



Funded by the European Union



Ministry of Trade and Industry
Republic of Ghana



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

Ghana Competitive News

2020 Edition: Issue No.004 (May - July 2020)

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



Learn more about Hendy Farms impacting communities through mango farming

... featured in, Voice from the field P. 27

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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.

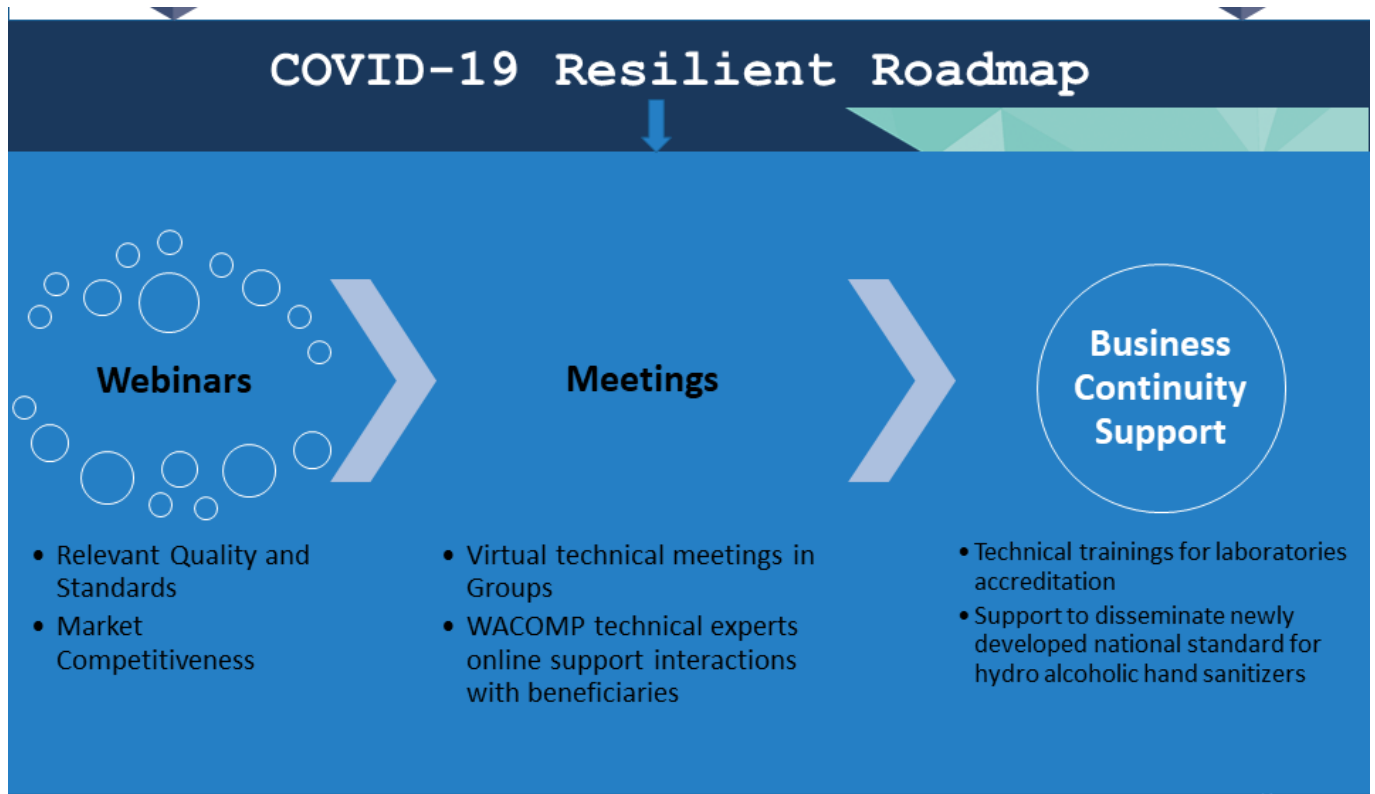
PROGRAMME'S EXPECTED RESULTS

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 Ghana during the COVID -19 pandemic-update



Since the beginning of the pandemic, WACOMP Ghana took innovative approaches in the implementation of the planned activities to adapt to the evolving environment

To analyse the impact of the COVID-19 pandemic on the project target value chains, WACOMP Ghana launched in May an online survey addressed to the SMEs directly benefiting from the project.

The results of the assessment, covering 64 companies (70% female owned) is available on <https://bit.ly/3gb1cwq>

The assessment showed that:

- 73% of the respondents indicate that COVID-19 impacted negatively on their business, with 37% operating at reduced capacity.

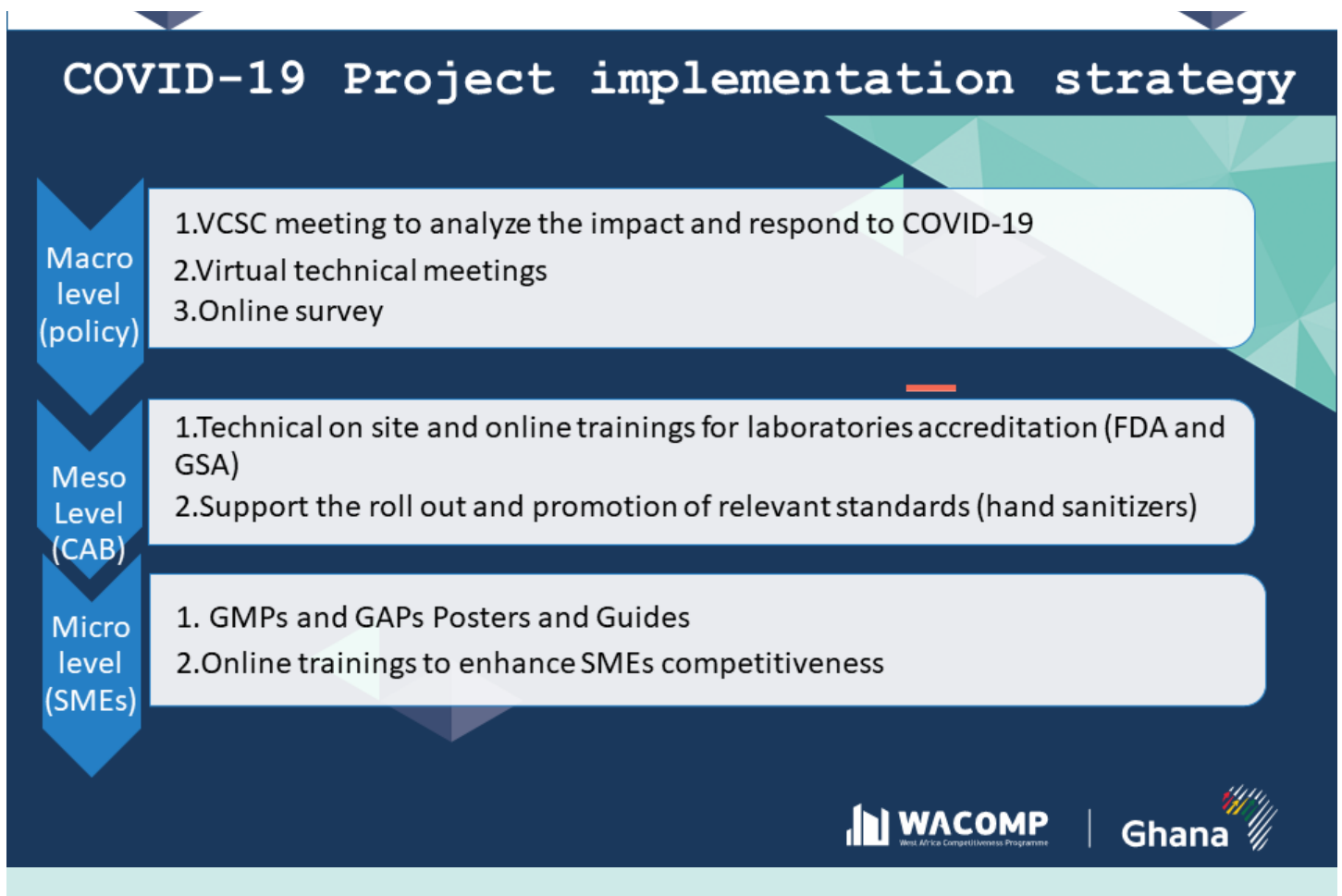
- 31% of businesses were closed and another 22% were operating only in reduced time (on alternate days).
- Only 8% of the businesses were capable of maintaining their regular working hours.

Based on the findings of the survey and the interaction with WACOMP beneficiaries, the project team revised the annual work plan to contain the impact of the COVID-19 pandemic on the target value chains, support them to respond and adapt to a new contest and finally to recover from the pandemic.

COVID -19 Project Strategy



SMEs in the three target value chains requested the project to focus on support and technical coaching, supporting the link to financial institutions, as well as the compliancy with Good Manufacturing Practices (GMPs) and standards



Taking into account the COVID-19 preventive measures, WACOMP has revised the way it provides technical assistance to the companies.

The project shifted more and more to online trainings over the past four months and organized several awareness and coaching sessions on themes considered as a priority for the project beneficiaries.

In details, a special focus has been paid to:

- Strengthening private – public dialogue to face the pandemic and defining roadmaps for the three Value Chain Strategic Committees;
- Supporting companies to be more visible online and to shift towards e-marketing and e-commerce;
- Providing coaching to laboratories towards accreditation.

All these activities are thoroughly presented in the next pages!

COVID -19

Impact Story Contest on COVID-19 Response by SMEs

For identifying and promoting the best practices within the targeted value-chains, an impact story contest on resilience and business continuity during the COVID-19 pandemic was launched in May 2020





Are you operating in cassava, mango, pineapple or cosmetic value chain?
 Has your company been affected by the COVID-19 pandemic and lockdown?
IF YES, WE WANT TO HEAR YOUR STORY!

WACOMP Ghana
Impact Story #Contest
on COVID-19

We will reward the 3 best stories, based on:

- **Innovation**
- **Impact** (Quality, Employment, Beneficiaries, Gender)
- **Replicability**: Can this become a best practice to be duplicated within the same VC?

WIN

- Internet top-up (500, 300 and 200 GHS respectively)
- Award Certificates for best impact story on COVID 19 Response
- 3 Online personalized coaching sessions (Quality, Marketing, Business Continuity or other based on the winners' needs to be provided by WACOMP Ghana experts)

APPLY @
wacompghana.org/contest

EVALUATION COMMITTEE




DEADLINE **WINNER ANNOUNCEMENT**
15 MAY **20 MAY**


 +233 24 411 0762
 +233 24 671 3698
 for more information

Interested companies submitted their impact stories on SMEs resilience and business continuity during COVID -19 pandemic to demonstrate the effective measures taken for workers' safety, SMEs repurposing, business continuity and product development.

The impact stories have been evaluated by a committee comprising MoTI, AGI and WACOMP, based on the following criteria: innovation, impact (quality, employment, beneficiaries, gender) and replicability.

The three best stories have received an award certificate for best impact story on COVID-19 response, internet credit top up and online personalized coaching sessions (quality, marketing, business continuity) by WACOMP Ghana experts.

Mr. Sylvester Minyila, CEO of Minsapp Ventures, processing natural oils for cosmetics in Bolgatanga, Northern cluster, won the 1st place.

Mrs. Charlotte Obeng, CEO of Butter Basics producers of whipped shea butter, won the 2nd place.

Mr. Clement Ayamga, CEO of New Vision Agro Business producer of cosmetics products with natural raw materials, won the 3rd place.

COVID -19



1st Award Winner



My name is Sylvester Minyila and I'm into processing of natural oils for SMEs in the production of cosmetics in Bolgatanga.

Our story won the first place in WACOMP Ghana COVID-19 Impact Story Competition for **4 reasons**:

- 1. Agility and innovation:** Early in March, right after the pandemic reached Ghana, we developed a hand sanitizer and got FDA approval;
- 2. Empowering women** by expanding our workforce (mainly women) as temporary workers.
- 3. Ability to reach out for new clients,** working closely with ministries and NGOs to reach public demands and insuring sustainable future production and supply.
- 4. Knowledge sharing** by providing training on hand sanitizer production to 7 other producers in the Northern Cosmetic Cluster.

We are very happy for our success and proud to be referred as a best practice. Thank you!



2nd Award Winner



I'm Charlotte Obeng and I produce whipped shea butter.

The pandemic seriously affected my business. Supply of raw material from the providers and clients were reduced. Our ability to cope with the pandemic granted us the second place in the WACOMP Ghana COVID-19 impact story contest.

Although we are a very small business, through great **team effort and innovative ideas**, we ensured our products delivery and customer satisfaction. Through virtual business meetings, we were able to develop a **business continuity plan**.

We managed to establish new partnerships with other skincare brands to provide complementary services and to increase cooperation and promote collaborative support with other SMEs.

Finally, and most importantly, **by rewarding loyal customers** and inspiring customer engagement via snapchat competition, we managed to build a community.

Every cloud has a silver lining and we at Butter Basics made sure to find it.

I hope this story will inspire others to do more and be resilient against the COVID-19 pandemic.

COVID -19



3rd Award Winner



I'm Clement Ayamga. My company, New Vision Agro Business is into processing cosmetics produced with natural raw materials. We work in collaboration with more than 300 producers.

Because of COVID-19 pandemic, our revenue reduced to 10% and export orders were cancelled.

Instead of passively looking at the destroying effect of the pandemic on our business, we decided to stay in business and develop a resilient program.

We have developed new products to fight against COVID 19 (soaps and hand sanitizers) and expanded to new markets.

The key factor for our success was shifting the sales through **social media** and using new ICT tools and protecting our producers by **establishing flexible and alternate working shifts**.

Thanks to this, we are now awarded with the 3rd place in the WACOMP Ghana COVID-19 Impact Story Contest.

I encourage you to do the same and ensure success in difficult times by using more social media and new technology!

Watch their videos to hear their stories <https://bit.ly/2P5b1zZ>



WACOMP Develops



A total of 34 cluster members supported by WACOMP have registered their hand sanitizers during the period of COVID-19 Pandemic.

- 16 cosmetic cluster members from the Northern cluster;
- 4 members from the Middle cluster and;
- 14 members from the Southern cluster.

Conform

Business Contingency Plan Development Webinar

On 8th May 2020 WACOMP organized a Business Contingency webinar to support SMEs to develop and implement Business Continuity Plans

Are you in the business of **CASSAVA, FRUITS, COSMETICS?**
Has your company been affected by the COVID pandemic?
Are you interested in online marketing?

Join our Business Contingency Webinar

"Business Continuity Plan - ORGANIZATIONAL RESILIENCE IN TIMES OF COVID-19."
May 8, 2020 @11AM
1 HOUR SESSION

+233 24 342 5872
wacompghana.org/register

WACOMP Ghana

"SMEs ability to absorb and adapt in a rapidly changing environment is essential to enable them to deliver their objectives and to survive. A business continuity plan will make them agile," he said.

He emphasized that more resilient organizations can anticipate and respond to threats and opportunities, arising from sudden or gradual changes, both within their own organization and coming from the external context.

An effective risk management should be the outcome of any good business and contingency plan.

The training also introduced participants to ISO 22301:2019-Business Continuity Management System, which seeks to ensure conformity with business continuity policy during a disruption.

The training was based on ISO 22316:2017, security and resilience -*Organizational resilience -Principles and attributes.*

Business continuity and resiliency planning is the process of defining and putting in place systems of prevention and recovery, to deal with potential threats to an organization.

Through this training, participant acquired the knowledge to set strategic objectives for their businesses and define measures to operate and maintain processes, capabilities and response structures, thus ensuring that SMEs could overcome COVID-19 disruptions.

Mr. Fred Gyamera Owusu, UNIDO Quality Infrastructure Expert, encouraged participants to the training to setup a continuity plan in these difficult times.



Mr. Frederick Gyamera Owusu (left), National Quality Infrastructure Expert with Mr. Charles Kwame Sackey (right), Chief Technical Advisor (CTA) facilitating the webinar

The recording of the business contingency webinar can be watched here: <https://bit.ly/3ggTnpa>

ISO 17025 training to prepare laboratories towards accreditation



Mr. Frederick Gyamera Owusu (far right), WACOMP National Quality Infrastructure Expert taking participants through the ISO/IEC 17025 training

A training illustrating ISO/IEC 17025 accreditation steps was organized for selected laboratories of the Food and Drugs Authority (FDA) and Ghana Standards Authority (GSA) in June.

A second set of training shall start in August 2020 for the University of Development Studies in Tamale and the Kwame Nkrumah University of Science and Technology (KNUST) laboratories.

Implementing an ISO/IEC 17025 laboratory management system is a means to ensuring efficiency and technical competency in calibration and testing laboratories.

A laboratory that establishes a laboratory management system compliant with ISO/IEC 17025 participates into the growing international group of accredited laboratories.

Mr. Frederick Gyamera Owusu commenting on the training, said an ISO/IEC 17025 accreditation certificate will show potential customers that the laboratories in Ghana value quality and that testing results are accurate and reliable.

“If you want to solidify your laboratory’s stance as a serious competitor, it is imperative that your laboratory management system complies with ISO/IEC 17025. This will signify that you comply with an internationally recognized standard, thus easing the global exchange of valuable information,” he said.



What is Accreditation?

- ⦿ Accreditation is an objective way to assure your customers that you have demonstrated technical competence to provide reliable and accurate test or calibration results;
- ⦿ Accreditation is objective because an independent, third party accreditation body performs annual assessments to verify whether your system is meeting all of the requirements of ISO/IEC 17025;
- ⦿ This independent evaluation is important for the customer, because it is an unbiased guarantee that your laboratory is performing at its highest level;
- ⦿ An accreditation body is responsible for assessing the quality system and technical aspects of the laboratory system to determine your compliance with the requirements of ISO/IEC 17025;
- ⦿ It is the accreditation body that ultimately decides whether or not a laboratory is complying with the standard;



Roadmap to accreditation: few essential questions

To complete an application for accreditation, here are some standard questions you can expect to answer:

- ⦿ What is your desired time frame for accreditation?
- ⦿ What is your laboratory's scope of testing and/or calibration?
- ⦿ Is your laboratory freestanding or part of a larger facility?
- ⦿ What is the status of your existing laboratory management system implementation?
- ⦿ What is the state of your laboratory management system documentation?

Good Manufacturing Practices (GMP) webinar

Webinar

11am GMT July 3, 2020

Introduction to Good Manufacturing Practices (GMPs)



There is a growing awareness by consumers, operators, conformity assessment organizations and exporters about the importance of food hygiene and safety

For this reason, and to raise awareness about the importance of quality and safety in the target value chains, WACOMP organized on 3rd July a webinar on introduction to Good Manufacturing Practices (GMPs). The training walked the participants through the process of respecting GMPs from primary production to the final consumer, including the necessary hygiene conditions for producing food and personal care products, which are safe and suitable for consumption.

Mr. Frederick Gyamera Owusu, WACOMP National Quality Infrastructure Expert, emphasised the “13 Golden Rules” for respecting Good Manufacturing Practices (GMPs) and prevent any contamination. These are:

- Keep hands clean;
- Keep nails short and clean;
- Sneeze and cough in disposable tissue and wash hands afterwards;
- No false nails and nail varnish;
- No nail biting;

- Cuts to be covered with blue waterproof dressing;
- Hair clean and tied back;
- Perfume and perfumed creams and soaps should not be used;
- Jewellery, watches, rings should not be worn;
- No nose and ear picking;
- No smoking, eating or drinking in food rooms (it's illegal in the EU);
- Reporting illness as early as possible to supervisors;
- Frequent and careful use of hygiene facilities as hand washing devices, boot/shoe, washing devices, showers etc.;
- No blowing (whistling) on food;
- No street clothes, shoes, bags, etc. in work area.

Mr. Gyamera advised participants to strictly follow the rules to prevent contamination.

Watch the recorded webinar on: <https://bit.ly/30acM5c>

Conform

Webinar on Alcohol-based Hand Sanitizers

WACOMP organised on 22nd July, a sensitisation training for Small and Medium Scale Enterprises (SMEs) producing hand sanitizers, with the aim to support them to produce according to the national standard for the production of alcohol-based hand sanitizers

The poster features two bottles of hand sanitizer: a 100 ml bottle and a 125 ml bottle. The 125 ml bottle is labeled 'Hand Sanitizer' and 'ANTI BACTERIAL KILLS 99.9% GERMS'. Logos for the European Union, Ministry of Trade and Industry, Republic of Ghana, and UNIDO are at the top. Text includes 'COMING UP 11AM 22ND JULY, 2020', 'WACOMP IN PARTNERSHIP WITH GHANA STANDARDS AUTHORITY', 'PRESENTS SENSITISATION ON HAND SANITIZER STANDARD TO MEET NATIONAL REQUIREMENTS', and 'GS 1303:2020 ANTISEPTICS - SPECIFICATION FOR ALCOHOL-BASED HAND SANITIZER'. Contact info: 'More info 024 342 5872 www.wacomphghana.org' and 'register here bit.ly/wacomphandsanitizer'.

“With the European Union funding support and our collaboration with national quality agencies like the GSA, we aim at supporting Ghana in the production of high-quality alcohol-based sanitizers” he said.

Mrs. Francisca Frimpong, from the Food, Chemistry and Material Standards Department of the GSA, illustrated to the training participants the Good Manufacturing Practices, product certification requirements and checklists included in the standard **GS 1303:2020** Antiseptics – specification for alcohol-based hand sanitizer. She advised SMEs to get the right raw materials from the right source for their productions.

Head of Standards of the GSA, Ms. Joyce Okoree, closed the webinar inviting companies to take advantage of WACOMP support and to contact the GSA for any information and support to help produce certified products.

Recorded webinar is available on: <https://bit.ly/2EpCNpq>

The webinar has been organized in close cooperation with the Ghana Standards Authority (GSA).

With over 28,900 confirmed cases of coronavirus recorded in Ghana, WACOMP Ghana will be putting in place a remote training and coaching for companies producing hand sanitizers within the cosmetic clusters to increase the quality of available alcohol based hand sanitizers in the country.

Mr. Charles Kwame Sackey, the Chief Technical Advisor underlined that since the outbreak of the COVID-19 pandemic, many alcohol-based sanitizers are available in the market but not all of them are safe for consumers.



Mr. Charles Kwame Sackey (left), facilitating the webinar with GSA Representatives, Mrs. Francisca Frimpong and Ms. Joyce Okoree, Acting Head of Standards



Conform

Getting to know FDA COVID-19 measures on sanitizers



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

E-mail: 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 also 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.

1. Why FDA approvals are important to fight against COVID-19?

Proper standards are fundamental for maintaining the highest quality of health products and services needed to fight COVID-19. Not adhering to the rules of specified standards can harm human safety and health. The right standards used in the production and testing of household chemicals and hand sanitizers not only protects consumers but also gives trade opportunities to Ghanaian businesses to trade globally.

2. Which Activities have been developed by FDA - CHCD to protect Consumers during COVID -19?

The Cosmetics and Household Chemicals Department (CHCD) mandate of the Cosmetics and Household Chemical Substances Department is defined by the following Sections of part 7 of the Public Health Act, 2012, Act 851. The Department has two operational units; the Cosmetics Unit, and Household Chemical Substances Unit and is responsible for the processing and granting market authorisation for cosmetics and household chemical substances intended for export and/or sale on the Ghanaian market.

In April, the Food and Drugs Authority (FDA) approved **327 hand sanitizers** to aid in the fight against the novel coronavirus in Ghana. Following the safety measures put in place by His Excellency the President of the Republic of Ghana, we fast-tracked the registration of hand sanitizers to ensure availability of quality, safe and effective hand sanitizers on the market to protect the public against the spread of the Coronavirus.

We have also put measures in place to monitor and quickly warn the public on harmful products in the treatment and prevention of COVID 19. You can read more on our website <https://bit.ly/32x855B>

3. How can your services be accessed by producers?

The department is well poised to ensure that standards are followed in line with international best practice and complying with the GSA standards. The Standards are available at GSA for purchase and the full list and costs are available through GSA online standards catalogue <https://bit.ly/3lpPnWe>.

It is important to produce in accordance with the required GSA standards and get your products analysed before you start the registration with FDA. Producers can easily access the information they need on our website. WACOMP Ghana has also produced a guideline for the cosmetic industry which can be accessed here <https://bit.ly/3gAP9YO>

Compete

Feedbacks on WACOMP online training



Ms. Tanpog Lambog, CEO of Tanpog Organics

“The series of WACOMP training webinars have been very impactful in many ways to me. It has provided me with the required knowledge on Good Manufacturing Practices (GMPs) and standards on quality, health and safety for my business. It has also helped me understanding the markets and market potential for my natural cosmetic products, allowing me to grow even during the global pandemic. Also, WACOMP approach of supporting clusters granted me the opportunity to improve my perspectives on doing business as an entrepreneur through my close engagement with stakeholders and peers. I am more confident now about the direction of my business and hope to take advantage of the new skills acquired. Thank you UNIDO – WACOMP Ghana and the European Union for the support you are providing to the cottage businesses and SMEs such as mine.”



Ms. Josephine O. Boateng, CEO of Jozy Snacks

“WACOMP Cluster for Mango fruits and training has allowed positive networking among the fruits sector facilitating the sharing of ideas and experiences. The webinars have allowed me to learn the art of selling online and boost sales, especially during this COVID-19 pandemic. Because of the various training from WACOMP on the use of digital tools, we have decided to concentrate on online marketing for the next six months. “



Ms. Grace Marfo, CEO of Adom Beauty Enterprise

“As a sole proprietor, it was challenging for me to find the right information and support to grow my brand. Having heard about WACOMP Ghana webinars was a blessing for my business. I have learnt a lot from the webinars. I don’t know how I would have gotten such educative information if I had not signed up for WACOMP webinars. I look forward to growing my business with what I have learnt. I hope to participate in more of such training opportunities, organised by WACOMP Ghana.”

Compete

Branding and Marketing Webinar: How to effectively promote products

Developing a brand and sustaining a brand strategy has always been a challenge for many start-ups and SMEs

This has been confirmed by a poll conducted during the webinar on branding and marketing, organized on 29th May by WACOMP. The poll highlighted that 57% of the webinar attendees did not have a brand strategy.

Mr. Vedat Kunt, UNIDO Cluster Development and Marketing Expert, took participants through how to develop a brand strategy.

form, it is important to know the customer you want to satisfy, since this will help develop the product design, corporate identity, brand, communication, package-label that are critical in brand growth.

A total of 48 persons attended the webinar.

The webinar on branding also allowed participants to exchange on FDA regulations and procedures.

The webinar guest speaker, Mr. Emmanuel Nkrumah, Head of Cosmetics and Household Chemical Substance Department at FDA, addressed issues faced by SMEs on Food and Drugs Authority requirements and on product labelling.

The recording of the webinar is available here: <https://bit.ly/31A8hBE>



He advised SMEs to focus on customers' needs while developing their brand.

„For developing a brand strategy, the critical part is your customer. If you have a customer, you have a business,“he said.

He also took time to explain the importance of understanding marketing and using its element to develop and grow a brand. Mr. Kunt emphasised that marketing starts right at the beginning of the business journey. For this reason, before the brand even takes



Mr. Emmanuel Nkrumah, Head of CHCD at FDA (1st from top left), Mr. Vedat Kunt, UNIDO International Senior Cluster Development Expert (bottom left) with Mr. Charles Sackey, CTA (bottom right) and Ms. Ebe Muschialli, UNIDO Associate Industrial Development Expert (top right) interacting with participants during the webinar.

Compete

Mango cluster trainings on BPA and harvesting for farmers

WACOMP conducted post harvesting and industry transformation training for 150 farmers in the various mango cluster, with the aim of strengthening linkages between producers and exporters and enhancing the fruit quality



Mr. Victor Avah, Mango Expert (middle) interacting with mango farmers during the training

Farmers from Abonse Mango Farmers Association, Volta Value Chain Union, Klo Mango Farmers & Processors Association, Yilo Krobo Mango Farmers Association, and Dangme West Mango Farmers Association took part in the two weeks training, conducted by Mr. Victor Avah, mango expert.

The training tackled the following main aspects:

- maturity indices of harvesting,
- when to harvest,
- how to maintain good quality mangoes,
- how to harvest for both the export and local markets,

- tools used for harvesting, transporting mangoes,
- delivering mangoes to the pack house,
- cleaning mangoes,
- post-harvest treatment and packing mangoes.

Pictorial posters for COVID-19 guide for farmers and COVID-19 mango harvesting procedures have been produced and disseminated within the targeted clusters.



COVID 19 GUIDE FOR FARMERS

A. Adequately prepare before undertaking field activities

1. Wear appropriate field attire including ;

- A pair of trousers 
- Long sleeved shirt 
- A pair of socks 
- Wellington boots 
- Hat (Optional) 
- Goggles (required during application of farm chemicals) 



2. Wear recommended nose mask



3. Wear appropriate gloves



(rubber gloves are required during application of farm chemicals)

4. Carry your own water bottle and drinking cup



5. Wash your hands thoroughly with soap and water before harvesting your fruits and vegetables and packaging of produce.

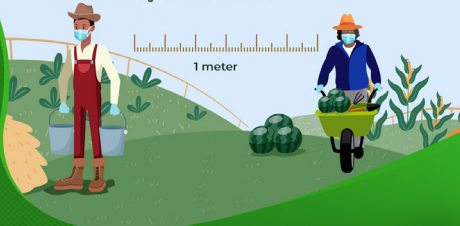


B. Observe social distancing during field activities

1. Do not shake hands with anyone



2. Keep a distance of at least one (1) meter away from others



3. Keep your mask on while working close to others



4. Group eating is not advisable during this period.



5. Do not drink water or anything from the same cup with others





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MINISTRY OF TRADE AND INDUSTRY
REPUBLIC OF GHANA



UNITED NATIONS
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COVID-19 Mango Harvesting Procedures



Step 1 Washing of Hands, sanitizing before harvesting starts. (COVID 19 PROTOCOL)



Step 2 Check the temperature of harvesters (COVID 19 PROTOCOL)



Step 3 Check maturity of fruits and align crates to make sure that they are not in contact with the ground surface



Step 4 Harvest only mature fruits and place gently into crates



Step 5 Keep social distance during harvesting



Step 6 De-sapping fruits at the farm level



Step 7 Harvested fruits for export arrive at the pack house



Step 8 Removal of stalks on the fruit



Step 9 De-sapping at the pack house (turn fruits upside down to remove excess sap)



Step 10 De-sapping takes 15-20mins and then fruits can be washed



Step 11 Pack clean fruits carefully in crates lined with papers to avoid bruises



Step 12 Clean fruits are moved to be packed in boxes



Step 13 Fruits are weighed per box for consistency



Step 14 Boxes are stack and packaged on pallets ready for export



Compete

Business strategy development: online training and coaching



Mr. Charles Sackey, CTA of WACOMP (left) and Mr. Vedat Kunt, UNIDO International Senior Cluster Development Expert interacting with online participants

WACOMP launches online coaching for business strategy development and implementation



16 companies within the three target value chains of the project are currently participating in an online coaching programme to revise and define their business strategy.

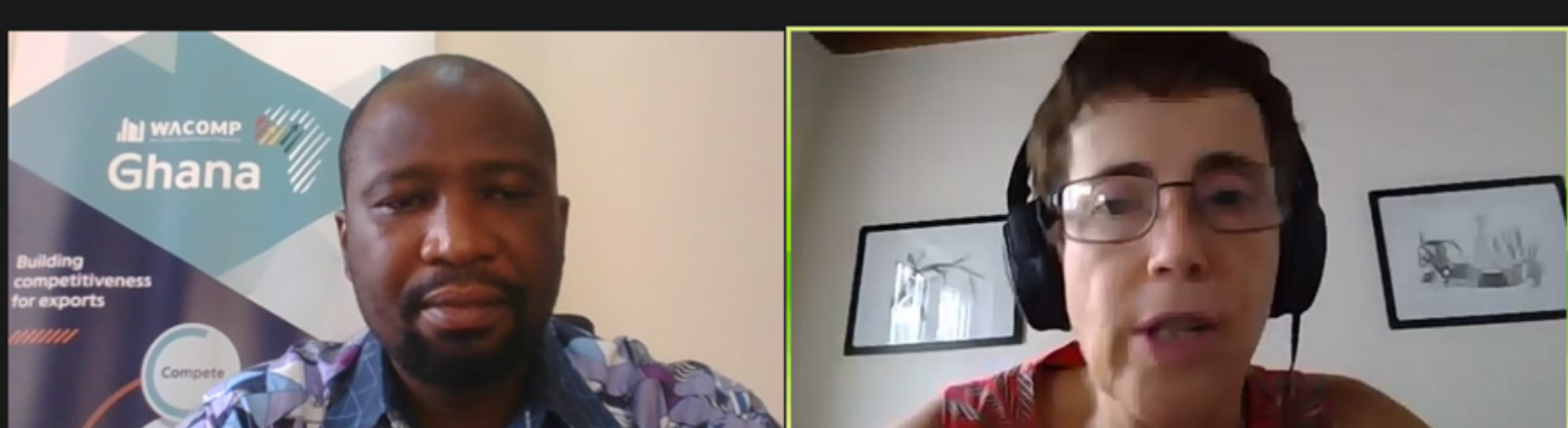
Main focus is on how to plan the future, choosing the right business model, defining their value proposition, identify target consumer and defining and revising their business strategy.

Based on the online training, 16 companies operating in the three value chains are participating in the online coaching sessions to improve their business strategy and become more competitive.

Recorded launch of the online coaching is available here: <https://bit.ly/2YDB8Dm>

Connect

Webinar on E-marketing practical training



Mr. Charles Kwame Sackey - Chief Technical Advisor WACOMP and Her Excellency Ms. Diana Acconcia , Ambassador and Head of the European Union Delegation to Ghana, participating in the webinar.

On 22nd May, WACOMP organized a webinar to promote E-marketing and E-commerce opportunities and to address the use of social media in a more professional and structured way

The training allowed participants to understand the pre-requirements that SMEs need to consider before deciding to get involved in existing E-commerce platforms or to set up a company website and sell products on line.

Participants were trained on how to effectively create Facebook, Instagram and LinkedIn advertising campaigns for their products. The webinar was attended by 45 participants.

Based on the participants' interest on this burning topic, WACOMP decided to develop and launch a full-fledged E-Marketing to E-Commerce online training, scheduled to start in August.

During the webinar opening remarks, the EU Ambassador to Ghana, Ms. Diana Acconcia welcomed the opportunities offered by E-Commerce during the COVID-19.

„SMEs in Ghana should use new technology and online marketing especially now in pandemic times,“ she said.

„The West Africa Competitiveness Programme is a highly relevant project for the Ghanaian economy in expanding the export potential and E-commerce is a channel towards this“, she added.



Connect



Ms. Sarah Carrol, UNIDO International E-Commerce Expert (left) and Mr. Charles Kwame Sackey, Chief Technical Advisor of WACOMP (right) interacting with participants during the webinar

Ms. Sara Carroll, UNIDO International E-commerce Expert & Bestselling Author, was the main facilitator for this webinar and advised SMEs to start marketing themselves digitally in the local market before trying in the international market.

„For becoming a digital superstar, first, start locally and once you are strong and confident, you can grow global“

Mr. Nelson Ganyo, Trainer at GEPA Export School, gave a guided tour and insights on different social media platforms like Facebook, Instagram, and Whatsapp up for business and presented few tips to increase followers and interaction with potential clients.

In his closing remark, Mr. Georgios Tsopanakis, Programme Officer at the European Union in Ghana said the EU is supporting Ghanaian SMEs during COVID19 and will continue beyond the pandemic, through WACOMP Ghana and other programs funded by the European Union.

“The European market is the biggest export market for Ghana and we have an open door for technical assistance,” he said.

Watch the recorded webinar on: <https://bit.ly/3b2lmG9>

The graphic features logos for the European Union, the Ministry of Trade and Industry of Ghana, and the United Nations Industrial Development Organization (UNIDO). A small video window in the top right corner shows Ms. Sarah Carroll. The main content is a list of 12 action points for digital marketing success.

12-point Action Plan

1. Ensure quality, consistency and compliance of your products
2. Produce reliable and constant stock of your products
3. Identify unique selling points
4. Create brilliant product descriptions, with great photos and videos
5. Design good delivery and returns processes
6. Organise the back office
7. Choose the best digital sales platform for you
8. Choose the best digital marketing tools for you
9. Calculate your costs and profitability
10. Research keywords used to search for your products
11. Deliver exceptional customer service
12. Review

Connect

Webinar: Packaging as a Marketing Tool

Packaging not only protects the product during transit from the manufacturer to the retailer, but it also prevents damage while the product sits on retail shelves

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 Has your company been affected by the COVID pandemic?
 Are you interested in packaging and marketing?

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Packaging as a Marketing Tool

Thursday May 28 @ 11AM GMT

register here
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This Webinar will be broadcast live on Zoom®

WACOMP Ghana

She further advised that, packaging has to sell products and not just to protect it so it is important to use and select materials that would protect and also make the products more attractive.

„In selecting the right packaging material, consider the technical properties, whether it’s fit for the purpose, availability, as well as the manufacturing capability, costs, environment and regulations,“ she said.

Participants were also provided with practical examples of how to segment their market targets.

The recorded webinar is available here: <https://bit.ly/32D2pXE>

To support SMEs in the cassava, fruit and cosmetics sector understanding packaging role and functions, WACOMP organized on 28th May a webinar on packaging as a marketing tool.

The International Expert, Ms. Soha Attallah, Vice President of World Packaging Organization took participants through packaging fundamentals, how to prolong shelf life of products through proper packaging and how to take advantage of packaging as a marketing tool to attract and maintain customers.

„There’s no such thing as bad packaging material. Many factors should be considered for choosing the right one for your product,“ said Ms. Atallah.



Ms. Soha Attallah, International Packaging Expert and Vice President of World Packaging Organisation

Connect

GEPA Export School Training of Trainers: Social Media Marketing (B2B)



Online Training of Trainers at the GEPA Export School

WACOMP organized on the 7th of June a training for trainers on online marketing and social media handling

The training is part of the GEPA Export school and was conducted by international experts from Globally Cool consultancy company.

Export promotion and enhancement of MSME's marketing capacities to improve market access to regional and international Value Chains (VCs) is a core part of the project. The project has been working with the Ghana Export Promotion Authority (GEPA) being Ghana's national Trade Promotion Institution

mandated to develop and grow Ghana's exports to support industry actors and exporters.

The 3-days training provided participants with an effective online promotion strategy and enhanced online marketing capabilities to support exporters in Social Media Management to benefit their business.

Participants learned how to do posts' monitoring and evaluation for improving business and social media.

Connect

Webinar on market access and how to prepare to trade fairs and export

A webinar organized on 4th June 2020 in collaboration with Ghana Export Promotion Authority (GEPA) and Globally Cool took participants through the best practices on how to prepare for trade fair participation and to check their readiness for exports



“The biggest fair is not automatically the best to exhibit. But it can be interesting to learn from and therefore plan to go as a visitor,” Mr. van Duijvenbode said.

The Deputy Chief Executive of GEPA in charge of Human Resource and Administration, Mr. Albert Kassim Diwura, on behalf of the Chief Executive, also took time to train participants on how to take advantage of the services being offered by the Authority to access potential markets and existing markets in Europe, Africa regions, United Kingdom and United States.



Mr. Alfons van Duijvenbode (top left) of Globally Cool, Mr. Albert Kassim Diwura of GEPA with Mr. Charles Sackey, CTA of WACOMP

A total of 71 participants were taken through how to optimize trade show participation and drive traffic to their stands, when participating in trade fairs.

Mr. Alfons van Duijvenbode, Managing Partner at Globally Cool, advised participating SMEs to select the right trade shows in order to effectively and efficiently prepare the participation to trade.

He advised the SMEs to first decide on the target market, ask buyers or BSO, check data base by country including characteristics of visitors and exhibitor and visit trade show websites before a decision is made to physically attend.

The recorded webinar is available on: <https://bit.ly/2QvtPJI>

GEPA Market hub, through the support of WACOMP, also provides SMEs with a guide to successfully participate in a trade fair.

The online guide (<https://bit.ly/3b2SQW1>) includes GEPA's 10 tips for effective trade fair preparation.

Connect

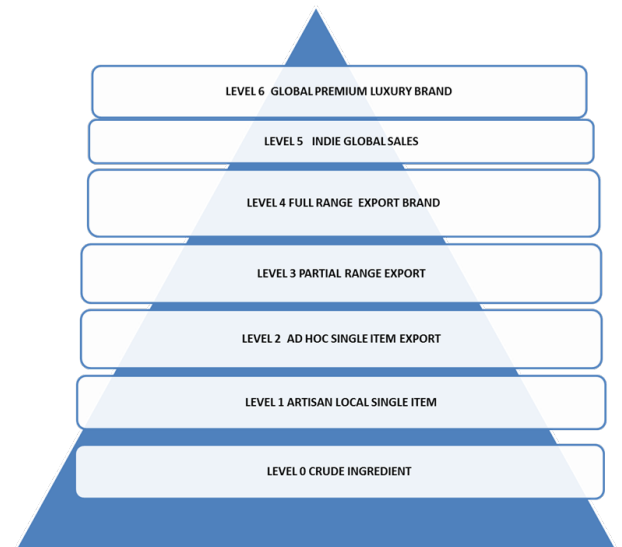
Market potential for Ghanaian natural cosmetic products

A webinar on market trends and potential for Ghanaian Cosmetic Small and Medium Scale Enterprises (SMEs) was organised by the project in collaboration with the Ghana Export Promotion Authority (GEPA) and the Association of Ghana Industries (AGI) on the 24th of July, 2020



recyclable packaging, was considered an urgent priority.

The expert also presented a schematic categorization of Ghanaian cosmetic businesses and the road to success. This will help companies understanding where they are positioned and how they can evolve.

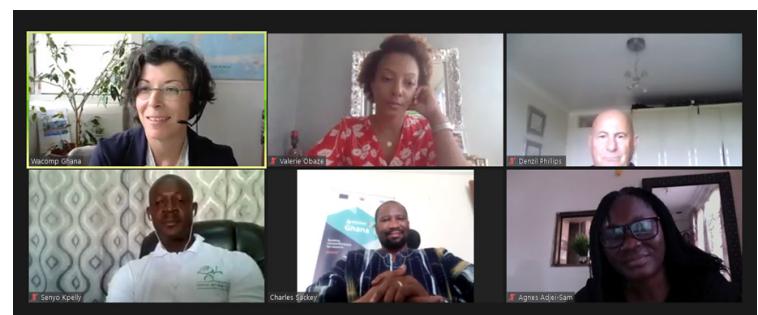


The webinar, moderated by Mr. Denzil Phillips, UNIDO international expert in natural cosmetics market potential, presented an overview of the market trends for natural cosmetics in Europe, the US and South Africa. A special attention was paid to the different market segments and types of marketing channels to be exploited.

Despite the great potential to develop a professional cosmetic industry in Ghana, there is still much to be done to convert this potential into a viable sustainable industry. Two testimonials from Ghanaian companies having succeeded in international markets penetration were also showcased.

The analysis presented at the webinar also highlighted that locally made packaging and labelling materials were not of international quality and could become a barrier to market access. Therefore, improving the quality of local packaging, particularly

The recorded webinar is available here: <https://bit.ly/31y4DIG>



Virtual round table with experts, GEPA and Ghanaian companies sharing their experience in the cosmetic sector



Voice From the field

Rita Brobey (left) and Sandra Snowden (right)
Co-managers of Henchy Farms

Henchy Farms started with the intention of producing first class products and showcasing Ghanaian mangoes on the local and international market.

As an emerging farm in Ghana, contributing substantially to the growth and development of the mango industry, Henchy farms has an objective: growing quality fruits!

We currently have 9 permanent workers, including the co-founders, and we occasionally employ part time and casual workers from a range varying from 3 to 10, depending on the time of year

The name Henchy Farms originated from the name of our dad (Henry Dei).

We inherited the farm from him and now that the farm grew into a real business, we believe it's important to remember where it all came from.... And that is why the company is named after him!

Voice from the field

We have expanded and added the processing of fresh mangoes into mango habanero hot sauce for local and international markets.

What really motivated us to start processing fresh fruits was that once we got involved with mango farming, we started noticing the quantity of fruit that was wasted in our farm and in the neighbouring ones.

We took time researching and exploring how we could reduce post-harvest losses and finally came to the conclusion that adding value to fresh fruits was the best way to tackle this issue.

We are glad we ventured into fruits processing and have been awarded by Hortifresh a recognition as best packaged product at their 2019 Fruit & Vegetable Fair.



Rita Brobey and Sandra Snowden interacting with customers at the Fruit Logistica Fair 2019 in Berlin

How the company is impacting communities?

Hendy Farms creates employment locally and provides small holder farmers in our area an end market for their produce.

We are upgrading the mango processing plant to offer market opportunities to at least 160 smallholder farmers within the Dodowa and Somanya mango enclave.

This will minimise fruit waste and losses, increase export and diversify market opportunities for small-holder mango farmers with the help of Hortifresh.

WACOMP has really helped our company with the cluster training sessions, to understand the linkages between different actors and the importance of cooperation.

We believe the mango value chain needs a holistic approach to fully reach its potential in Ghana. 21st century practices, technologies and financing are needed for the cluster to be able to be competitive in the international market.

As the only processing facility in the mango belt stretching from Shai Osudoku to Atsutare, we hope WACOMP can support us in becoming a model for transforming the current mango value chain losses into a great opportunity for the cluster.

Credit

NBSSI, UMB & WACOMP Webinar on CAP financial support

As part of the Credit component for linking the SMEs to available financial schemes, WACOMP Ghana organized a webinar to present the governmental COVID-19 financial stimulus package on 5th June, in collaboration with National Board for Small Scale Industries (NBSSI) and Universal Merchant Bank (UMB)

umb universal merchant bank

NBSSI National Board for Small Scale Industries

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Financial Stimulus Package webinar

Understand the requirements & application process for the stimulus loan

register here
wacompghana.org/gogloan
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Fri June 05 @ 11AM GMT

WACOMP Ghana

Advisory Centres across Ghana have been working diligently and have set up Help Desks to support applicants with data entry," explained Mrs. Kosi Yankey-Ayeh, Executive Director of NBSSI.

The financial components of the stimulus package are as follows:

- Anidaso loans – targeting the higher end of MSMEs, and
- Adom loans – targeting mainly the cottage businesses and extremely micro enterprises.



Mrs. Kossi Yankey-Ayeh, CEO of NBSSI (right), Ms. Charlotte Lily Baidoo, Director of SMEs at UMB (bottom left) with Mr. Charles Kwame Sackey, Chief Technical Advisor of WACOMP (2nd top left)

Ms.Charlotte Baidoo, Director SME at Universal Merchant Bank (UMB) confirmed that the bank is ready to top up loans at an agreed interest rate for SMEs selected to access the CAP, in case they need more funds.

The recorded webinar is available on: <https://bit.ly/32zGoJl>

The webinar helped the 104 registered participants to understand the requirements and application process to access the Coronavirus Alleviation Programme (CAP) Business Support Scheme. This financial scheme provided support to SMEs operating for a period of six months before the COVID-19 outbreak.

"Recognising that majority of MSMEs in Ghana (80%) fall within the informal sector and will require some support to fill out the online application form, our NBSSI Regional Offices and 180 Business



Sub-contracting matching scheme

The sub-contracting matching scheme is part of the component five (5) of WACOMP, targeting access to credit. It will allow the project to allocate a total of EUR 800,000 for the whole project duration, to fund activities in line with WACOMP objectives and complementary to the main project activities

The subcontracting matching scheme targets Ghanaian stakeholders and project counterparts as well as clusters and networks of SMEs.

The first call of the Sub-Contracting Matching Scheme was launched in January. Six bidders reached the full technical and commercial evaluation by the Evaluation Sub-Committee (ESC), comprising the EU delegation, MoTI and UNIDO.

At the end of the evaluation process, the Association of Ghana Industries (AGI), the Global Shea Alliance (GSA) and the University of Development Studies (UDS) bids were successfully accepted for support under the Sub-Contracting Matching Scheme.



The AGI

The AGI project focuses on the Cassava cluster in Tokokoe in the Ho Municipality in the Volta Region. The project envisages to train 20 farmers in Integrated Pest Management (IPM) and ecologically friendly cassava.

The project is expected to increase quality of cassava products, to fourfold increase productivity per hectare (12.0 tons to 48.0 tons), to help farmers and their buyers accessing new markets (both domestic and export) and allow adoption of Good Agricultural Practices (GAP) by the farmers. It will also enhance cluster development in the region.

Credit

Global Shea Alliance



The Global Shea Alliance

The Global Shea Alliance Project will be implemented in the Accra (Greater Accra Region) and Tamale (Northern Region). It will focus on product formulation training, product and packaging quality improvement, branding and marketing strengthening and market access facilitation.

The project is expected to improve 50 SMEs business capacity (50% of which are female), improve product quality of 50 SMEs, train 50 people and established 100 market linkages established (both upstream and downstream).



The UDS

The project to be implemented by the University of Development Studies (UDS) will target three (3) selected districts in Northern, Upper East and Upper West Regions of Ghana.

The project will conduct baseline study to understand how processing procedures affects the quality and quantity of shea butter and other derived products. It will also investigate how crushing, roasting, milling and boiling parameters affect quality and yield of shea butter and develop technical solutions to improve processing efficiency, product quality as well as occupational-related health and safety, by developing a prototype Shea kernel roaster module.

The three contracts have been signed with the successful bidders and work on the ground has started at the clusters level. It is expected that the above-mentioned projects will be implemented between August 2020 and July 2021.

WACOMP will work closely with the beneficiaries to ensure successful implementation of their proposed activities and impact on clusters, networks and SMEs. This will involve monitoring and evaluation of activities against outputs and deliverables.

Credit

2nd call for subcontracting matching scheme



Funded by the European Union



Ministry of Trade and Industry
Republic of Ghana



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

WACOMP Sub Contracting Matching Scheme

- 2nd call for proposals

Webinar

11am, Thursday 02 July, 2020

The second call for proposal under the Subcontracting Matching Scheme has been launched on 2nd July

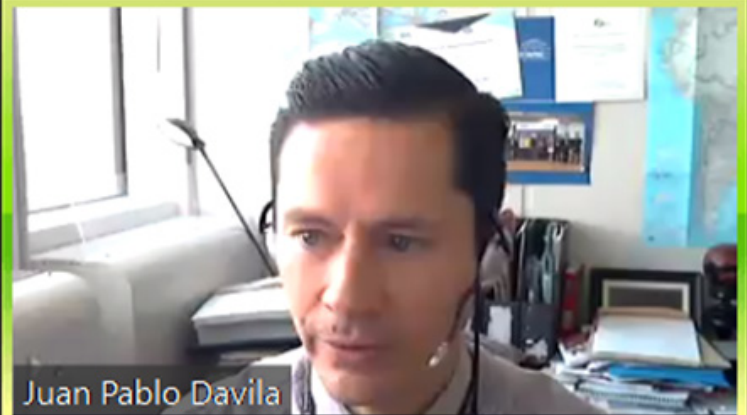
The webinar was opened by the representative of the European Union, Mr. Georgios Tsopanakis, Programme Officer at the European Union Delegation in Ghana.

Mr. Tsopanakis provided a background to the Sub-contracting Matching Scheme. He invited clusters, networks and businesses to apply taking into account that proposals should bring a collective dimension and a measurable impact on the clusters.

He also emphasized the need for the bidders to comply with the eligibility criteria and the importance to submit proposals that are innovative, original and not limited to trainings.

The webinar allowed WACOMP to present the Subcontracting Matching Scheme focusing on the criteria, overview and outcome of the first call.

Credit



Mr. Charles Kwame Sackey, CTA of WACOMP Ghana (top left), Mr. Kwame Adjekum, National Procurement Officer of WACOMP Ghana (top right), Mr. Georgios Tsopanakis, Programme Officer at the EU in Ghana (bottom left) and Mr. Juan Pablo Davila, WACOMP Ghana Programme Manager (bottom right) interacting virtually with participants of the Sub Contracting Matching Scheme webinar

Mr. Juan Pablo Davila, WACOMP Ghana Programme Manager, in his intervention, highlighted that proposals should be in line with WACOMP objectives and contribute to its implementation.

The webinar had 156 participants from the three (3) Value Chains supported under the project.

The second call for the submission of proposals to the Sub-contracting Matching Scheme was sent out on 6th July 2020.

Deadline to receive applications is set before the end of August 2020.

Request for clarification from potential bidders can be submitted in writing to the National Implementation Unit.

The recorded webinar is available on: <https://bit.ly/3hBQrUJ>

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 Intergration 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: ITC 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: GIZ 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



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For More Information, visit: https://eeas.europa.eu/delegations/ghana_en



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Implementing Agency: UNIDO

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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



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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This work was implemented by UNIDO as part of the West Africa Competitiveness Programme (WACOMP). The West Africa Competitiveness Programme (WACOMP) is financed under the 11th European Development Funds (EDF). The views expressed herein are not to be taken to reflect the official position of EU or ECOWAS.

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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