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# Ghana Competitive News

2020 Edition: **Issue No.005** (August - December 2020)

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

Read about

## A Cassava Processor Alhaji Musah Ali, CEO of Tropical Starch

... featured in , Voice from the field Pg. 36

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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.



**COVID -19**

# WACOMP & KNUST COVID-19 Guide Book for Farmers

The project developed a COVID-19 guide book for farmers in collaboration with the Department of Horticulture, Faculty of Agriculture at the Kwame Nkrumah University of Science and Technology (KNUST) in Kumasi to educate Ghanaian farmers about the pandemic



The motivation for supporting the development of a Corona Virus Information Guide book for farmers stemmed from the assumption that the current pandemic is negatively impacting lives across the world and that loss of lives among aged farmers (over 60 years), who constitute the productive agricultural workforce according to the FAO Committee on World Food Security, will be a threat to agriculture and food security, especially in Ghana.

Data published by Statista indicated that coronavirus infection rates in March 2020 were only 1.2 percent in the 0-18 years group, 25 percent in the 19-50 years group, but as high as 37.3 percent in the 51-70 years group and 36.5 percent in the older than 70 years group.

Dr. Eli Afetsi Gaveh, the main author of the guide, and the team of experts who contributed to the guide development wanted to prevent possible food insecurity issues by reducing the infection spread among farmers.

The main question behind their work and research was:

*“what would be the impact on food security, if the pandemic wipes out the active and aged agricultural workforce across Africa, Europe, Asia, and other parts of the developing world?”*

## CORONAVIRUS (COVID-19) Information Guide for Farmers

Eli Afetsi Gaveh  
Osei Wusu-Ansah  
Hayford Ofoe Zotorvie  
Daniel Norris Berkoe  
Reagan Akuoko Sarpong



Read full version via link : <https://bit.ly/2VmlskX>

# COVID -19

## 3 WHAT IS CORONAVIRUS?

### 3.1. Description of the novel coronavirus

The novel coronavirus is a type or strain of the coronaviruses. This novel type causes a disease known as COVID-19. "CO" stands for corona, "VI" stands for virus, "D" for disease and 19 means it broke out in the year 2019. The virus affects mainly the respiratory system particularly the lungs and airways. Their effect reduces air flow through the lungs of the infected persons causing breathing difficulties. Congestion in the nose occurs when blood vessels in the nose enlarge and then block air flow into the lungs. This can end up destroying the lungs. The Novel coronavirus is related to a group of viruses that cause sickness similar to common cold and flu such as the Middle East Respiratory Syndrome (MERS) and the Severe Acute Respiratory Syndrome (SARS). Viruses can remain for several hours on various surfaces but are easily killed or destroyed through disinfection.



How the coronavirus looks like



Infection of the lungs

### 3.2. Why is it called a novelvirus?

The coronavirus is called novel because it is a new type of the viruses.

### 3.3. Where did the virus come from?

The first outbreak of the virus was in Wuhan, China, in December, 2019. It spread from there to other parts of the world possibly through infected persons traveling by air, road and sea. Countries which have been greatly affected include Italy, Spain, U.S.A., U.K. and China. Cases of infections have also been recorded in most African countries including South Africa, Nigeria, Senegal, Egypt and Ghana.

**NOTE** Beware of visitors. Remember to observe all safety protocols.

## 4 HOW CAN CORONAVIRUS SPREAD AMONG FARMERS?

### 4.1. Who can be infected with coronavirus?

The coronavirus can infect everyone. We are all therefore at risk. The aged, older adults or individuals who already have some health problems are the most at risk or most vulnerable. It infects children and young adults too.



**NOTE** We are all at risk of being infected by the coronavirus regardless of age, sex, race, tribe, religion or profession.

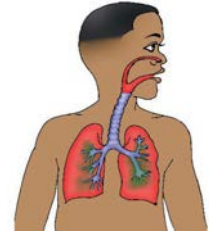
### 3.4 Symptoms of Coronavirus

Symptoms of coronavirus infection can be mild or severe. According to the World Health Organisation (WHO), "the most common symptoms are fever, cough, shortness of breath and breathing difficulties. In more severe cases, infections can cause pneumonia, severe acute respiratory syndrome and even death."

#### Incubation period

It takes 2 – 14 days for the symptoms to show when infected.

Incubation can take more than 21 days in some people. Some people do not show any symptoms of the disease.



Breathing difficulty



Coughing



Sneezing

Coronavirus can enter the body or the respiratory system through the following ways.



Touching the nose with hands contaminated with the virus



Touching the eyes with hands contaminated with the virus



Touching the mouth with hands contaminated with the virus



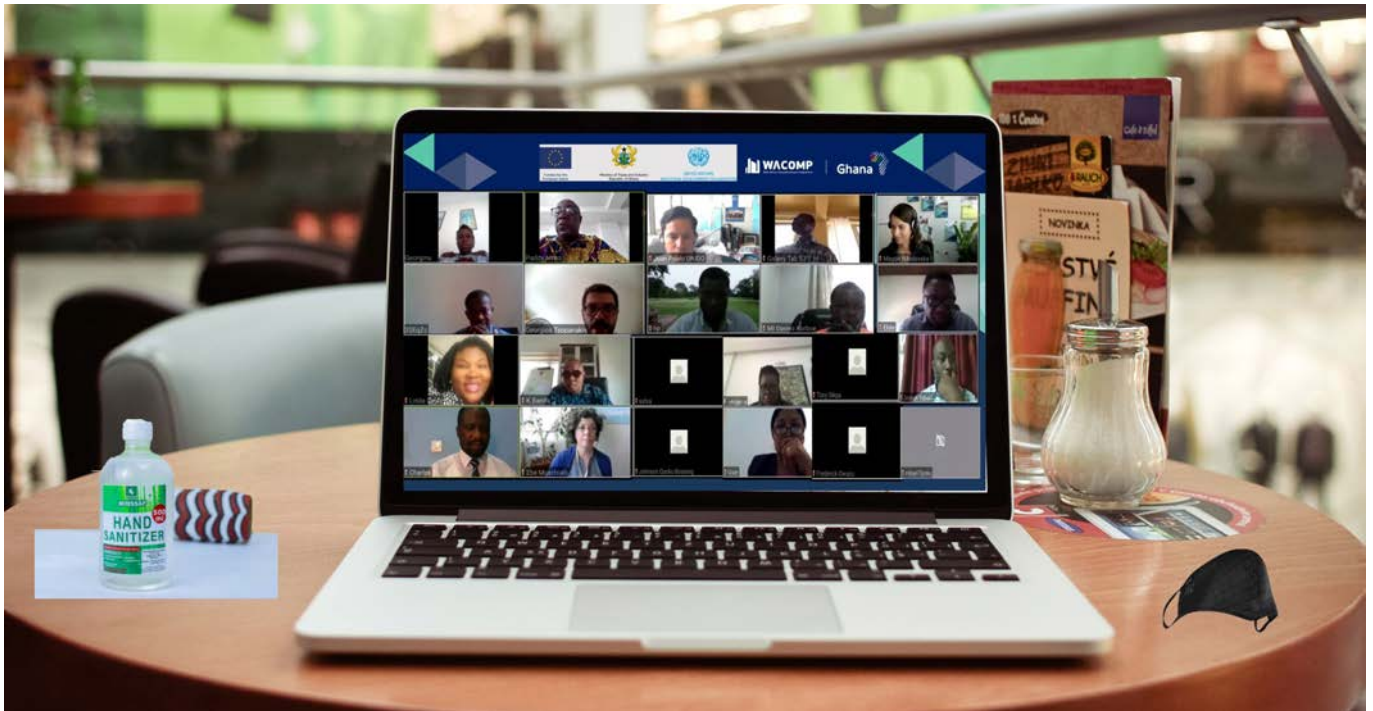
Touching the ears with hands contaminated with the virus

#### 4.2.1. Spreading from infected persons

The coronavirus can spread from an infected person to another person who is not infected. When the infected person sneezes, coughs or talks, the droplets can be breathed in by a non-infected person. Farmers sometimes use a common means of transportation and do things together in a group. Therefore, the coronavirus can spread among farmers if they are crowded together in the same vehicle, eat from the same bowl, drink water from same bottle or work too close to each other without taking the necessary precautions.

**Coordinate**

# WACOMP- Ghana 2nd Steering Committee Meeting



**Members of the Steering Committee of WACOMP-Ghana.**

## The Steering Committee (SC) of the project held its second meeting, attended by all the SC members

The objective of the meeting was to discuss the progress in the project implementation and to provide strategic direction to the project implementation unit.

As a result of the ongoing COVID-19 pandemic, the meeting was held virtually on the 28th July 2020.

The chairman of the SC, Mr. Patrick Yaw Nimo, Chief Director of the Ministry of Trade and Industry (MoTI) in a welcome address encouraged all members of the SC to continue showing commitment in the implementation of WACOMP, despite the challenges triggered by the COVID-19 pandemic.

He also commended the WACOMP team for responding and taking measures to reach the various project stakeholders and partners during these difficult and challenging times.

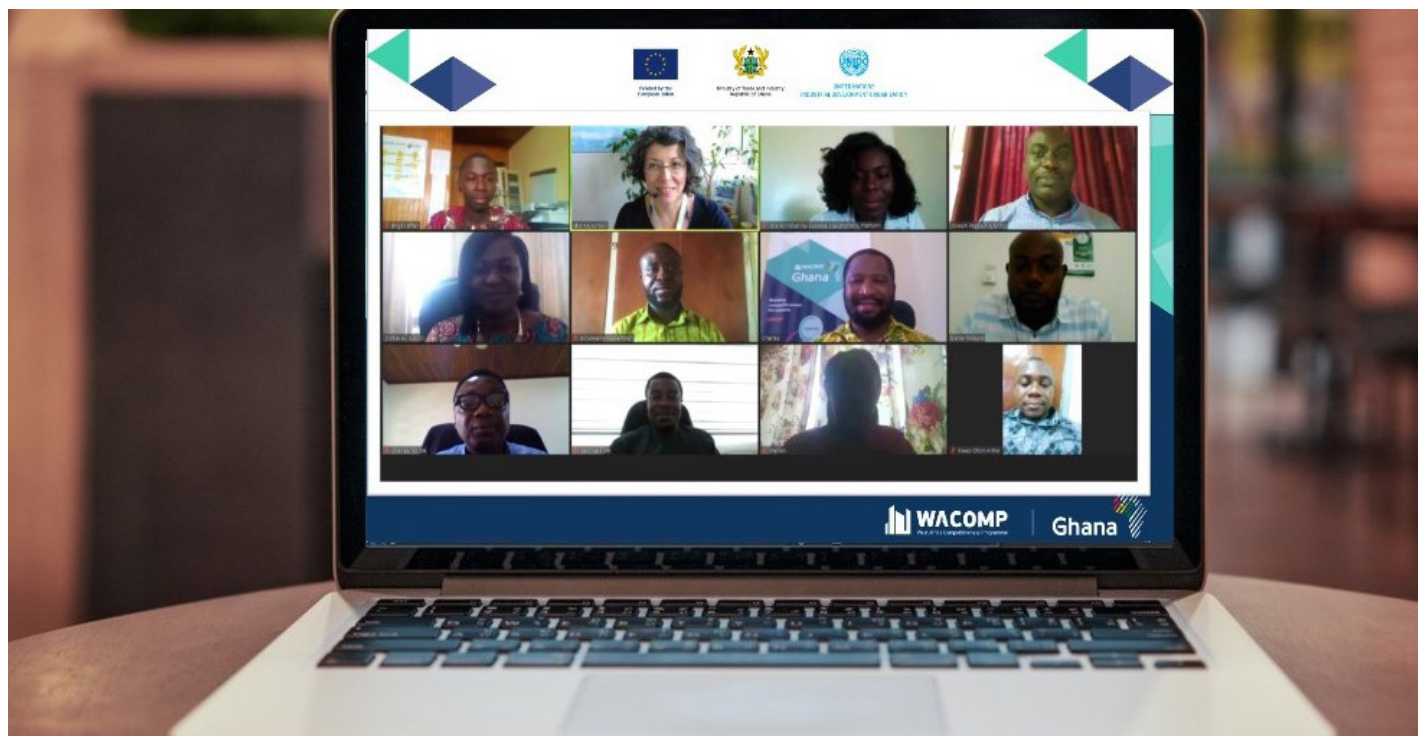
Mr. Juan Pablo Davila Sanchez, Project Manager of WACOMP

Ghana, detailed the measures adopted by the project team to ensure no disruption in the project implementation.

Mr. Georgios Tsopanakis, Programme Officer at the European Union Delegation in Ghana encouraged the project team to continue with the activities scheduled in the WACOMP implementation, highlighting that they are fitting in the overall EU Policy context for West Africa, aimed at promoting sustainable investment and jobs.

Achieved project objectives and planned activities for the various project components were presented by Charles Kwame Sackey, Chief Technical Advisor, with support from the chairperson of the three Strategic Value Chain Committees of the project, and the project focal persons from the Ghana Standards Authority (GSA), Food and Drugs Authority (FDA), Ghana Export Promotion Authority (GEPA) and the Ministry of Trade and Industry (MoTI).

# WACOMP-Ghana National Cassava Strategy



Members of the project cassava value chain strategic committee and other stakeholder members

## WACOMP team and cassava main stakeholders deliberated on the national cassava strategy for Ghana

The cassava crop is known to have a great potential for industrial development and poverty alleviation in Ghana, as a result of its adaptation to different ecological zones in the country, ease of cultivation as well as its amenability to industrial-scale processing in comparison with other agricultural commodities.

While the crop has long been identified as a strategic one by the Ministry of Food and Agriculture in its medium and long term plans, including the Food and Agricultural Sector Development Plans I and II, (2002 and 2007 respectively) and the Medium-Term Agricultural Sector Investment Plans, cassava value chains continue to face a myriad of challenges, many of which are structural.

To trigger discussions and agree on a national cassava strategy, aimed at improving the policy environment and making sure

that the cassava actors can fully benefit from the existing and emerging market opportunities, WACOMP Ghana met with relevant national stakeholders on the 14th of September 2020.

The Chair of the Cassava Value Chain Strategic Committee, Professor Charles Tortoe of the Centre for Scientific and Industrial Research (CSIR) - Food Research Institute, representatives from the Ministry of Trade and Industry (MoTI), Ministry of Food and Agriculture (MoFA) and the Ghana Industrial Cassava Stakeholders Platform (GICSP) were part of this consultative exercise.

The collaboration between WACOMP and the sector stakeholders will ensure that the project's experiences and lessons learnt are integrated into the national cassava dialogue and upscaled to ensure a nation-wide impact.



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# Training for Cosmetics Clusters on International Markets' Regulatory Frameworks

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FOOD AND DRUGS AUTHORITY  
FDA

Ghana Standards Authority  
GSA

WACOMP Ghana

Ghanaian Black Soap 8

A webinar to present cosmetic regulations for small and medium-scale enterprises (SMEs) to access foreign markets was organised on the 7th of August 2020 and attended by 63 participants

The webinar presented the main existing market requirements for cosmetic products to the producers operating in the clusters targeted by the WACOMP project.

The objective was to provide Ghanaian companies with the information and tools needed to ensure that their products are ready to access regional and international markets.

Ms. Carmen Esteban Sanchidrián, UNIDO Senior International Cosmetic Regulation expert, presented a detailed information on

regulations with regards to cosmetics in Ghana, Europe/UK, USA and the Middle East.

She touched on the essential aspects such as the cosmetic product safety documentation, the Good Manufacturing Practices (GMPs).

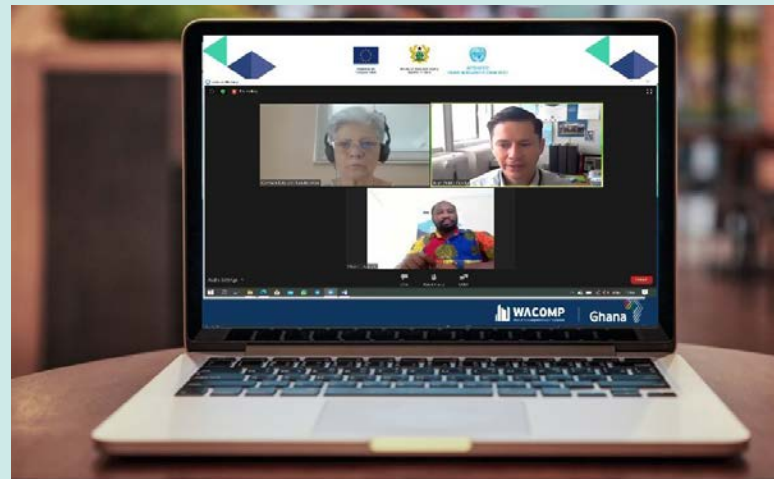
She also highlighted the need to provide consumers with detailed information as well as the role of the competent authorities in the different continents and countries.

Cont'd from pg.9

## Comparison Matrix Developed

Based on the analysis undertaken by Ms. Sanchidrián, a comparison matrix on the regulatory requirement in Ghana, in the EU, in the USA and in the UAE has been prepared by WACOMP and is available for download at the following link: [https://wacompghana.org/wp-content/uploads/Cometic-regulations\\_matrix-table-final.pdf](https://wacompghana.org/wp-content/uploads/Cometic-regulations_matrix-table-final.pdf).

The presentation and webinar recording are available on <https://bit.ly/3mWAdbo>



Ms.Carmen Esteban Sanchidrián, UNIDO senior international expert (top left), Mr. Juan Pablo Davila Sanchez,WACOMP-Ghana Manager(top right) and Mr. Charles Kwame Sackey,WACOMP-Ghana Chief Technical Advisor (bottom) interacting with webinar participants



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### CHECKLIST/ STEPS TO LOOK FOR A SUCCESFULL EXPORT

**For a Ghanaian company aiming to export cosmetic products to a third country/region, there are several questions that need to be considered:**

**1. Is my product a cosmetic?**

Definition of cosmetic differs from country to country. So, analyzing the definition is of paramount importance. If the answer is:

- if yes check regulation in the destination country/region. YES  NO
- Allow time for regulatory compliance.
- if No Does it fit into any of other category in the destination country/region? YES  NO
- Check regulation in the destination country/region
- Can I reformulate the product to be compliant with the definition? YES  NO

**2. Will I need to appoint a responsible person/legal representative within the country?** YES  NO

**3. Will I need a representative to act on my behalf?** YES  NO

**4. Do I need a pre-registration or only a pre-notification?** YES  NO

This is important budget wise. If pre-market is required, cost of testing will be probably higher and timing for putting the product into the destination country market longer.

**5. Are any of these ingredients in my formula?**

- a. *classified as carcinogenic, mutagenic or reprotoxic?* YES  NO
- b. *Nanomaterials?* YES  NO
- c. *prohibited in the destination country/region?* YES  NO

If yes, the product perhaps needs a reformulation.

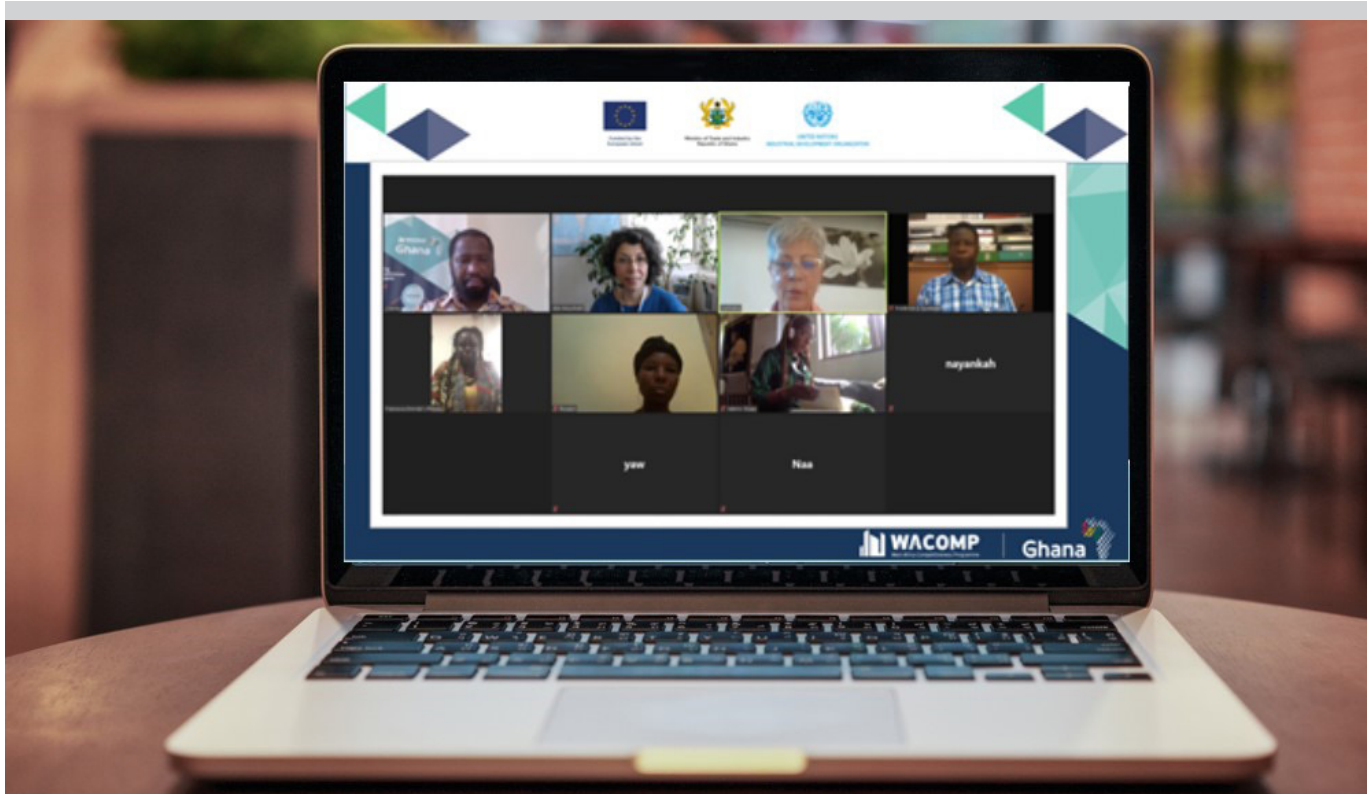
**6. Do I need to comply with GMP's? -** YES  NO

ISO 22.716 or another standard? Do a need a third-party certification? Is my GSA certification valid in th destination country?

**7. Can I formulate the product to export to more than one market?** YES  NO

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# PIF Cosmetics Round Table Meeting



**Virtual roundtable discussions on PIF preparation with cosmetic exporters**

On 18th of September 2020, WACOMP organised a cosmetic round table discussion with Ghanaian cosmetics companies.

The round table aimed to dig deeper into the market requirements needed to access the European and the American market for cosmetic products.

Ms. Carmen Esteban Sanchidrián, UNIDO Senior International Cosmetic Regulation expert, said quality in manufacturing cosmetics for exports should not be compromised under any circumstances.

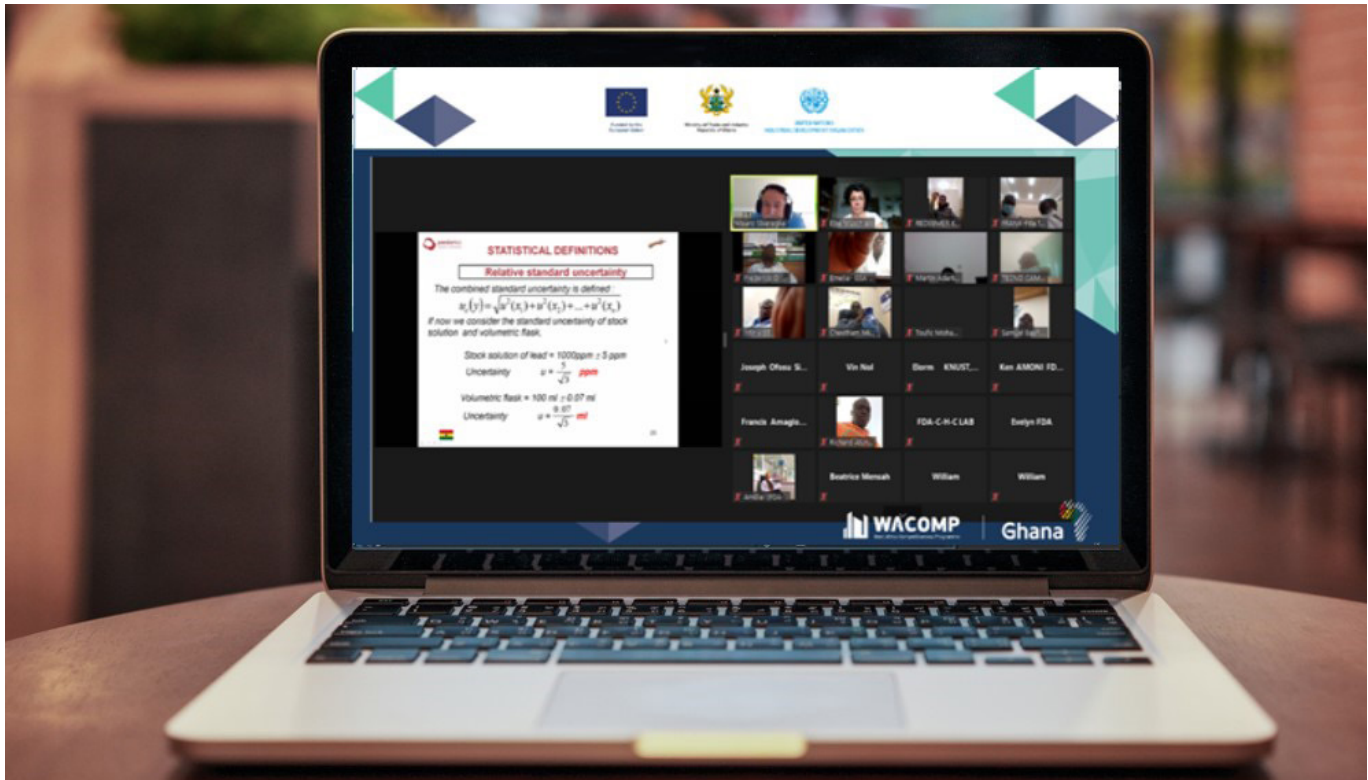
“Ingredient quality is key for producing high-quality products, and Good Manufacturing Practices are

essential not only for the producers of the products that are sold in the market but indeed valid for all the ingredients needed to produce the final product,” she said.

WACOMP as part of its continuous support to producers will be supporting cosmetic producers in the various clusters to implement the GMPs for both cosmetic ingredients and finished products and provide companies with the tools for analysis and control.

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# Accuracy and Repeatability Training for Laboratory Analysts



**Virtual training of laboratory analysts on accuracy and repeatability**

On 17th of August 2020, a webinar was organised to train 30 laboratory analysts on accuracy and repeatability

The laboratories training forms part of WACOMP's interventions under the CONFORM component and contributes to improve their services and prepare them towards possible accreditations.

The target laboratories are the cosmetics laboratories of the Ghana Standards Authority (GSA) and the Food and Drugs Authority (FDA), as well as the Food Technology Laboratory of University of Development Studies (UDS) and the Food and Biochemistry Laboratory from the Kwame Nkrumah University of Science and Technology (KNUST).

Mr. Mauro Sbaraglia, UNIDO Senior International Laboratory expert, delivered the training supported by Mr. Frederick Gyamera Owusu, WACOMP-Ghana National Quality Infrastructure expert.

Commenting on the training, Mr. Gyamera Owusu said

the training objective was to equip laboratory staff to master uncertainty, repeatability and validation.

"Measurement is key to research and development. It allows labs to rigorously test and evaluate new and established scientific theories. An essential ingredient of measurement is uncertainty", he added.

Dr. Martin Adarkwah Yiadom, Head of the Cosmetic Laboratory of GSA, also reiterated the need for labs to be able to define, calculate and express uncertainty and to communicate, with clarity and consistency, the results of tests they undertake as part of the verification of the performance data of methods to be accredited.

He also indicated that the training would build capacity in the institutions to enable them to carry out their mandates effectively and respond to the value chains' needs.

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# ISO/IEC 17025 Quality Management System Requirements



**Virtual training on ISO 17025:2017 for KNUST and UDS**

ISO 17025:2017 training was organised for laboratory technicians from the University of Development Studies (UDS) in Tamale and Kwame Nkrumah University of Science and Technology (KNUST) on 11th September 2020

Mr. Frederick Gyamera Owusu, WACOMP - Ghana National Quality Infrastructure expert, stressed that quality improvement has become a key national and international business strategy.

„Laboratories have to continuously deliver high-quality testing services if they want to be successful in the marketplace in the long term. Therefore, an ISO/IEC 17025 accreditation certificate will demonstrate to potential customers that the UDS and KNUST laboratories value quality and that the labs have taken the necessary steps to ensure that their test results are accurate and reliable,” he said.

“Most companies are using quality systems as a method of assuring the consistency and conformity of products or services to a defined set of standards or customer expectations”, he added.

ISO/IEC 17025 general requirements for the competence of testing and calibration laboratories is the main ISO standard used by testing and calibration laboratories.

It constitutes the basis for accreditation and laboratories use ISO/IEC 17025 to implement a quality system aimed at improving their ability to consistently produce valid results.

Within this training series, a special attention has been paid to the ISO/IEC 17025 Quality Management Systems Documentation for testing, used to specify the basic requirements against which competence is assessed.

More information on ISO 17025 can be found at the following link: <https://bit.ly/39TETv1>

## Documents



Document	Activity
1. Quality Manual	Outlining how the laboratory conforms to the standard.
2. Procedures	Describing how the system functions.
3. Work Instructions	Defining specific job activities affecting the quality of testing.
4. Quality Documentation	Explains how quality will be managed for individual testing projects or contracts, as well as other types of specific documents.

# Adopting Smart Glasses for Remote Assessments of Laboratories

A virtual assessment of the Food and Drugs Authority (FDA) cosmetic laboratory took place on 5th August 2020.

The virtual visit allowed the international expert and the UNIDO team from Headquarters in Austria to conduct remote assessment of the laboratory receiving technical assistance from WACOMP - Ghana.

Despite the travel ban caused by the current pandemic, the smart glasses' deployment allowed the analyst in the FDA cosmetic laboratory to receive instructions directly from the international expert and execute the required tasks.

The use of smart glasses is an innovative technology that combines video conferencing and augmented reality, allowing anybody with an internet connection to see and interact with the environment of the smart glasses' user.

The use of smart glasses, tested by WACOMP- Ghana, brings many opportunities and has the potential for enhancing technical assistance, verify products, processes capabilities and generate electronic evidence for international certification and accreditation



**A team from WACOMP-Ghana at the FDA cosmetic laboratory using the smart glasses for the virtual assessment connecting Ghana FDA cosmetic laboratory with UNIDO Headquarters in Vienna, Austria.**

**Conform**

# 130 Cassava Processors Trained in Good Agricultural Practices(GAPs)



**Cassava farmers practicing GAPs on the field**

A three-week Good Agricultural Practices (GAPs) training to improve productivity and efficiency of cassava processors was organised for 130 cassava processors and associations from Ayigbe, Kaniagro and Nkoranza in the Kintampo Techiman Cluster and Mampong - Abofuor in the Atebubu- Amantin- Mampong cluster from 10th to 23rd September 2020

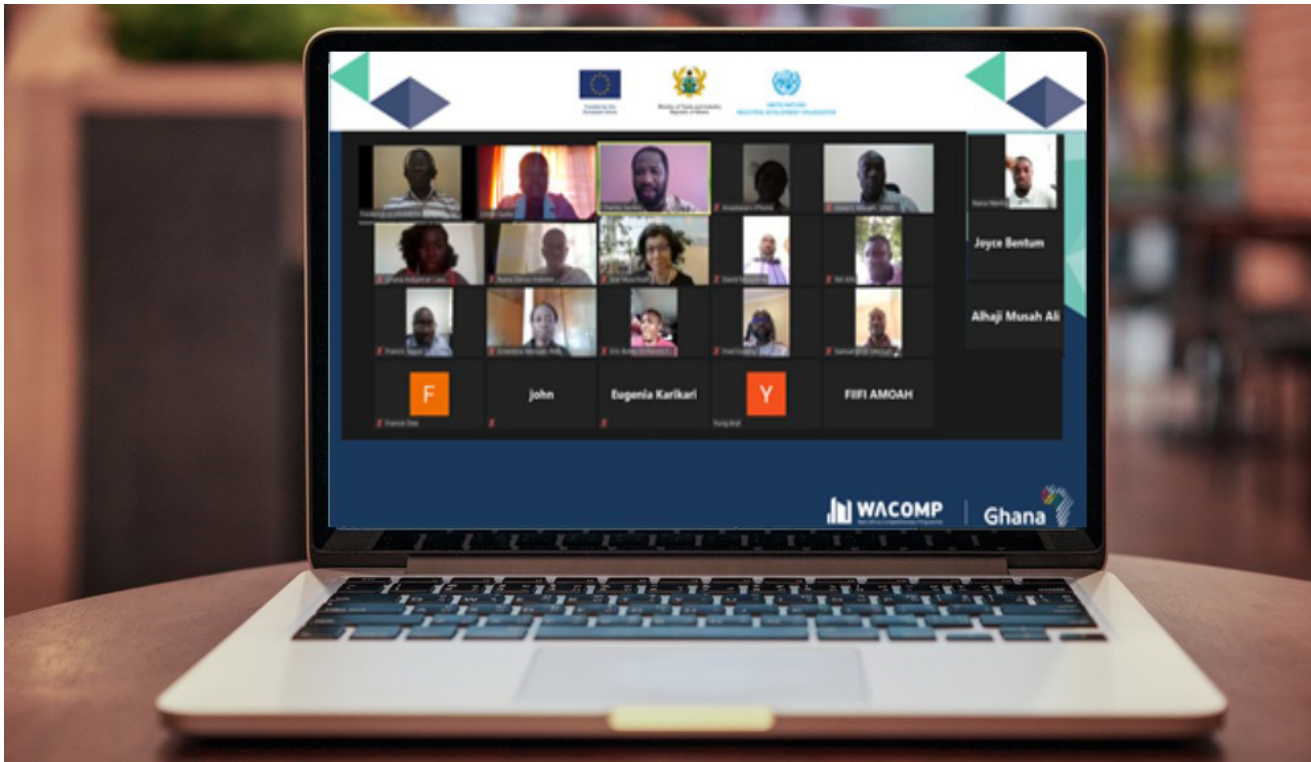
Cassava is ubiquitous in Ghana for many reasons. Several food, industrial products and even traditional medicines use cassava as an ingredient. It is comparatively the most produced agricultural crop by quantity, and the most processed root and tuber with commercial production basis in Ghana.

Some of the most common derived products from cassava include gari, starch, High-Quality Cassava Flour (HQCF), cassava chips, cassava beer and cassava leaves. And many of these products have become exportable

over the years as a result of advancements in processing technology and the increasing industrial attention.

The training provided by WACOMP-Ghana helped in strengthening the capacity of the actors to apply cassava agronomy practices, exposed farmers to the Good Agricultural Practices for Ghana (GS 949-1:2011) and provided them guidance on the implementation of the requirements of the Ghana GAP including training on the WACOMP COVID -19 Guide for farmers.

# Applying Quality Management System (QMS)



Virtual training on HACCP for cassava cluster members

A webinar on applying Quality & Hazard Analysis Critical Control Point System (HACCP) in the development of HQCF and cassava starch was organised for the cassava cluster members of the project on 13th of October 2020

Mr. Frederick Gyamera Owusu, WACOMP-Ghana National Quality Infrastructure expert advised SMEs in the cassava value chain to follow the standards in their processing operations if they want to be competitive in the local, regional and international markets.

“Don’t venture into exports if you don’t adopt quality standards in developing cassava products,” he said.

The webinar was organised for processors of cassava

derivatives to assist the SMEs in the implementation of standards and subsequent certification to facilitate their progress towards increased competitiveness.

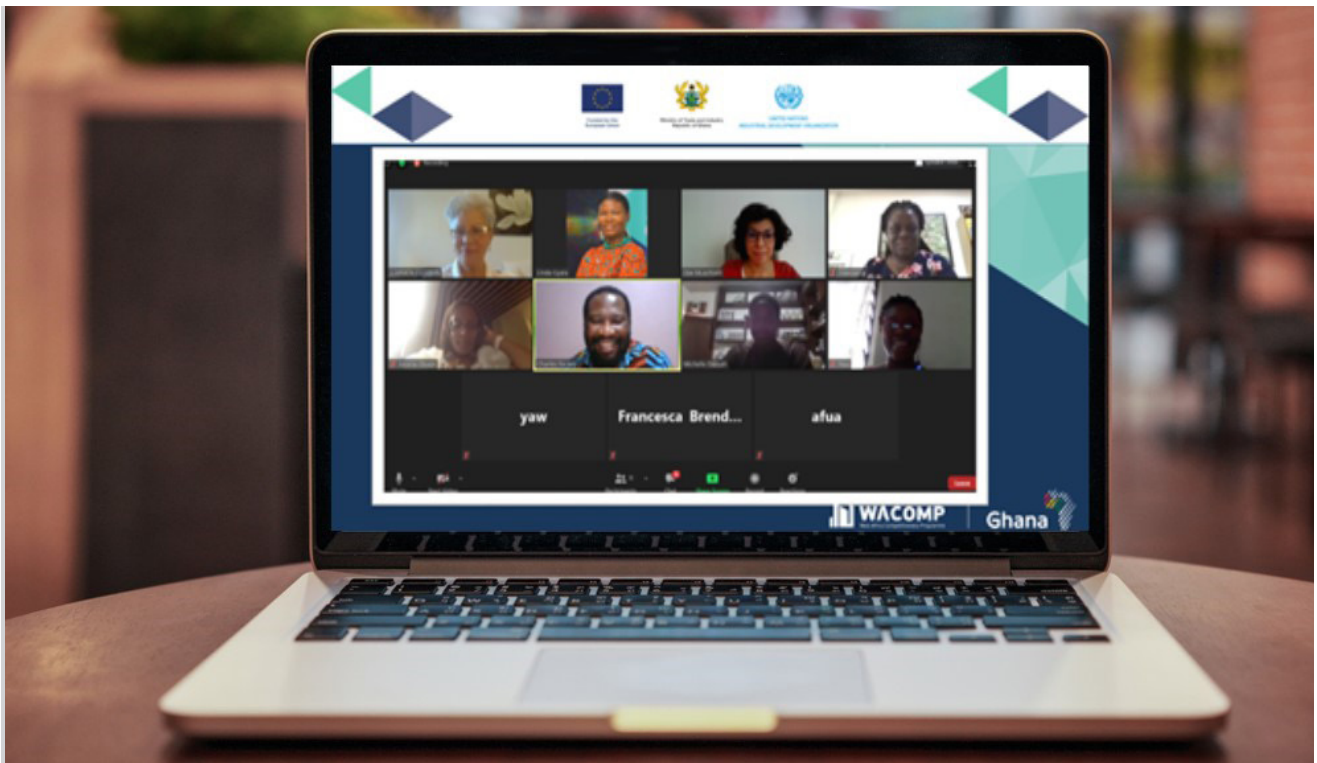
The training also included training on applying specific Product Standards developed by the Ghana Standards Authority (GSA) - (GS 762: 2008: Specification for Edible Cassava Flour).

The presentation and webinar are available on <https://bit.ly/3IUur8E>



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# Product Information File for Cosmetic Exporters



**Virtual training on PIF for cosmetic exporters**

On 7th October 2020, WACOMP- Ghana organised a virtual seminar focusing on the European Product Information File (PIF) preparation for cosmetic products

Exporters and potential exporters from the Ghanaian cosmetic and personal care clusters took part in the seminar.

The PIF prepared by manufacturers exporting to the EU market ensures that all documents and necessary collected data confirm that a product is safe for the intended use, under normal or reasonably foreseeable conditions.

Ms. Carmen Esteban Sanchidrián, UNIDO International Cosmetic Regulation expert, encouraged the entrepreneurs

in the cosmetic value chain in Ghana to give much attention to the PIF of their products, since it will help them with online sales and direct sales in the European countries.

She reiterated that whether through E-Commerce or regular commerce channels, details of the safety of the product would be demanded and it is, therefore, crucial for exporters and would-be exporters to know how to complete their PIF documentation.

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# Benefits of QMS & HACCP Systems

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A webinar on benefits of ISO 9001 Quality Management Systems (QMS) and Hazard Analysis Critical Control Point system (HACCP) food safety systems was organised on the 16th of October

The aim was to present to SMEs involved in agro-industrial production the benefits of the principles of HACCP and implementing measures to be undertaken.

A total of 45 agro-food processors within the targeted value chains joined the webinar.

Mr. Charles Kwame Sackey, WACOMP - Ghana Chief Technical Advisor, assured SMEs in the cassava, cosmetics and fruits value chains of the project's readiness to assist them to adopt quality standards.

"WACOMP Ghana is ready to help SMEs establish HACCP systems under the supervision of our experts", he said.

Mr. Frederick Gyamera Owusu, WACOMP - Ghana National Quality Infrastructure expert, encouraged the participants to implement HACCP systems to ensure the safety of their consumers.

"If you adopt HACCP, you build confidence in the consumer that you are capable of supplying safe products. It provides adequate controls throughout the food chain", he said.

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## HACCP Approach

HACCP is based on the principle that hazards affecting food safety can be either eliminated or minimized by prevention during production rather than by inspection of the finished product.

Its goal is to prevent hazards at the earliest possible point in the food chain.

The HACCP approach can be applied right from harvest to the point of consumption.

Adding HACCP to traditional inspection and quality control activities would improve the quality assurance system in a company.

Companies using the HACCP system will be able to provide greater confidence about food safety to consumers as well as to food regulatory authorities.

The presentation and webinar video are available on <https://bit.ly/341fgoe>

### HACCP – PROCESS STEPS

HACCP principles are applied using a 12 step strategy consisting of two phases: a preparatory phase and an implementation phase

Preparatory Phase:  
Planning

STEP 1: Set up the HACCP team

STEP 2: Describe the characteristics of the product

STEP 3: Identify the intended use of the product

STEP 4: Construct the flow diagram

STEP 5: Confirm the flow diagram on site

Implementation Phase:  
Application of the 7 principles

STEP 6: Identify and analyse all potential hazards associated with each step of the process and establish one or more controls measures

STEP 7: Identify Critical Control Points (CCP)

STEP 8: Establish critical limits for each CCP

STEP 9: Establish a CCP monitoring System

STEP 10: Establish a corrective action plan

STEP 11: Establish verification and renew procedures

STEP 12: Establish a documentation and record keeping system

# The 7 Quality Management Principles

A webinar was organised on 23rd October 2020 to illustrate the 7 principles of Quality Management for SMEs in the three value chains targeted by the project.

A poll conducted during the webinar indicated that only 10% of the participating SMEs knew about ISO 9000 Quality Management Principles and only 20% of them had applied the 9000 the principles in their businesses.

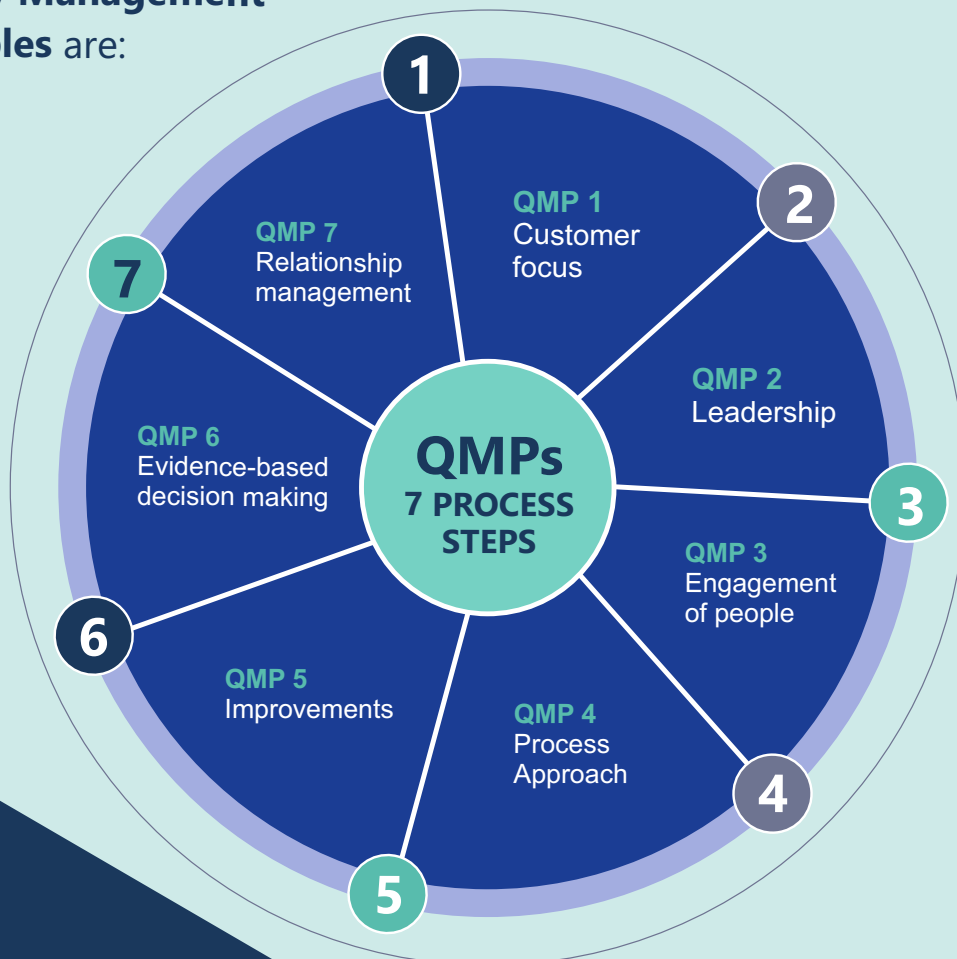
Mr. Frederick Gyamera Owusu, WACOMP - Ghana National Quality Infrastructure expert, said sustained success is achieved when

an organisation attracts and retains the confidence of customers and other interested parties. Every aspect of customer interaction provides an opportunity to create more value for the customer.

Mr. Gyamera Owusu emphasised that the application of the 7 principles will greatly improve the performance of the businesses.

All seven principles of QMS were thoroughly explained during the webinar. A total of 34 participants joined the webinar. The presentation and webinar video are available on <https://bit.ly/2VZxja3>

The seven  
**Quality Management  
Principles** are:



These principles are  
not listed in priority order.

The relative importance of each  
principle will vary from organization  
and can be expected to change over  
time.

## Conform

# ISO 9001:2015

On 30th of October 2020, WACOMP - Ghana organised a webinar on ISO 9001:2015

The ISO 9000 series of standards is a set of formal standards drafted by an International technical committee (ISO/TC 176) on quality assurance.

Mr. Charles Kwame Sackey, WACOMP - Ghana Chief Technical Advisor, encouraged businesses in the cassava, cosmetics and fruits sector to set up their QM systems, no matter the size of the organisation.

“Irrespective of your size, you should be able to manage your risks using ISO 9001:2015 to comply with applicable, national and international regulations,” he said.

Mr. Frederick Gyamera Owusu, WACOMP- Ghana National Quality Infrastructure expert, indicated that though the application of the ISO 9001 standards is voluntary, its implementation will help simplify, clarify and control company operations and processes.

Mr Gyamera charged all the SMEs to embrace the culture of quality, as he put it: “quality needs to be built at each stage of the operation from raw material acquisition, production, marketing, to delivery of the product, through a formal and systematic management system to ensure conformance to requirements”.

The presentation and webinar video are available on: <https://bit.ly/340ca35>

### Feedback on webinar



«**Very informative and enlightening. Looking forward to the November 20th edition. Thanks WACOMP team**»  
- **Aunty Constance**

«**Thanks for the education on ISO 9001...will now press in to have my coach set me up. Thanks WACOMP!**»

- **Buildsafe LTD**

Conform

# ISO/IEC 22716 for Cosmetic Producers

**WACOMP WEBINAR SERIES**

Funded by the European Union  
Ministry of Trade and Industry  
UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

Friday 20th November, 2020  
@ 11 GMT

**ISO 22716  
GMP for  
cosmetics  
producers.**

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[bit.ly/isogmpcosmetics](https://bit.ly/isogmpcosmetics)

WACOMP  
Ghana

On 20th of November 2020, the project organised a special webinar for cosmetic producers.

42 participants from the cosmetics industry joined the training. A poll conducted during the webinar showed that only 18% knows the content of the ISO 22 716 standard.

Also, although 82% of the participating SMEs implement GMPs to guide the production of their cosmetics products, only 18% of them use ISO or national codes as reference documents, while 45% uses Food and Drugs Authority Ghana codes and 36% uses in-house codes.

The findings, allowed Mr. Frederick Gyamera Owusu, UNIDO WACOMP- Ghana National Quality Infrastructure expert, to shape the training model and discussions.

He took participants through the various process of the standard and explained in detail how it should be implemented and advised cosmetics producers to buy the copy of the standard at the Ghana

Standards Authority to serve as a guide.

The key message for the cosmetic SMEs was that it is possible to implement the standard and the project team is ready to support and coach interested SMEs.

The Cosmetics Regulation (EC) 1223/2009 requires that all cosmetic products placed on the European market comply with Good Manufacturing Practices (GMP) set by the ISO 22716 standard.

Indeed, the regulation refers to the ISO 22716 standard and requires to add a declaration of compliance associated with the manufacturing facility to the Product Information File (PIF).

As part of the project's strategy to build the capacity of cosmetics exporters to the European Union market to comply with Product Identification File (PIF) documentation, a round table meeting with cosmetics companies was held on the 23rd of November 2020 to support them to access the EU market.

Conform

# Organic Certification Webinar

Funded by the European Union

Ministry of Trade and Industry

UNIDO UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

Mon 14th December, 2020 @ 11 GMT

*Organic*  
Standards, Processing, Production / Wild Collection

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*Register Here*  
▶ [bit.ly/organicsppw](https://bit.ly/organicsppw)

Organic Cosmetic Cream  
wacomp ghana

WACOMP Ghana

A webinar organised on the 14th of December 2020 on organic collection, processing, production and certification presented the concept of organic agriculture to 48 interested participants operating within the three WACOMP value chains.

The webinar shared insights on organic markets, business models, conversion period and organic packaging rules.

A poll conducted during the webinar revealed 56% of the participating SMEs were not aware of the requirements and procedures to be organic certified and 89% never tried to go through the process of being organically certified although willing to do so.

Mr. Stephen Acheampong, Organic Expert from ECOCERT, advised the SMEs to consider the organic market as an important market and study the organic market, understand the concept of organic production and its certification process.

**“Before you start any organic business, you need to know your market and know that organic processing rules are intertwined so you must follow them strictly,” he said.**

An evaluation study conducted after the training showed the webinar had a positive feedback with 67% of participants considering it as ‘very useful’ and 33% ‘useful’.

Conform

# ISO 45001: 2018 Occupational Health & Safety

Funded by the European Union  
Ministry of Trade and Industry  
UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

Fri 18th December, 2020  
@ 11 GMT

OCCUPATIONAL  
**HEALTH & SAFETY**  
ISO 45,000:2016

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[bit.ly/isohealthsafety](https://bit.ly/isohealthsafety)

WACOMP Ghana

On a global scale poor health and safety management costs around 4% of global GDP, which is totally unacceptable in today's business world.

A webinar on ISO 45001:2018 standard for occupational health and safety in the workplace was organised on the 18th of December 2020, to raise awareness of health risks at the work place and help SMEs to manage hazards and their consequences.

Mr. Frederick Gyamera Owusu, WACOMP - Ghana National Quality Infrastructure expert, explained the concept of occupational health and safety management.

He reiterated that it is more than an accident prevention and encouraged companies to incorporate it as part of a working condition since it is an important element of creating sustainable jobs.

“Prevention of work-related diseases and accidents must be the goal of occupational health and safety programmes rather than attempting to solve problems,” he said .

An evaluation poll conducted at the end of the webinar showed that 80% of participants found the training ‘very relevant’ to their business practices and 20% considered the webinar content as ‘relevant’.



**Compete**

# WACOMP-Ghana Launches E-Marketing Training for SMEs



Six weeks online E-Marketing training course was launched on 18th August, as part of the project’s contribution to enhance SMEs resilience during the COVID -19 pandemic

The course, implemented in partnership with the Association of Ghana Industries (AGI), aimed at boosting SMEs digital skills and strengthening their capacity to promote their products and penetrate new markets, through a more professional use of social media.

A total of 30 Ghanaian SMEs, belonging to the 3 value chains targeted by WACOMP, successfully finished the course and graduated between November and December.

During the online training, participants were taken through different E-Marketing business models and got familiarised with international best practices of companies promoting and selling online.

Periodical live zoom sessions were structured as interactive sessions with breakout group exercises that allowed active discussions among participants.

After that, participants were required to submit individual assignments on the E-Marketing platform, purposefully designed for the course: <https://wacompghana.thinkific.com/>.

A poll conducted during one of the first training sessions showed that 88% of the SMEs participating in the training sell directly to their customers, all of them have less than 50% online sales proportion and 90% of the SMEs consider E-Marketing as a great opportunity for their businesses.

These poll results further emphasize the business need of E-Marketing for SMEs within the cassava, fruits and cosmetics value chains.

A short video presenting the course content and results is available on: <https://bit.ly/3q9ZmAr>

# Compete

Cont'd from pg.25

Mrs. Sarah Carroll, UNIDO International E-Commerce expert and main trainer of the course, emphasized that the E-Marketing course would prepare Ghanaian SMEs to take advantage of future opportunities in the digital space, enabling them to maximise sales and revenues.

Mrs. Carroll indicated that by 2030, Ghana will have over 9 million jobs requiring digital skills, and she encouraged the participating SMEs to be prepared for this challenge.

One mantra of the course has been: „Your customers can be your competitors and your competitors can be your costumers! Be innovative and always find new ways to attract more customers“.

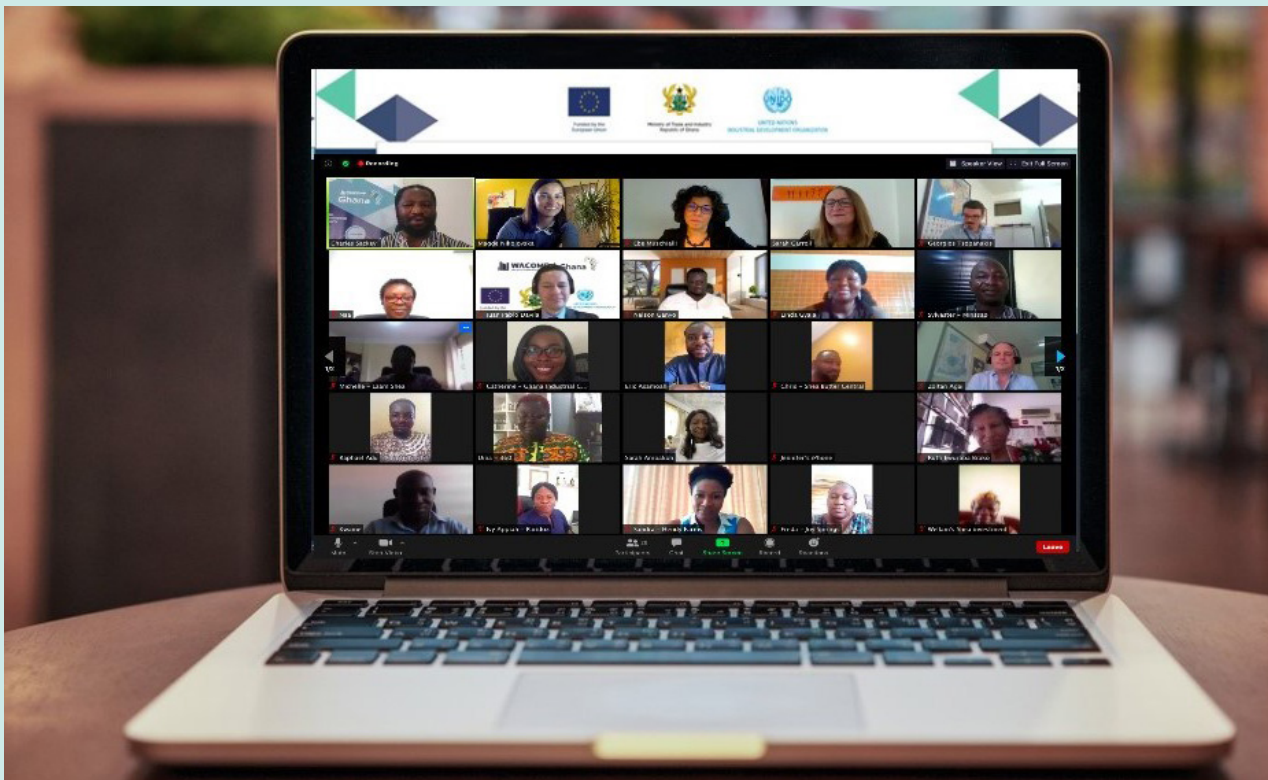
## Group Coaching Sessions:

As part of the final phase of the E-Marketing course, participants were taken through group coaching sessions to help them optimize their social media pages.

Participating SMEs were coached by GEPA Export School trainers for Digital Technologies and Social Media, Mr. Nelson Ganyo and Mr. Raphael Adu.

The experts provided feedback and advice on how to improve companies' social media pages (mainly Facebook and Instagram) and how to interact with potential clients in the digital world.

## Virtual Graduation Ceremony:



Virtual graduation ceremony of 1st batch of graduates.

30 companies took part in the colourful E-Marketing virtual graduation ceremonies held on the 3rd of November 2020 and 3rd of December 2020.

### Achievements:

- **Up to over 200% increase in social media followers;**
- **Posting over 10 times a month;**
- **New Instagram, Facebook and WhatsApp for business set up;**
- **New Facebook Commerce set up;**
- **Amazing world-class content and brand messages;**
- **Increase in requests for social media sales;**
- **All companies saw rises in followers on Facebook or Instagram;**
- **Companies transferring and consolidating their personal profile to business pages;**
- **Wider use of different content e.g. videos, testimonials, Black Friday campaigns, giveaways.**

## Compete

*Cont'd from pg.26*

The representative of the Ministry of Trade and Industry (MoTI), Mr. Eric Asamoah in an opening remark on behalf of the Government of Ghana, said it was an important step for Ghana and the business environment especially at this time when COVID-19 pandemic has taught countries the importance of improving the general trading environment.

"I am of the firm belief that the participants of this programme have learnt a lot which is going to help and improve Ghana's business environment.

Mr. Zoltan Agai, the Head of Cooperation of the European Union in Ghana, said he was glad to see a very concrete achievement of the WACOMP -Ghana programme and thanked the United Nations Industrial Development Organization (UNIDO) and the Association of Ghana Industries (AGI) for being flexible and reactive in this very exceptional circumstances of the COVID crisis.

Mr. Seth Twum - Akwaboah, AGI Chief Executive Officer, said the association appreciates all the support and various programmes from the European Union through the WACOMP-Ghana project.

He added that as industry players, the e-marketing training was a great opportunity for AGI members to be involved in the WACOMP implementation and contribute to the training concept and development.

"We just cannot stay away from this new trend that is developing, and therefore I'm very happy that industrial operators have embraced this concept and have spent time by participating in this program", he added.

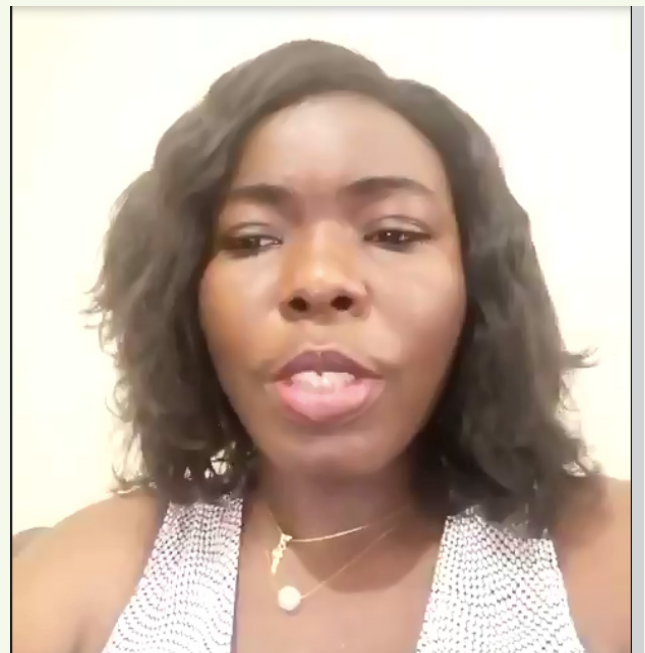
Mr. Juan Pablo Davila, the UNIDO Project Manager said the COVID situation helped the project to develop this successful training programme.

"Before it started, we could see it was going to be successful because we had much more people registering than it was expected," he said.

**"Connectivity is a key element for SMEs and the training was crafted targeting this need and support SMEs to fully develop skills and competencies to be present in the online markets", he added.**

## E-Marketing Training Testimonials

### Mrs. Sarah Catherine Biney, Ghana Cassava Stakeholders Industry Platform (GCSIP):



*"We started this e-commerce course without knowing what it had in stock for us but I enjoyed all the sessions and discussions.*

*We had dedicated facilitators who were always putting us on our toes, be it assignments or models.*

*When we needed more information and further understanding they were always there for us.*

*One other thing that helped was the break out sessions. Before the course GCSIP was not very active on the social media, but now we have learnt a lot from what the other participants do with their social media. We are confident that we can help our members to sell and market their products on any of these social media platforms.*

*I want to say thank you to the team and participants and hope this kind of training is organized again! ,,*

# Compete

Cont'd from pg.27



## Ms. Dina Mame Akwaboah – Bosompem, CEO of 360 Naturals



*"This programme has taught us many things. We thought internet marketing was for a certain category of companies but this programme enlightened me to explore further the opportunity to promote my products on social media and on different platforms.*

*Our company was already active on Instagram but thanks to the training, we have revised the way we promote and have increased our followers.*

*Within the past two months, our followers jumped to 1500 on our Instagram page and we are now starting to also explore Facebook.*

*We thank everyone in the UNIDO-WACOMP team because this opportunity is so great.*

*We would have had to pay thousands of Ghana cedis, and got this opportunity thanks to WACOMP!*

*We will maximize what we learnt and increase the growth of our companies".*



## Mrs. Valarie Obasi , CEO of R and R Luxury



*"I just want to thank the UNIDO-WACOMP team. We have been taken through a holistic approach and I want to thank you for all the opportunities and the work and the belief in west African cosmetics companies.*

*E-Marketing training has been life-changing for us. When we were informed that there was an E-Marketing training, we thought we did not need it because we already had a website.*

*But then we discovered that we could have one on one coaching sessions with Sarah and this has been a life-changing event for us. We learnt so much about our business, so much about what we weren't doing well and could do differently.*

*We learnt how to run Search Engine Optimization and got familiar with different aspect from commerce: from s-commerce, c-commerce and all the different aspects involved in selling online. The E-Marketing coaching programme has been invaluable, and I'm super grateful for having been part of it! „*

# Compete

Cont'd from pg.28

## Graduation Awards

### Batch one

**Dina Mame**  
CEO - 360 NATURALS

**BEST IMPROVEMENT & IMPLEMENTATION**

**Congratulations!**

- High number of followers on Instagram
- 67% increase in followers on Facebook already
- Consistent posting with over 10 posts a month all the way through the course
- A wonderful variety of posts like video testimonials, product bundles, gift sets, using hashtags and a campaign on breast cancer awareness
- A brilliant example of a digital superstar

@360naturalsghana

WACOMP E-MARKETING PROGRAMME #becomingdigitalwithwacompghana

**Chris Tetteh**  
CEO - SHEA BUTTER CENTRAL

**BEST STORYTELLING**

**Congratulations!**

- Strong brand name of Shea Butter Central and the most memorable strapline 'Shea the Love'
- Great content telling a wonderful story about not only their fair traded, natural hand-crafted shea butter products, but also the commitment to the rural women who they work with while caring for the environment through sustainable practices
- Ran a series on the 30 uses of Shea and created an amazing video animation of his full range of products made from photo stills (you have to see it to believe it)
- Set up a Facebook Shop
- A digital superstar ready to take on the world

@sheabuttercentral

WACOMP E-MARKETING PROGRAMME #becomingdigitalwithwacompghana

**Sylvester Mynilla**  
CEO - MINNSADVENTURES

**BEST COURSE PARTICIPATION**

**Congratulations!**

- Completed the course first
- Always prompt with all his assignments
- Very thoughtful questions in the live zooms
- Absolutely great to have on the training programme from start to finish

@minnsadventures

WACOMP E-MARKETING PROGRAMME #becomingdigitalwithwacompghana

### Batch two

**Josephine Boateng**  
CEO - JOZY SNACKS

**BEST PROGRESS**

- Incorporated a lot of the ideas we shared during the training programme
- Really clear vision for her business to stand out online in the future submitted in her assignments
- Started work on her business Instagram profile and had over 200% increase in followers already
- Step change in posting on social media now with over 10 posts a month
- A wonderful variety of posts like videos aimed at B2B customers and some really brilliant, testimonial videos
- A brilliant example of a digital superstar

@jozysnacks

WACOMP Ghana

**Larona Lollie**  
CEO - INDIGENOUS FLAIR

**BEST STORYTELLING**

- Uses beautiful language to describe her product range evoking images of 'Ghana's lush resources'
- Has thought really deeply about her target clients and decided on the savvy mature woman
- Developing a theme of showcasing the African botanicals that go into the 'wildcrafting' of her products
- Beautiful video out in nature picking blue pea flowers
- Indigenous Flair is a great brand name with packaging that will appeal worldwide
- Another digital superstar ready to take on the world

@indigenousflair

WACOMP Ghana

**Blessed Atuahene**  
CEO - EVERGREEN BLESSED ENTERPRISES

**BEST COURSE PARTICIPATION**

- Completed the course first
- Always prompt with all her assignments
- Enthusiastic discussions in the online training forum
- Absolutely great to have on the training programme from start to finish
- Submitted the optional final assignment

@evergreen\_blessedenterprise

WACOMP Ghana

## Interview

# Getting to know more about AGI Collaboration with WACOMP & Industry



Interview with **Mr. Seth Twum-Akwaboah**, AGI, Chief Executive Officer

E-mail: [setha@agighana.org](mailto:setha@agighana.org)

Mr. Seth Twum-Akwaboah is an Industrial Development Advocate working with the leading private sector organisation, AGI as Chief Executive Officer.

He has a degree in Economics and a Master's Degree in Business Administration from the University of Ghana, Legon.

He joined AGI as a Business Development Consultant and later rose to head the AGI Business Unit as Director for Business Development Services.

During this period, he managed several development projects including the Government of Ghana/World Bank/UNIDO Industrial Subcontracting and Partnership Exchange Project, market development programmes in West Africa and International Business linkage programmes.

He was nominated Chief Executive Officer in 2011 and has since been leading the AGI team on policy advocacy, provision of Business Development Services for the members and heads the entire Directorate of the Association including six Regional Branches.

As a Consultant, Mr. Twum-Akwaboah has undertaken several research projects and written many policy papers on National Industrial and business issues. He serves on the boards of several National and International Institutions and private organisations in Ghana.

### 1. What Support for Cassava Industry?

AGI is increasingly gaining membership from businesses who are into one cassava product or the other. Some of these products are ethanol, High-Quality Cassava Flour (HQCF) and Gari.

AGI supports the cassava industry by partnering with the Ministry of Agriculture as well as some development agencies to give training and capacity building activities for stakeholders along the value chain. In recent times, the AGI has partnered with UNIDO-WACOMP in a subcontracting matching scheme to grant skilled training to cassava out growers supplying to industries who are members of the Association.

### 2. Which are the activities implemented by AGI?

Presently the AGI is training cassava out growers on "Integrated pest management and ecologically friendly cassava production".

Beneficiaries of this project include Caltech Ventures Limited and Reagvine Limited in the Volta region, Asikess Limited in the Fanteakwa district in the Eastern Region and Oxy Industry farms at Agona Mpota in the Central region.

The objective of this intervention is to support farmers to improve cassava yields per hectare to make the raw material abundantly available to meet the daily raw material requirements of our industries.

The training is covering a total of 80 farmers in the intervention areas.

### 3. What Support for Cosmetics Industry?

The Association of Ghana Industries has a vibrant Toiletries and cosmetic sector. The Association's intervention for this sector has been diverse. Sector meetings have largely discussed opportunities for growth and the cosmetic sector contribution towards the GDP.

Apart from advocacy for the sector, some of the interventions in the sector include linking sector players to the global market.

## Compete

### 4. Which are AGI's activities for the Cosmetic Industry?

The AGI was tasked by the UNIDO-WACOMP project to lead the value-chain analysis of the cosmetic sector across Ghana in 2019.

This VCA focused on the different stakeholders at each operational level in the cosmetics and personal care products sector, including raw material providers, processors of intermediary products and finished product manufacturers.

As part of the value-chain analysis, consultations were held with major stakeholders and field visits and interactions (including factory process reviews) were carried out.

The analysis covered 26 industries, out of which 14 were AGI members.

Today, the outcome of the VCA has helped the UNIDO-WACOMP project craft various interventions for the sector and the benefits are enormous.

### 5. What plans for future collaborations with WACOMP?

The Association of Ghana Industries is partnering UNIDO-WACOMP to set up a website platform for the Cosmetic clusters.

The main purpose of this website is to provide a common platform for the different clusters in the cosmetic sector where members could leverage to advertise their products for both local and international markets.

Within the cosmetic clusters, members of the AGI have benefited already from the e-marketing training and will further enhance their competitiveness by accessing the cosmetic platform.

On behalf of Dr. Yaw Adu Gyamfi, the President of AGI and indeed the entire AGI family we wish to show our deepest appreciation to UNIDO-WACOMP and a special thank you to Mr. Charles Kwame Sackey, the Chief Technical Advisor of WACOMP-Ghana who has worked closely with the AGI to achieve these milestones.

We pray the ongoing projects our two organisations are embarking on will go a long way to strengthen our relationship and ultimately help members of the AGI and Industry at large.



## Group Coaching Session on Website Development

After the closing of the E-Marketing training course, graduated SMEs have been involved in group coaching sessions on e-commerce.

These sessions aimed at supporting SMEs to set up a website, get it running and assisting them to choose the best platforms/domain and email registration.

The main themes were: how to promote website platform and its services, explore international best practices, how to capture website visitors' attention, how to capture better brands for search engines and encourage traffic to SMEs websites.



Virtual group coaching sessions for SMEs.

# Training for Shea -based Cosmetic Producers in Accra



Shea based entrepreneurs participating in the Global Shea Alliance training in Accra

On 29th of September 2020 and within the Sub-contracting Matching Scheme contract signed with the Global Shea Alliance, 45 shea based enterprises were trained on branding and marketing at the Accra City Hotel

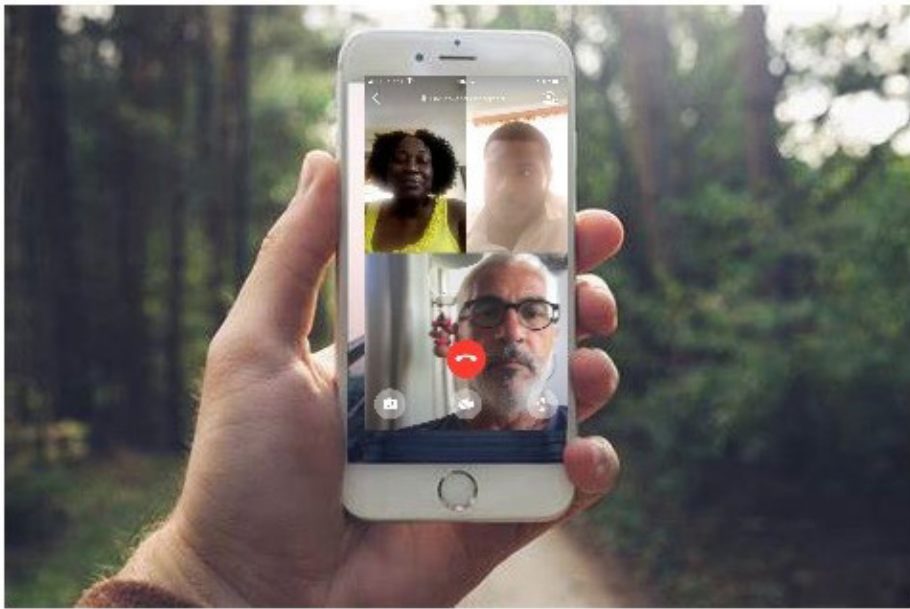
The training was attended by SMEs producing shea-based cosmetic products including soaps, creams, hair products, and shea butter.

The main topic was exploring effective digital marketing platforms to identify buyers of shea-based products, understanding marketing investments for tomorrow, developing the right marketing mix for shea products and creating a brand to enhance business export potential.

As part of the programme, a B2B forum was organised and SMEs used the occasion to interact with commercial attaché representing potential export markets for shea products, such as the Ghanaian German Economic Association, Canada Ghana Chamber of Commerce, Sweden Ghana Chamber of Commerce, Ghana-India Trade Advisory Chamber, UK Ghana Chamber of Commerce and African Exporter.com.



# Distant Coaching for SMEs



A special online coaching programme launched to support SMEs to reach their full potential was kick started in July 2020 for Cosmetics and Personal Care Products, Fruits, and Cassava clusters to enhance their competitiveness

In the different clusters targeted by the project, companies subscribed to the coaching programme voluntarily, considering their need to improve in different aspects of their business and become more competitive.

After a close analysis of the needs by the WACOMP team, one-to-one coaching sessions were organised to cover a broad range of topics from cost and price calculations, promotion plans, compliance to standards, brand development, sales channel efficiency to packaging design.

Due to Covid-19 pandemic, all coaching sessions were delivered online by UNIDO's International Cluster and Marketing expert Mr. Vedat Kunt, with local support from the national cluster and network experts for the 3 targeted value chains of WACOMP: Mrs. Naa Atswei Nyakpo, Mr. Joseph Yeboah, Mr. Frank Kwesi and Mr. Kwame Adjekum, depending on the topic and the target value chain.

As a result, between July and September, 16 companies (3 operating in the fruit value chain, 3 in the cassava value chain and 10 in the cosmetics clusters) had the opportunity to discuss and revise their sales history, cost and pricing calculations, sales forecasts, promotional plans as well as developing new product ideas.

At the end of the programme, it is expected that companies will improve their sales and exports and comply with different quality requirements such as ISO9000, HACCP, FDA registration and GSA registration and products' standards.

Through handholding by the WACOMP team, cluster companies would be empowered to register their brands, become more profitable, develop new products, plan their future and develop their managerial skills.

Within the first three months, some notable achievements are already visible and some companies have:

- **Developed new products and created new sales channels;**
- **Revised their labels and introduced new packaging and promotion packages;**
- **Applied for FDA registration;**
- **One company has received registration certificate.**

Besides these achievements, we are also proud to observe that:

- **One company for the first time was able to sell products to the UK and another company was also able to penetrate the USA market.**
- **One company is preparing for ISO 9001 certification.**
- **One company has successfully started social media adverts.**
- **Two companies launched their E-Commerce websites.**

The WACOMP coaching programme for the SMEs would continue to the end of 2020 and the number of companies benefiting from it will grow!

## Compete



### Ms. Josephine Oduro Boateng, CEO of Jozy Snacks

*„I have benefited greatly from the one on one coaching sessions.*

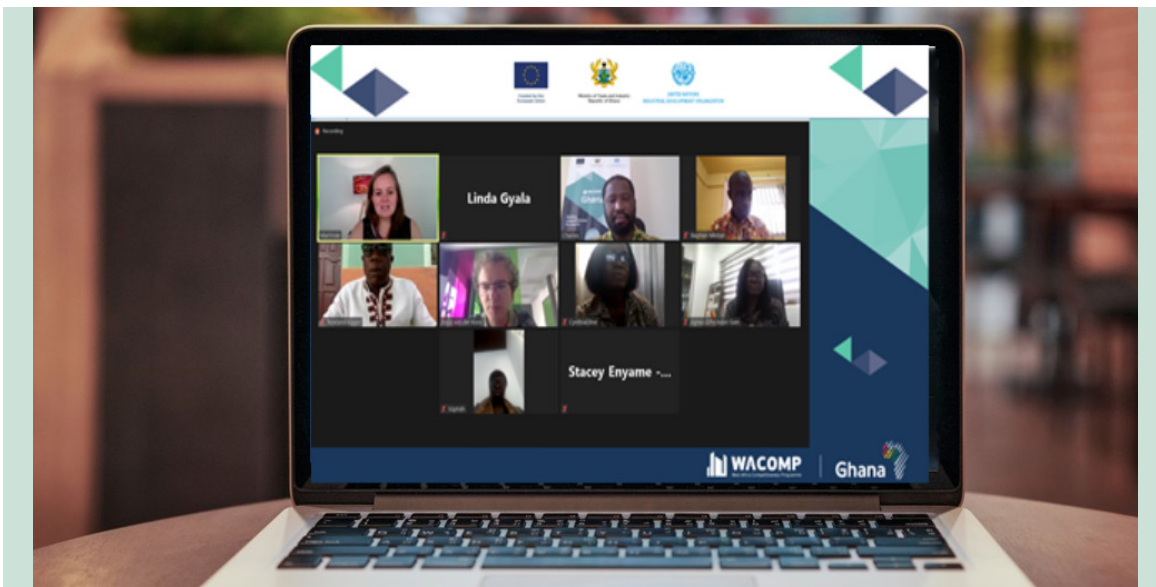
*Thanks to WACOMP-Ghana I have been able to strategize differently, to get to my customers more directly, to increase my sales and be more interactive in marketing.*

*Also, the calculation of my production cost has become clearer, giving me the time to be more focused and much more creative in our production process.*

*We are very grateful for this opportunity. Thank you!“*

## Connect

# Training of Trainers on Trade Fairs



### Virtual training of trainers at GEPA-Export School

WACOMP in collaboration with the German Import Desk (IPD) and the Ghana Export Promotion Authority (GEPA) organised an online Training of Trainers on Trade Fair Participation from the 14th – 24th September 2020.

The training aimed at creating the national capacity to strengthen the Ghana Export Promotion Authority (GEPA) Export School, and coach potential exporters before they participated in any

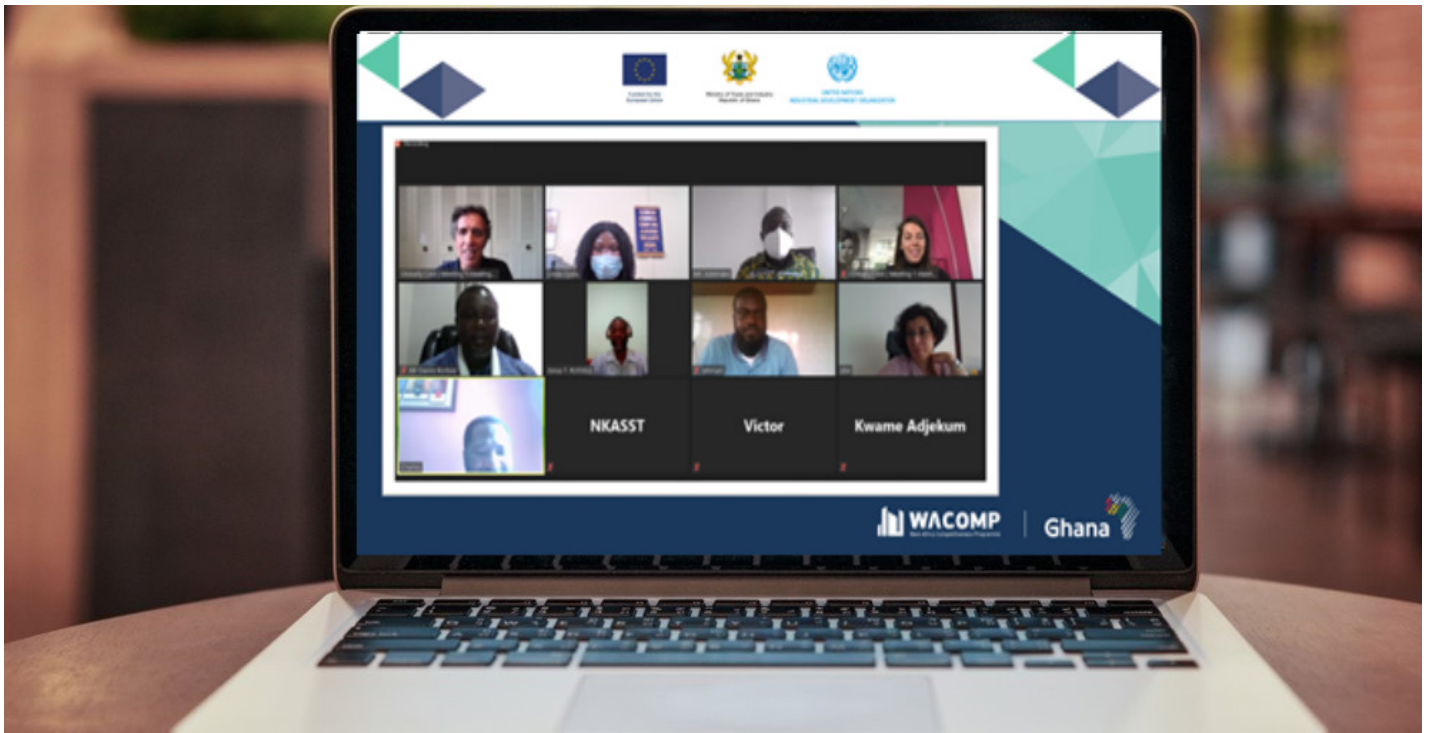
local and international fairs.

Participants were taken through pitching self, product, company and country and also through teaching methods to transfer this knowledge to SMEs.

The training was split into several short zoom meetings and delivered by Mrs Marlinde Baerenz, an IPD trainer and expert.

## Connect

# Fruits Sector Export Marketing Plan (SEMP)



### Fruits stakeholder consultations

Several working sessions have been facilitated by WACOMP-Ghana with partners from the private and public sector involved in the development of the Sector Export Marketing Plans (SEMP) for fruits.

The process was guided by Globally Cool experts. The discussions involved the Ghana Export Promotion Authority (GEPA), the Sea Freight Pineapple Exporters of Ghana (SPEG), the Federation of Ghanaian Exporters (FAGE) and several seasoned fruits exporters.

The focus was on export promotion, virtual exhibitions, marketing propositions, brand values and best practices of promoting brands for exports.

Through several exchanges, benchmarkings and discussions, the national partners agreed on which strategic interventions

to be implemented and also decided on the way forward to design a strategic and detailed strategy for the fruit value chain.

The plan will be implemented in 2021 with a focus on export development interventions in 3 main areas:

- Improve quality and conformity;
- Increase volume and expand (season) availability;
- Enhance competitiveness and marketability.



# Voice From the field

**Mr. Alhaji Musah Ali**  
CEO of Tropical Starch Company Limited

Tropical Starch Company Limited is a registered private limited liability cassava processing company. The company was established in response to the need for processing and adding value to the abundant cassava crop, which is cultivated in the Abura Asebu Kwamankese District.

We aspired to address post-harvest losses, which is indeed a major challenge confronting cassava producers and be able to diversify the rural economic base and improve the farmers' living conditions.

Under the Rural Enterprise Development Programme, the

cultivation and processing of cassava were selected as one the flagship projects of the Abura Asebu Kwamankese District in 2005 and Tropical Starch Company was selected as a strategic investor for the initiative.

However, after initial preparatory activities and the signing of a Memorandum of Understanding between the Abura-Asebu-Kwamankese District Assembly and the Tropical Starch Company Limited to set up a joint partnership company, the initiative never materialised.

## Voice from the field

*Cont'd from pg.36*

Tropical Starch Company Limited decided to pursue its business development goal and transformed itself into a vibrant medium scale cassava processing company, specialised in the manufacturing of industrial starch for the domestic and the regional markets in West Africa.

The company is named Tropical Starch because it is set up in the Tropical zone where cassava flourishes.

In the early 1980s, like most adventurous Ghanaians, I travelled to Nigeria to look for greener pastures. In Nigeria, I was employed as an account's assistant by the Nigeria Association of Best Food Company, specialized in the production and marketing of Farm products.

I was later promoted to the position of Administrative Manager before I returned to Ghana in 1996. Upon my return to Ghana, I acquired a piece of land at Abura Dunkwa and I started cultivating cassava and process it into Gari, for sale to secondary schools in the Central region.

Having conducted some research, I found out that market potential and income levels of industrial starch manufacturing was quite considerable and this motivated me to transform my Gari processing company into an industrial starch manufacturing company in 2004. We currently employ 20 permanent staff and 30 casual workers and cassava out-grower farmers.

To a large extent, I relied on my experiences from Nigeria to build Tropical Starch.

### Awards

I won the National Best Cassava Farmer Award in 2005 and adjudged Bronze Winner in the 2009 2nd Ghana Business and Financial Service Excellent Award.

I am the current chairman of the Central Regional Shippers Committee and the General Secretary to the Farmers and Fishers Award Winners Association of Ghana. (NFFANWAG).

### Community impact

Tropical Starch Company Limited is helping create jobs in the Abura Asebu Kwamankese District by buying the cassava

produced within the cluster and also creating employment opportunities for many people within the cluster.

WACOMP has helped Tropical Starch Company and our sector. We have actively participated in the training and seminars organised by the project and are following the technical advisory from the WACOMP experts.

It is my expectation that WACOMP will support the out-growers in the following areas:

- Support capacity building of the farmers to produce quality cassava by following Good Agriculture Practices (GAPs)
- Support farmers in acquiring high-quality planting materials;
- Small machines for value addition;
- Strengthening the value chains in turns of support;
- Financial and Technical Support to the Processors.

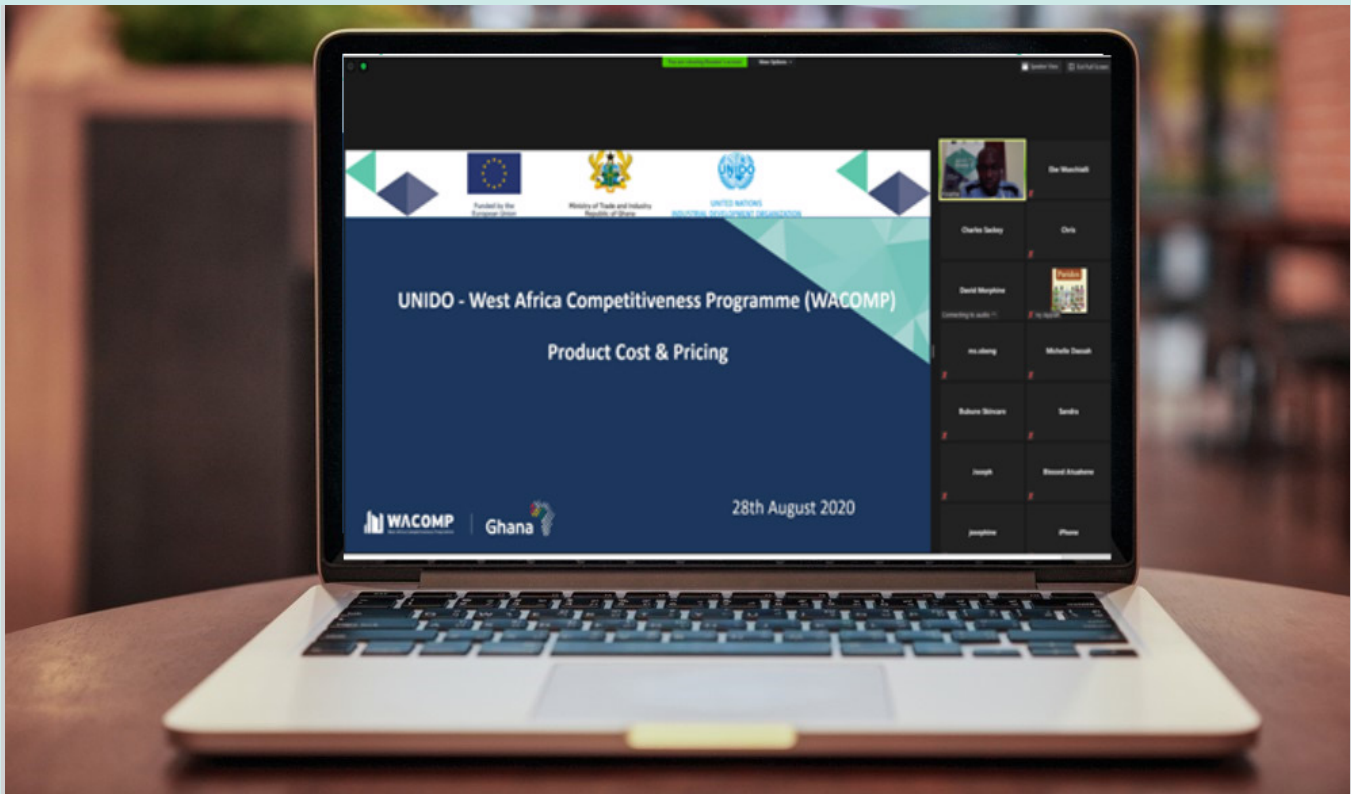
We are grateful to the European Union for the funding support through WACOMP - Ghana and their programme tailored to support companies like the Tropical Starch Company.



**Alhaji Musah flanked by two of his team at the factory**

**Credit**

# Remote Coaching on Cost Calculation and Pricing



An online awareness session for interested companies on production cost calculation and price setting for SMEs was organised on 28th August 2020.

**16 companies operating in the three targeted value chains of the project were supported to improve their cost calculation and pricing formulation.**

Mr. Kwame Adjekum, WACOMP - Ghana National Procurement Officer, reminded SMEs that one of the keys to improve their competitiveness is to “properly calculate their cost”.

As a follow up to the awareness session, Mr Adjekum followed up with detail coaching depending upon the individual needs of each company through one-on-one coaching sessions.

## AT A GLANCE

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

## 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



# Ghana Competitive News



Funded by the European Union

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The Delegation of the European Union to Ghana is part of the European Union External Service and is one of the more than 130 Delegations throughout the world. The Delegation has the status of a diplomatic mission and officially represents the European Union in Ghana.

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UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

## Implementing Agency: UNIDO

The United Nations Industrial Development Organization (UNIDO) is a specialized agency of the United Nations.

Its mandate is to promote and accelerate sustainable industrial development in developing countries and economies in transition and work towards improving living conditions in the world's poorest countries by drawing on its combined global resources and expertise.

For more information, visit: [www.unido.org](http://www.unido.org)



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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