dated Certificate of Analysis from an approved or recognized Public Analyst;
3. Six (6) samples of the product and two (2) of each variant or size where applicable;
4. Payment Receipt of Registration fee (Renewable every three (3) years);
5. Application form for obtaining the license to manufacture cosmetics / for household chemical substance;

What are the labelling requirements for FDA?

- Labelling shall be informative and accurate.
- Product labels shall be printed. The print shall be in a clear font and legible, and be indelible and not fade when exposed to sunlight.
- The information on a label shall include, but not be limited to, *the following*:
 - (a) The name of the product, and the generic or INN/INCI
 - (b) A list of the active ingredients using INN/INCI or IUPAC system, where applicable, showing the amount of each present in a dosage unit.
 - (c) The net content of the container
 - (d) The batch number
 - (e) Date of manufacture and best before/expiry date
 - (f) Directions for use, and any warnings or precautions that may be necessary
 - (g) Any special storage conditions or handling precautions that may be necessary
 - (h) Indications, frequency, route and conditions of use where applicable
 - (i) The names of any excipients known to be a safety concern
 - (j) Name, postal address and premises address of the manufacturer and Distributor
 - (k) Country of origin.

Cluster Diagnostics Validation Workshops

Following the identification of the potential clusters for the three selected value chains, during the period November 2019 - January 2020, the following cluster diagnostic studies have been undertaken :

VALUE CHAIN	CLUSTERS	TYPE OF PRODUCTS
Cassava 	Atebubu – Amantin – Mampong Cluster Volta Region Kintampo – Techiman Abura Cluster Savannah Region	Gari, Chips, HQCF, Starch and Ethanol HQCF, Gari, Ethanol Gari Starch and HQCF Cassava Chips
Fruits		
Mango 	Eastern Cluster Volta Region Greater Accra Region	Fresh Mangoes Fresh Mangoes Fresh Mangoes, Juice and Dry Mangoes
Pineapple 	Eastern Region	Fresh Pineapples, Juice and Dry Pineapples
	Central Region Greater Accra Region	Fresh Pineapples and Juice Fresh Pineapples, Juice and Dry Pineapples
Cosmetics 	Northern Cluster Middle Cluster Southern Cluster (Greater Accra Region)	Shea Butter, Cosmetics Products and Essential Oils Black Soap and Essential Oils Cosmetic Products
	Western Region	Black Soap and Coconut Oil

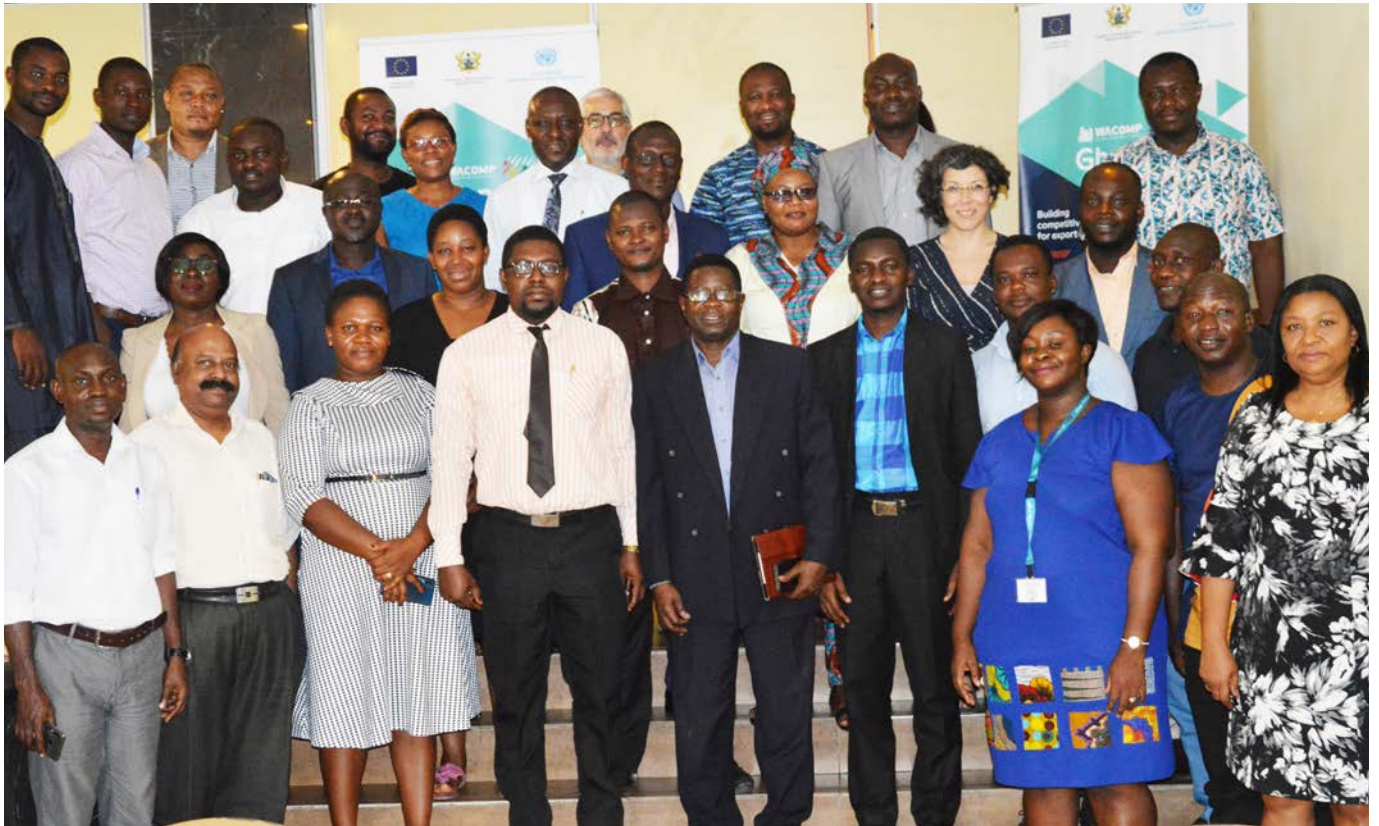
The main results of the cluster diagnostics studies were presented at a three-day validation workshop organized from 26th to 28th February 2020 in Accra, at the La Palm Royal Beach Hotel.

The main results of the diagnostic studies for the different value chains allowed WACOMP team and cluster

stakeholders to define the cluster visions and agreed priority interventions to be implemented.

WACOMP experts would work directly with the cluster management organizations, sectorial associations and support the implementation of the collective action plans developed.

Compete



Participants of the cosmetics diagnostics validation workshop

Cosmetic clusters – the vision expressed by the three clusters was primarily geared towards producing quality cosmetic products that meet customer demand and international best practices in terms of sustainability and standards.

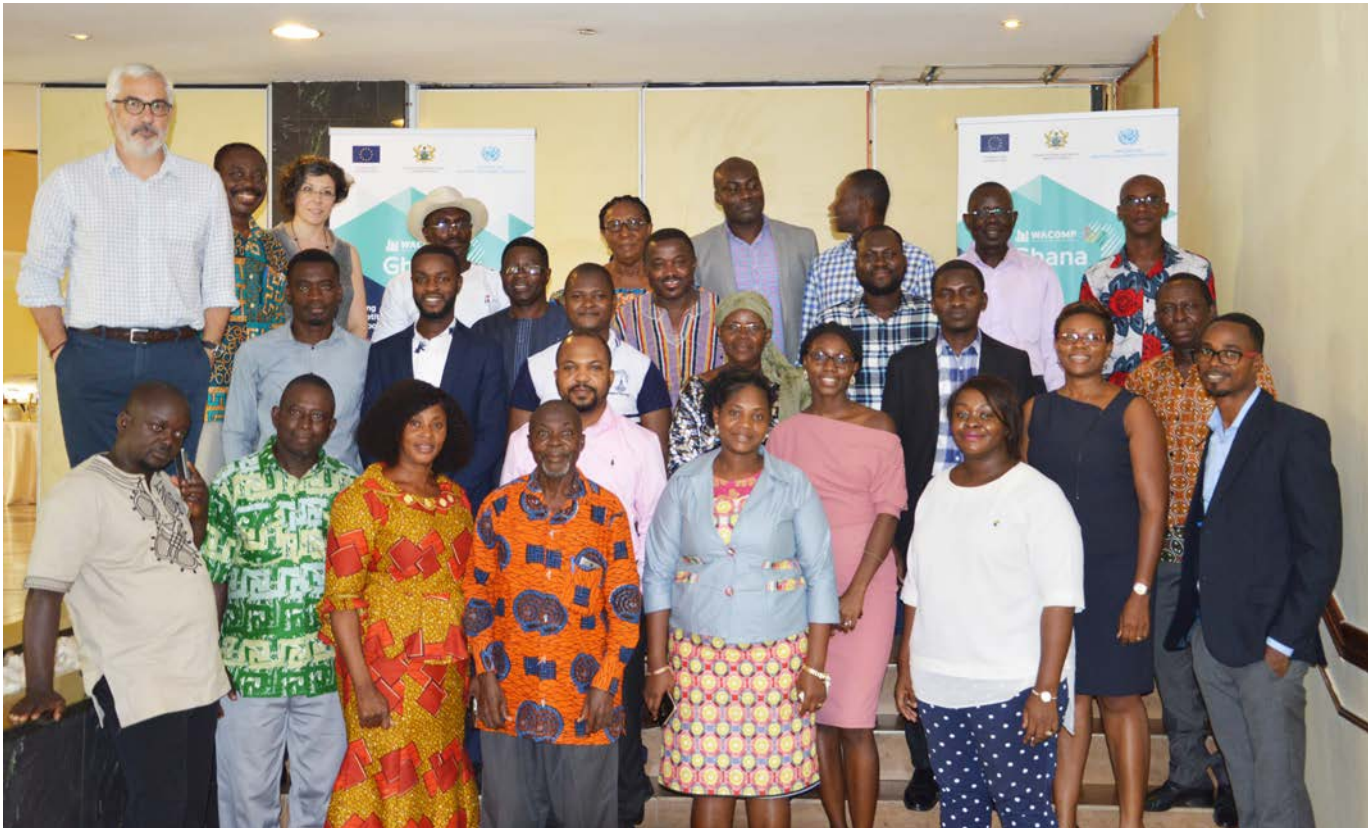
To achieve this goal, the clusters' members agreed to undertake collective activities as follows:

- *Improve and strengthen collaboration between industry and academia;*
- *Promote awareness raising activities to ensure that manufacturers of cosmetics and personal care products comply with standards*

(quality management systems and good manufacturing practices), as well as with the registration and certification procedures by FDA and GSA;

- *Improve collaboration among stakeholders and create synergies within the cosmetic value chain and also with the packaging industry and institutions;*
- *Support AGI and the Ghana Cosmetic Manufacturing Association in developing an annual cosmetics market survey.*

Compete



Participants of the cassava diagnostics validation workshop

The cassava clusters' vision for the next 5 to 10 years is to establish integrated clusters that produce high quality cassava products in a sustainable and inclusive manner, increasing market opportunities both in the local and international market.

The main foreseen clusters' interventions will focus on:

- Connecting small scale businesses to large-scale stakeholders to facilitate learning and enable access to structured markets;
- Encourage the adoption of Good Agricultural Practices (GAPs) at the production level and the adaption of Good Manufacturing Practices (GMPs) at the processing level, as a minimum requirement for enhancing quality at the cluster level;
- Improve cooperation and synergies with equipment fabricators to develop and produce low cost, food grade equipment to meet standards and the mechanization needs of the clusters' actors;
- Strengthen coordination with existing cassava sector platforms and partnerships, such as the Ghana Industrial Cassava processors and the Ghana Cassava Centre of Excellence to organize collective action for joint purchasing, marketing, sales and lobbying at both the local and national levels.

Compete



Group photo of participants of the fruits diagnostics validation workshop

The visions for fruits clusters for the next 5 to 10 years is to be more integrated and to offer quality products as well as enhancing producers' capacities to meet local market and export demand of both fresh and processed fruits.

In order to achieve this, the focus areas of interventions for the Greater Accra, Eastern, Central and Volta fruits clusters will be:

- *To enhance farmers' access to certified planting materials and respect of GAPs with emphasis on land preparation, harvesting techniques and certification schemes such as Global G.A.P., Fair Trade, Green Label;*
- *To support processors in the implementation of basic HACCP, GMPs, FDA requirements and GSA standards.*
- *To strengthen clusters and sectorial associations skills to access markets, by organizing training in marketing, assisting producers and processors in market research, facilitating participation in trade fairs and exhibitions, and encouraging collective branding;*
- *Enhance access to finance by establishing linkages with financial institutions and donor partners.*

Compete

Cosmetic Northern Cluster Validate Cluster Vision and Define Collective Action Plan



Validation meeting with the members of the Northern Cosmetics Cluster

A meeting with small scale cosmetic firms' representatives in the Northern region was held on the 3rd and 4th March 2020 to present cluster cooperation opportunities and the support that WACOMP can provide to the cluster.

Ms. Naa Nyakpo, WACOMP Ghana Cluster Expert for Cosmetics shared the findings of the diagnostic study for the Northern Cluster and facilitate discussions and approval of the cluster vision discussed.

Cluster members enthusiastically deliberate also on specific activities and collective action plan.

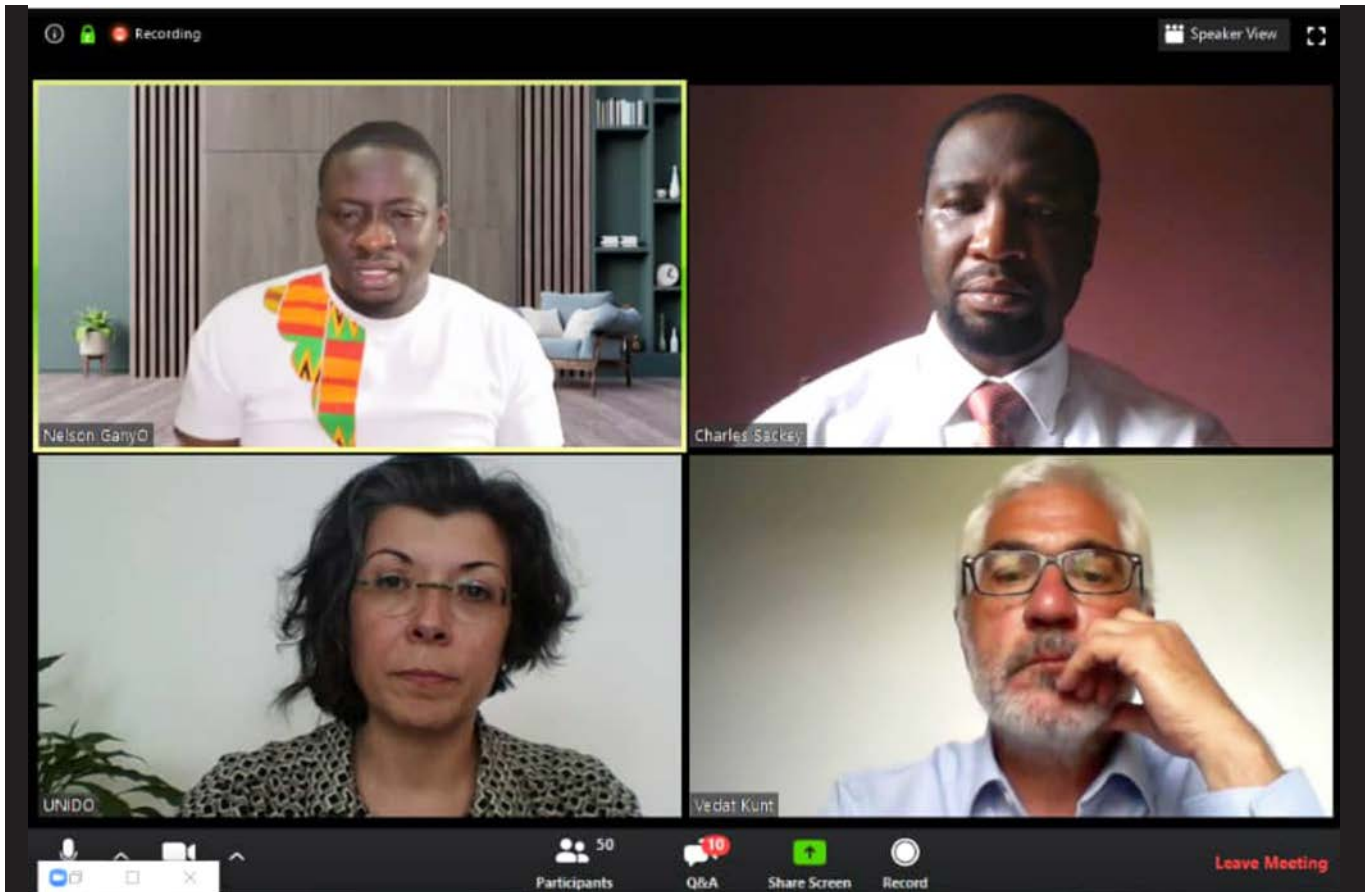
At the end of the meeting, members of the cluster agreed to formalize the cluster association under the name „Association of Northern Cluster of Cosmetic Producers“, and voted executives and board of directors of the association.

Furthermore, a constitution for the cluster association was drafted and sustainable means of generating income were identified.

The Northern cluster's vision is to establish a world class collective cluster brand, representing top quality Shea based cosmetics, produced in a sustainable way within the next five to seven years.

Compete

WACOMP Ghana Digital Marketing Webinar



An online training webinar was organized on 30th of April focusing on E-marketing approaches, as part of the WACOMP Ghana COVID-19 strategic response. About 100 registered participants expressed their interest to enhance skills on this topic.

The training was delivered by Mr. Vedat Kunt, UNIDO International Cluster Development Expert and Mr. Nelson Ganyo, Trainer of Trainers at GEPA Export School. The panelists took participants through strategies on how to use digital marketing tools and platforms to promote their brands.

Mr. Kunt explained how consumer behavior is shaped and changing in the cosmetics sector, highlighting that consumer consciousness is built around health, price and beauty. For overcoming COVID-19 impediments, he recommended the cosmetic clusters to focus on innovation

by developing new products, new marketing techniques, new business models; Work together and develop a common platform for promoting the cosmetic cluster products; Be digital and use the power of internet, digital tools and devices for connecting to suppliers and market, and learn marketing tricks.

Mr. Ganyo, one of the certified trainers of the GEPA export school, transferred the knowledge gained on digital marketing to the webinar participants. He presented different channels for e-marketing ranging from websites, social media and Ghanaian e-commerce platforms. Special attention was paid to the interaction with consumers on the digital platforms and on how to capture their attention.

A recorded version is posted online for those who missed the session via link <https://bit.ly/2LrfYBA>

Credit

Assessment of financial schemes to strengthen linkages between financial institutions and SMEs

Within the Axis CREDIT, WACOMP seeks to link SMEs to financial institutions and investors, and support them to make “efficient use of government credits and guarantee schemes”. This involves assessing the current offer of financial institutions and instruments (including impact investment) to identify financing gaps.

The assessment of various financing schemes available to SMEs in Ghana has highlighted that various institutions, including Government, have pioneered various initiatives to address the financing constraints that SMEs face. Specifically, the Government has set up various institutions and funds, independently or with the support of donor agencies, aimed at addressing unemployment by empowering entrepreneurs, supporting youth with the provision of start-up capital to setup a business, often at concessionary rates.

The private financial system has also been analysed and local banks, Non-Banking Financial Institutions (NBFIs)

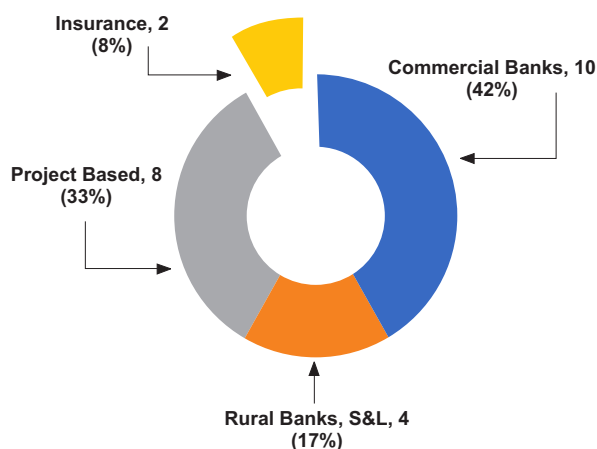
and private equity firms are also offering specific financing solutions that could be accessed by SMEs.

Estimates by the World Bank suggest that in 2012 Ghana had in excess of USD\$1b accessible funds dedicated to MSME financing across various platforms. Successful utilization of these opportunities, however, remains limited and access to finance still remains a key constraint to SME growth and effectiveness.

Assessment of Financial Institutions:

A number of financial institutions were contacted to identify their products and services portfolio and requirements for SMEs, clusters and networks. These financial institutions include commercial banks, savings and loans, rural banks, insurance and project financing schemes. The chart below illustrates the twenty-four financial institutions that provided responses to the WACOMP team:

Chart of Financial Institutions that Support SMEs



All the financial institutions surveyed have direct engagements with SMEs and clusters with the exception of the Ghana Insurance-based Risk-Sharing System for Agricultural Lending (GIRSAL).

Several financial institutions were contacted for profiling. Out of the twenty-four (24) commercial banks contacted, only 10 answered the survey.

Most banks declined to provide information once they knew the sector was agribusiness oriented, due to the perceived high-risk nature.

The results of the assessment and the schemes identified are being summarized in a flyer to be distributed to SMEs benefiting from WACOMP support.

Also a round of awareness seminars at the cluster level on the schemes available is foreseen, once the COVID19 current situation will be improved.

Credit

The project strategy is the following:



Cluster promotion of financial Institutions

Interactions with cluster zone based financial institutions (FIs)

1. *Identify financial institutions based within cluster geographic zone – most ly rural banks, savings and loans and project financing schemes.*
2. *Better understand product and ser vices offered to local SMEs.*
3. *Understand interaction between FIs with SMEs, clusters and networks, challenges.*
4. *Facilitate better understanding of SME and cluster needs.*
5. *Explore product solution development.*

Interactions with SMEs, clusters and networks wthin cluster geographic zone.

1. *Engage discussions with cluster members on their financial needs.*
2. *Understand interaction between FIs with SMEs, clusters and networks, challenges and development of solutions.*
3. *Facilitate better understanding of FI requirements.*
4. *Explore product solution development.*

Sub-contracting matching scheme launched

The Output 5 of WACOMP Ghana (Axis CREDIT) provides UNIDO a special provision of funds to engage in appropriate sub-contracts, allowing third party institutions to offer services, supplies or works complementary to the project.

A sub-contracting matching scheme manual, specific Terms of Reference (ToRs), documents and forms were developed during inception phase and approved by UNIDO procurement department, the EU delegation in Accra and MOTI.

Credit

The objective of the sub-contracting matching scheme is to provide services, related but not limited to:

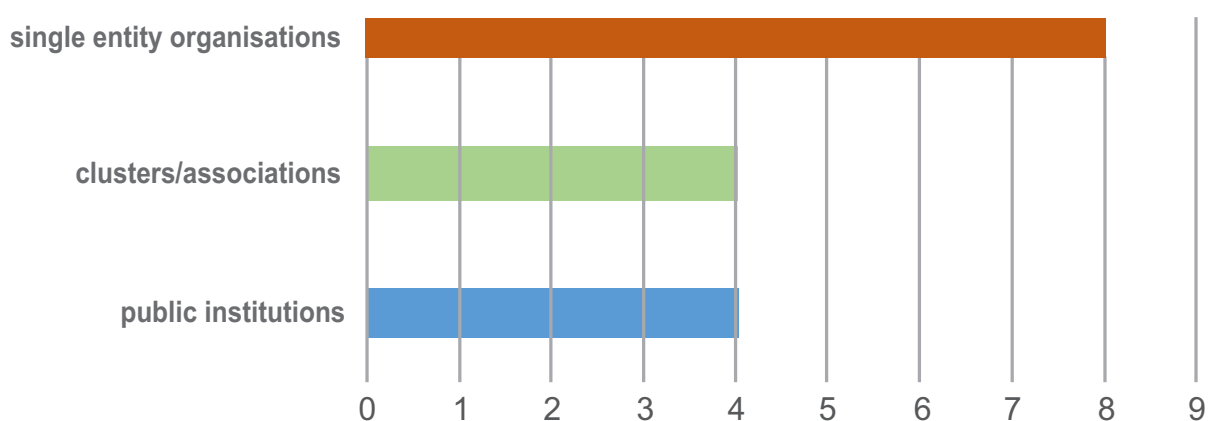
- *Opening new markets;*
- *Increasing the quality of products;*
- *Increasing productivity through training and personnel development;*
- *Fostering intra-regional coop. to enhance productivity and capitalize on economies of scale;*
- *Encouraging cluster development and upgrade of SMEs capacity;*
- *Promoting activities which will impact on underdeveloped areas or disadvantaged sectors (e.g. rural area development and gender).*

An awareness creation seminar was held prior to the call of proposals to present the process and rules of the sub-contracting matching scheme to all relevant stakeholders.

The bidding for the Sub-Contracting Matching Scheme was subsequently launched on 14th January 2020, with six-week period for proposals submission.

The first call received 16 applications. The bids were opened on 4th March 2020, in the presence of representatives from the MOTI and EU Delegation and UNIDO representatives.

The breakdown of the bids received is presented below:



The bids received have been analysed by the National Implementation Unit and submitted to the Evaluation Sub Committee, constitute of MoTI, the EU and UNIDO for the final technical and financial evaluation. The Evaluation Sub-Committee met on line on the 16th April. The final list of projects funded will be presented in the next newsletter.

Guided BIO Fach and Vivanness Trade Fair Visit for GEPA and AGI



Participants at the guided trade fair visit Biofach/Vivanness.

Left to right: Ms. Marijke Njidad (Globally Cool), Ms. Wietske Zandberg (Globally Cool), Ms. Phyllis Arthur (GEPA – Marketing), Mr. Kingsley Buabeng Eduah (GEPA – Agric. division) and Mr. Sandy Osei Agyeman (AGI)

As part of building competitiveness and capacity, representatives from Ghana Export Promotion Authority (GEPA), and a member of the Association of Ghana Industries (AGI) participated in the Guided Trade Fair Tour to Biofach/Vivanness Germany from 11th to 15th February 2020.

Phyllis Arthur and Kingsley Buabeng Eduah from GEPA and Sandy Osei Agyemang, (chairperson of the cosmetic subsector of AGI and CEO of Slid Industries), a major player in Ghana's cosmetic industry, were supported by Wietske Zandberg and Marijke Njidad from Globally Cool.

The objective of the guided trade fair visit was to provide participants with the opportunity to identify best practices for institutional trade fair marketing, develop communication strategies, identify opportunities for Ghanaian producers to participate in Vivanness and promote Ghanaian exporters.

The Biofach/Vivanness, is organised every year in Nuremberg, Germany and the 2020 edition attracted more than 3,500 exhibitors from more than 100 countries and over 50,000 visitors from the whole world.

GEPA is planning to collaborate with Vegetable Producers and Exporters Association of Ghana (VEPEAG) to create awareness of the new trend in the vegetable and fruits sector, in terms of vegetable preparation kits.

GEPA will further increase awareness and provide support to producers to implement organic production protocols to enable producers' access niche markets, such as organic fruits and vegetables in the European markets. As part of the mission, the team also conducted a market intelligence study targeting Ghana's main competitors such as Peru, Columbia and Costa Rica as well as major international buyers of Ghana's fruits and vegetables.

The main findings of this exercise are presented below:

- Most international buyers are of the opinion that Ghana has the capacity to produce and supply large quantities of fruits and vegetables, and to maintain consistency in supply at competitive prices;
- Ghana's arable land, agro-climatic conditions and infrastructural development position the country as a potential competitive producer of fruits and vegetables in the international markets;
- Ghana's export share is rather small and needs pragmatic policies, strategies and programmes to increase export volumes;
- Consumers in the EU have a strong preference for Costa Rica's pineapple compared to the Ghanaian pineapple. This is mostly due to strong promotional efforts conducted by Costa Rica. To be recognized as a strategic producer in the international market, Ghana in addition to participation in fruits and vegetable fairs, should also attend other food and horticultural fairs especially in France, (SIAL) Spain, (Alimentaria), UK etc.
- Value addition in fruits and vegetables sectors should be integrated into the national strategies to enhance the sectors' growth in the medium to long term. Investing in creating value within the country of origin is probably the best option to diversify income sources.

Therefore, GEPA should diversify its fruits market base and explore new market opportunities in Russia, Eastern Europe and the Gulf Regions. This means that GEPA needs to undertake horticultural market research in Europe.

Ms. Phyllis Arthur from the GEPA Marketing Department said 'participation helped her to explore the sophisticated global organic food and beauty industry on new trends and opportunities'

"Biofach/Vivaness provided the perfect setting for trade fair appearance as Germany is the number one location for international trade fairs and gave me a sense to conquer the world markets", she said.

Mr. Kingsley Eduah an SME Advisor in the Agribusiness Department of GEPA said the fair gave him a broader view on the organic sector.

"The fair served as a platform for knowledge transfer among professionals and assists stakeholders to discuss future market issues and jointly shape the current and future policy of the organic sector", he said.

"The mission really exposed me to organic regulations of both horticultural and cosmetics products including key players in the organic industry", he added.

Mr. Sandy Osei Agyemang, CEO of Slid Industries commenting on his experience at the fair said from the industry perspective, it was an eye opener for him as an industry player and serves as an opening for market access and opportunities for the Ghanaian exporters in the cosmetics, cassava and fruits sector.

Connect

GEPA Export School Training of Trainers



Export School Training of Trainers session

WACOMP and the Ghana Export Promotion Authority (GEPA) organized, a second Training of Trainers (TOT) workshop for the GEPA Export School. This second training focused on online marketing for improving market access to regional and international Value Chains (VCs). The ToT took place from the 10th to 12th March 2020.

The three-day training provided participants with an effective online promotion strategy and enhanced online marketing capabilities. Participants were presented different techniques on how to increase businesses visibility online and to generate more business leads.

As part of the course, participants were taken through website strategy, usability and search engine optimization including trainer skills and teaching methods. Experts from Globally Cool, Mr. Joost van der Kooij and Mr. Alfons van Duijvenbode conducted the training.

Sector Export Marketing Plans for the selected Value Chains



A Sector Export Marketing Plan (SEMPs) awareness session took place on 12 March 2020 in Accra. The objective of the meeting was to explain the concept, process and purpose of the SEMPs for the cassava, cosmetics and fruits value chains to the project stakeholders.

The meeting, held at the Association of Ghana Industries (AGI), targeted members of the Value Chain Strategic Committees (VCSC) and aimed at creating the platform to share good practices and success factors of public-private collaboration for sector export marketing and branding. During the meeting, the importance of such initiative as well as some past experiences and the importance of involving the decision-makers and key stakeholders in the process were discussed.

Key representatives of the Sea-Freight Pineapple Exporters (SPEG), Federation of Associations of Ghanaian Exporters (FAGE), and the cosmetic products value chain associations agreed on their important role to make such an initiative

a success. The Ghana Export Promotion Authority (GEPA) has been identified as the key driver and facilitator of the initiative.

The WACOMP team will undertake market research to define the departure stage (‘where are we now’) and present trade data identifying high potential markets and competitors. The market research will also include qualitative trend analysis and identify buyer perceptions on the exportable offer and suppliers from Ghana.

The SEMPs preparation will be structured around three strategic working sessions, involving key stakeholders for each value chain, including sectorial associations and public sector bodies – such as the Ministry of Trade and Industry and Ghana Export Promotion Authority (GEPA), as main facilitators. The objective of the SEMPs is to structure a collective and comprehensive export marketing strategy and align marketing activities and resources to the objective.



Voice

From the field

Mr. Sylvester Minyila,
CEO of Minssap Ventures in Bolgatanga

“When I was at the university,
I had a dream to create jobs for people”

In 2014, I started making shea butter pomade with natural ingredients, without any additive, all by myself. By nature, I'm a creative and innovative person and I love natural things, I believe there is so much in our indigenous seeds.

In 2015, I registered Minssap as a company. We currently have 8 permanent staff and 7 temporal workers and we source dry fruits and seeds from the local markets, working with over 125 farmers, mostly women.

When Ghana reported its first case of COVID-19, I felt I could do something with my products to fight the

spread of the virus. While I was thinking about this possibility, my uncle's wife called to check whether I could get her a hand sanitizer. And that was the right plan at the right moment!

Fortunately, I had attended an earlier training on how to prepare a sanitizer. I did my first trial using fresh aloe vera gel from the aloe plant. It worked but it was not too good. Then, I did the second trial with prepared aloe vera gel purchased in Accra and it worked. Once the product was developed, my uncle's wife and I started thinking of how to get support to produce sanitizers for the Upper East Regional coordinating council.

Coordinate

The first thing was to get FDA approval before we produce for institutions, NGOs, politician and to sell on the market. We launched the process and in March 2020, we got FDA approval and our business is growing. We are also mobilising other entrepreneurs and training them to be able to produce the sanitizers for the market to help in the fight against COVID-19. So far two of our members have submitted their sample sanitizers to the FDA. WACOMP project team has been of so much help to me and my team. Through the project, we formed the "Association of Northern Cluster of Cosmetic Producers", for which I was elected as the president and we have already and have also registered with NBSSI.

We are looking forward to receiving more support from WACOMP especially in the fight against COVID-19 pandemics. Assistance is needed in terms of funding to train members to produce sanitizers and face mask. This way, our cluster members can maintain their business, since high majority of our work has been affected by the current pandemic.

WACOMP also organize a webinar on online marketing for us. This was so appropriate to enable me and other entrepreneurs to reach various clients virtually due to various restriction in movement due to covid19.

WACOMP Holds First Virtual Joint Value Chains Strategic Meeting



The West Africa Competitiveness Programme (WACOMP) held a virtual Joint Value Chain Strategic Committees Meeting on Wednesday, 22nd April, 2020. The online meeting was organized to discuss the impact of COVID-19 on the fruits, cosmetics and cassava value chains.

Cont. on Pg 26

Coordinate

WACOMP Holds First Virtual Joint Value Chains Strategic Meeting...Cont. from pg 25

Representatives from the Association of Ghana Industries (AGI), Ghana Standards Authority (GSA), Federation of Association of Ghanaian Exporters (FAGE), Sea-Freight Exports Association of Ghana (SPEG), CSIR-Food Research Institute and the private sector took part in the meeting.

All the participants agreed the impact of the locked down as a result of COVID-19 has been high on the activities of the cosmetics, fruits and cassava sector.

Business are not able to export the products and cost of raw materials have increased and getting access to both local and external markets is becoming increasingly difficult.

The representative from GSA, Ms. Joyce Okoree assured the VCSC members that despite the COVID-19 pandemic the labs at GSA are operational. She reassured members of the Value Chains Strategic Committees that access to testing is ongoing and accessible for all companies and especially for those producing products useful for the prevention of COVID-19 spreading.

The Chief Technical Advisor of WACOMP, Mr. Charles Sackey assured members about WACOMP's support during the current emergency phase as well as for the recovery of post COVID19.

He indicated that webinars, virtual technical meetings and trainings targeting quality, standards and market access will be organized.

The GSA can be reached on info@gsa.gov.gh via email for any issues related to production of hand sanitizers, nose masks and other relevant Personal Protective Equipment (PPEs).

The online meeting was organized to discuss the impact of COVID-19 on the fruits, cosmetics and cassava value chains.

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:

- Cassava and its derivatives
- Mango
- Textiles and garments
- 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.

WACOMP COUNTRY INTERVENTION

Benin Amount: €5m Lead Ministry: Ministry of Finance Implementing Partner: GIZ Selected Value Chains: soya, ICT	Burkina Faso Amount: €7.5m Lead Ministry: Ministry Of Trade, Industry & Handicraft Implementing Partner: Chamber of Commerce Selected Value Chains: honey, cotton, renewable energy	Cape Verde Amount: €5m Lead Ministry: Competitiveness Unit (Office of Prime Minister) Implementing Partner: UNDP Selected Value Chains: ICT; renewable energy; culture, tourism & leisure	Cote D'Ivoire Amount: €9m Lead Ministry: Ministry of Regional Integration Implementing Partner: Chamber of Commerce Selected Value Chains: tropical fruits; cassava; cashew; textile & garment; rubber & plastics; ICT
The Gambia Amount: €4m Implementing Partner: UNIDO; United Purpose Selected Value Chain: Onion	Ghana Amount: €9m Implementing Partner: UNIDO Selected Value Chain: Tropical/ Fruits; Cassava & Derivatives; Cosmetics and Personal Care products	Guinea Amount: €5m Implementing Partner: UNIDO Selected Value Chain: Pineapple	Guinea Bissau Amount: €4m Implementing Partner: UNIDO Selected Value Chain: Mango
Liberia Amount: €5m Implementing Partner: GIZ Selected Value Chain: Fisheries; Skin, Hide & Leather	Mauritania Amount: €4m Implementing Partner: UNIDO Selected Value Chain: Poultry; Skin, Hide & Leather; Gum Arabic	Mali Amount: €5.5m Implementing Partner: UNIDO Selected Value Chain: Tropical Fruits; Cereals	Niger Amount: €5m Implementing Partner: UNIDO Selected Value Chain: Skin, Hide & Leather
Nigeria Amount: €10m Implementing Partner: GIZ Selected Value Chain: Ginger; Tomato/Pepper; Textiles & Garments; Skin, Hide & Leather	Senegal Amount: €9m Implementing Partner: ITC Selected Value Chain: Mango; Onion; ICT	Sierra Leone Amount: €5m Implementing Partner: UNIDO Selected Value Chain: Cassava & Derivatives; Cocoa; Palm Oil	Togo Amount: €5m Implementing Partner: GIZ Selected Value Chain: Pineapple

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INDUSTRIAL DEVELOPMENT ORGANIZATION

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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