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Ghana Competitive News

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

Read about

An Agro processor in Asueyi, Techiman

... featured in, 'Voice from the field' P. 17

In this Issue:

- 5 WACOMP Launched in Ghana
- 6 Value Chain Analysis
- 12 Cluster Development Training
- 16 Support to Ghana Export Promotion Authority
- 17 Voice from the field
- 18 Project Steering Committee Meeting
- 20 Stakeholder Briefing of WACOMP Ghana

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'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

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).

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

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

LOGIC OF INTERVENTION

OBJECTIVE

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

PROGRAMME'S EXPECTED RESULTS

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



WACOMP Launched in Ghana



Her Excellency Diana Acconcia (left), Hon. Minister Mr. Alan John Kwadwo Keyerematen and Director General of UNIDO , Mr. LI Yong sharing a photo moment after the signing ceremony

A new cooperation agreement was signed on 29th March 2019 by LI Yong, the Director-General of the United Nations Industrial Development Organization (UNIDO), H.E. Diana Acconcia, the European Union Ambassador to Ghana, and Hon. Alan John Kwadwo Kyerematen, the Minister of Trade and Industry in Accra.

The West Africa Competitiveness Programme (WACOMP) was launched to strengthen the export competitiveness of the economy of Ghana through enhanced value-added, low carbon, sustainable production and processing of cassava, fruits (mango and pineapple), cosmetics and personal care products. More specifically, WACOMP intervention in Ghana aims at improving the performance and growth of the selected value chains. These sectors are in line with the priorities of the Ghanaian Government and have a high potential for industrialization and job creation.

The four-year programme will run from 2019 to 2022 and help develop the selected value chains, improve the competitiveness of small and medium scale enterprises (SMEs), strengthen and support intermediate organisations, create better linkages among the selected value chain actors, and increase access to regional and international markets, 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 EU is contributing a total of 6,200,000 EURO to the Ghana programme with other funding support of 150,000 EURO from UNIDO making a total of 6,350,000 EURO of donor fund.

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Cosmetic and Personal Care Value Chain Analysis



Essential oils and herbs used for skin care

Ghana abounds in ingredients for natural cosmetics and personal care products, namely shea butter, coconut oil and essential oils.

These products have a high global demand and a strong export potential but are at present lacking quality, institutional capacities and marketing strategies.

Some of the final cosmetic products that Ghana can produce with these ingredients are: shea butter soap, black soap, organic refined butter, butter body lotion, natural moisturizing shea oil, liquid bathing soap, coconut oil hair food, massage oil (shea), baby skin cream (shea) and virgin coconut oil.

In July 2019, WACOMP conducted cosmetics and personal

care products value chain analysis, focusing on black soap, shea butter and processed products from Shea, coconut, neem and baobab oils.

The objective of the Value Chain Analysis (VCA) was to enable the project to identify potential opportunities within the cosmetics value chain and define concrete work plans to strengthen cooperation among different actors, making the value chain more competitive and increase the final products quality and compliancy to national and international standards.

The value chain analysis report highlighted specific gaps in sourcing, transportation, manufacturing and packaging, as well as a need to improve the products formulation.

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These areas of interventions are completely in line with WACOMP foreseen interventions in the cosmetics and personal care products in Ghana.

Among the main recommendations presented in the value chain analysis report, a special attention will be paid through out WACOMP implementation on:

- Raising awareness among producers on applicable standards during production, storage and transportation;
- Increasing the number of registered and certified producers as well as complying with the shea butter production code;
- Strengthening the collaboration with KNUST, UCC & UDS to make testing more accessible to producers;
- Supporting Conformity Assessment Bodies (CAB) involved in inspection,

testing, certification and accreditation for the cosmetic value chain;

- Facilitating cooperation and interaction among different actors of the value chain and promoting clusters and networks to promote and enhance collective efficiency;
- Encouraging innovative collaboration to enhance the clusters value addition.

The VCA was validated by different stakeholders in the cosmetics subsector including state institutions, Association of Ghana Industries (AGI) and NGO's at a validation workshop in Accra in September, 2019.

The participatory working groups have played a key role to make a critical assessment of the measures and recommendations proposed and identified the proper way to address the challenges in the cosmetics and personal care value chain analysis report.



Group photograph of participants of the cosmetics and personal care value chain analysis validation workshop

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Cassava Value Chain Analysis



A cassava processor, baking the cassava flour (Gari)

Ghana is the second leading producer of cassava in Africa and the fifth in the world, accounting for more than 20.8 million metric tonnes in 2018 production season. Cassava contributes 22% to the Agriculture Gross Domestic Product in Ghana and employs over 70% of smallholder farmers.

Cassava has several derivatives (i.e. starch, High-Quality Cassava Flour, Chips, Ethanol and Gari) for which there is an important market demand for both food and industrial use.

The sector can, therefore, be considered as a major contributor to industrialization, job creation and ultimately economic transformation if targeted interventions are put in place to enhance its export competitiveness.

It is against this backdrop that a Value Chain Analysis (VCA) was conducted to identify the sector main challenges and bottlenecks and propose appropriate interventions to be put in place by WACOMP.

The report identified low productivity, low mechanization, inadequate support services, low-quality compliance and inadequate policy environment as some of the challenges of the cassava value chain in order to boost the export market.

These main bottlenecks and opportunities were presented at a stakeholder validation workshop in Accra on 5th September to examine their practicality and relevance in line with the project objectives.

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Also, other projects, government and sectorial strategies were analysed to capitalize on potential synergies during WACOMP implementation.

Based on this, it was agreed that WACOMP will concentrate on the following major interventions:

- Improving quality at the production and processing level by strengthening GAP and BMP within the value chain;
- Training of personnel in Quality Infrastructure bodies to provide efficient services;
- Training for the producers and processors to meet the certification requirements;
- Analysing innovation opportunities at the collective level to make the value chain more performing and efficient;
- Facilitating linkages among different actors of the value chain in order to create networks that could better access markets;
- Linking with Universities and machine producers to provide support for the development of efficient prototype or cassava processing equipment.



A group photograph of participants of the cassava value chain analysis validation workshop

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Mango and Pineapple Value Chain Analysis



A mango processing factory washing mango fruits for further processing

Ghana is a major producer of fruit and vegetables and the European Union is a major destination market of Ghana's exports.

The sector contributes to industrialization, job creation and ultimately economic transformation. Apart from the fresh exports of these fruits a number of value addition products such as fresh cuts, dried mangoes and pineapples are exported to the EU. A number of SMEs also produce a variety of fruit juices for the domestic market.

According to ITC trade statics report, fruits such as mango and pineapple are a focus crop in quality and safety terms. Both value chains are growing rapidly in importance as they become a direct avenue for employment.

According to a SPEG report, pineapple export value in 2018 was USD 17 million. In a report released by GEPA a total of 36.4 million worth of mangos was exported in 2017.

In July 2019, a fruit (mango and pineapple) value chain analysis was conducted to identify the major constraints and opportunities within the sector, at the production, processing, compliancy and market access level.

As organised for the other focused value chains of the project, a validation workshop involving main stakeholders of the two sub-value chains (mango and pineapple) was also held in Accra in September.

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As a result of the validation workshop, and taking into account other projects interventions and scopes, participants agreed that WACOMP will mainly focus its interventions on:

- Promoting Global GAP standards among small and medium scale producers;
- Enhancing the value chain compliancy to standards;
- Facilitating dialogue among different actors involved in the two sub-value chains;
- Strengthening cooperation among different actors of the value chain in order to set up efficient networks and clusters to be duplicated at the country level;
- Support SMEs involved in processing mango and pineapple (dried fruits, jams, juices) to better access markets.



Group photograph of participants of the fruits value chain analysis validation workshop

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Cluster Development Training

From 29th July to 1st August 2019, WACOMP project trained 20 cluster development agents (CDA) from relevant support institutions responsible for trade industrialization, export, agribusiness, quality infrastructure, trade associations and standards in Accra.

The training is part of the activities of the West Africa Competitiveness Programme (WACOMP) implemented by UNIDO in partnership with the Government of Ghana to enhance national technical capacity and capability to support cluster development and facilitation in Ghana.

The UNIDO Cluster development training methodology presented during the four-days training is aligned with the Sustainable Development Goals (SDG) and contributes to the achievements of SDG 5: Gender Equality, SDG 8: Decent Work and SDG 9: Industry, Innovation and Infrastructure.

After the training, support institutions are better equipped to strengthen and facilitate intra-cluster exchanges and promote collective efficiency within the Cassava, Fruits (Mango and Pineapple), Cosmetics and Personal-Care products value chains.

As reported by Ms. Ebe Muschiali, UNIDO Programme Advisor and Cluster Development Trainer, UNIDO has developed a modular approach to guide the formulation and implementation of cluster development initiatives.

Each UNIDO module represents a critical step in the cluster development process and several examples from different cluster projects that UNIDO has been implementing worldwide have been presented at the training in Ghana.

Mr Vedat Kunt, Senior International Cluster Expert and a Co-trainer, revealed that Governments worldwide regard clusters as potential drivers of enterprise development, innovation and competitiveness.

“By engaging in joint actions, cluster firms can achieve results that are out of reach for individual enterprises,” he added.

WACOMP Ghana will contribute to promote clusters as a way for ensuring collective efficiency, innovation, achieving growth and enhancing competitiveness of SMEs in the cassava, fruits (pineapple and mangoes) and cosmetics sector.



Group photograph of participants of cluster development training

Interview

Getting To Know More about Clusters



Interview with **Mr. Vedat Kunt**, Senior International Cluster Expert, UNIDO

E-mail: v.kunt@vego.com.tr

Mr. Vedat Kunt holds an MBA in International Business and BSc on Industrial Engineering.

He held a number of executive managerial positions in private sector in different industries, such as Textiles, Apparel, Office Automation Systems, Food and Cosmetics sectors, being directly involved in production, marketing, supply chain development, brand development, customer relations, export marketing, human resources management and reorganization.

Since 2003, he has been a consultant and trainer for SMEs from various sectors in Strategic Management, Export Development, Brand Development, Marketing and Brand Management, Supply Chain Management.

He is a Co-managing partner of VEGO Consulting Company in Izmir, Turkey and has been involved in coaching and training of different donor funded projects, Chambers, State Institutions and Regional Development Agencies, on competitiveness, cluster development, innovation, marketing, and value chain development in different sectors.

He has been engaged by UNIDO since 2010 as International consultant for Cluster Development and Marketing in various projects around the world.

1. Why clusters are important for enhancing the competitiveness of a country?

Competitiveness of a country relies mainly on the country's capacity to innovate. Innovation is linked to technological development, new products, services, production processes and business models, as well as the capacity to comply with evolving quality standards. And this is where clusters come into the picture.

Clusters are sectorial and geographical concentrations of enterprises and individuals that produce a similar range of goods and services and face similar threats and opportunities. Cluster ecosystem is the natural cooperation environment for the cluster actors and cooperation among businesses, academia, R&D, government and financial institutions is the key for competitiveness. Alone, it's extremely difficult for micro, small and medium size enterprises, start-ups, entrepreneurs to innovate and to flourish. Cooperation makes it much easier.

2. Which are some of the typical activities undertaken by clusters?

In order to become competitive, cluster actors cooperate through joint activities that they could not do alone. Some of the joint activities in any cluster are:

- purchasing of raw materials, specialized services, technology;
- compliance to standards and enhancing the quality of goods and services;
- market intelligence and access to markets and marketing;
- product design and packaging;
- technology development;
- lobbying at national and international level;
- establishing a cluster brand for better market positioning;
- better and easier access to finance;
- better focusing and smart specialization;
- sustainable and circular economy;
- digitalization and application of new technologies.

3. Is there a cluster potential in the value chains targeted by WACOMP in Ghana?

In the value chains targeted by WACOMP, Cassava, Fruits (mango and pineapple) and Cosmetics (shea butter and essential oils), several potential clusters have been identified in various regions of Ghana.

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Critical number of businesses and entrepreneurs exist in all of them, there are universities in the regions which are either in collaboration or ready to collaborate with businesses, there are governmental institutions and NGOs supporting the cluster ecosystem at central and local level, and more importantly, in all clusters, majority of actors are willing to cooperate with each other which is fundamental for cluster development.

These clusters, under UNIDOs cluster development approach and guidance, can develop a joint vision and collective action plans and move forward towards a more competitive future.

Feedbacks On Cluster Development Training



Mr. William Agyei – Manu

Executive Director of the Ghana Cassava Centre of Excellence

“The cluster development training was an eye-opening experience! As a private sector advocacy agency, the Ghana Cassava Centre of Excellence works with a large network of stakeholders within and outside of the cassava value chain eco-system and the lessons learned during the four-day workshop will equip us with the right skills to facilitate the development of successful clusters in Ghana.”

“The facilitators used very practical approaches in delivering the content. I have learned how to provide special business development services that will help SMEs to overcome isolation and reach efficiency for development through better linkages to enhance the competitiveness of the clusters.”

Mrs. Henrietta Zaato

National Board for Small Scale Industries (NBSSI)

“The training will help me improve the linkages of Micro and Small and Medium Enterprise in my daily work at NBSSI.”

“MSMEs form the largest group of entrepreneurs in Ghana. The cluster development training will help my team to provide assistance to these enterprises, to better develop their products and to enhance their compliance to standards.”

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WACOMP Cluster Training in pictures



Connect

Support to GEPA



UNIDO International Expert, Joost van der Kooij presenting the training to selected participants from GEPA

In order to strengthen the Ghanaian export competitiveness, WACOMP also has a specific component targeting the Ghana Export Promotion Authority (GEPA)

Activities in this field are aimed at increasing the selected value chains products' visibility through the GEPA Market Hub. Within this framework, a technical training has been provided to the Ghana Market Hub managing team for the following modules:

- *Market Hub Content management approval procedures;*
- *Market analysis;*
- *Developing competitor reports and video animations;*
- *Managing E-newsletter.*

Also, WACOMP is supporting GEPA for the strengthening of the Export School, and specifically for the development of curricula and facilitation of Training of Trainers (ToT) on specific modules, such as promotion and business plan development.



GEPA Market Hub team at the training session



Voice From the field

Mrs. Faustina Agyeiwaa Sakyi,
Managing Director of the Asueyi Agro Processing Centre

“My husband and I were cassava farmers.

When we started, we used to harvest and sell directly to cassava buyers in various markets in Brong and Ashanti regions. But after a certain time, we started having problems in getting paid on time.

For these reasons, in 1998, my husband and I decided to start processing cassava after harvesting to respond to the market demand. And since we could not work alone, I started organising the women at Asueyi communities to support us in processing the cassava.

Our business grew so much that with time we were able to employ over 300 women from the region. We supported 50

of them to access loans and many of them who were not able to fend for themselves were then able to send their children to good schools and take care of their needs.

The Asueyi Agro Processing Centre currently employs over 200 farmers and labourers and 130 women in the Asueyi community work as processors. Workers receive daily earnings.

I am particularly happy that WACOMP Ghana interventions will support the cassava sector by strengthening both farmers and processors to work with quality requirements.

This will further strengthen the cassava industry in Ghana and will have a direct impact on our daily lives.”

Coordinate

Project Steering Committee Meeting



Group photograph of WACOMP Ghana members of the Steering Committee

The Steering Committee held its first meeting on 25th September 2019 in Accra

The initial Steering Committee aimed at enhancing governance structure of the project, discussing and approving the inception report, budget and operational plan for 2019.

Speaking at the opening session of the meeting, Mr. Charles Kwame Sackey, the Chief Technical Advisor (CTA) of WACOMP Ghana, briefed members on activities implemented during the year.

He stated that the programme is leveraging on potential cooperation on WACOMP regional component to integrate national beneficiaries (SMEs and clusters/networks) into B2B organized by the regional

component and harmonize standards at the regional level for selected value chains.

The Project Manager, Mr. Juan Pablo Davila Sanchez, stressed that the effective implementation of the programme will increase the success of the ECOWAS regional integration and contribute substantially and sustainably the competitiveness in West Africa.

Also speaking during the session of the meeting Georgios Tsopanakis, representing the EU Delegation to Ghana stressed that it is important for the programme to reflect the bigger EU Policy context for trade competitiveness' and achieve its objectives of implementation.

Coordinate

WACOMP Steering Committee Meeting in pictures



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Stakeholder Briefing of WACOMP Ghana



EU Head of Cooperation, Mr. Zoltan Agai (seated in middle), Chief Director of MoTI, Mr. Anthony Nyame –Baafi (seated 2nd left), National Coordinator for One District One Factory Coordinator, Mrs. Gifty Ohene–Konadu (seated 2nd right) and Project Manager of WACOMP Ghana, Mr. Juan Pablo Davila Sanchez in a group photo with representatives from various agencies and organisations working with WACOMP

In collaboration with the European Union and Government of Ghana, the project held a media stakeholders briefing in Accra on 26th September 2019

The briefings was held to present an overview of the programme and foster dialogue and coordination among various stakeholders, as well as brief the media on various thematic areas and interventions to be implemented by WACOMP - Ghana component.

The Project Manager, Mr. Juan Pablo Davila Sanchez, said WACOMP would be carried out in the ECOWAS member states through national components in each country.

Touching on the Ghanaian context, Mr. Davila said the programme would improve the export competitiveness of the Ghanaian economy through enhanced value-added,

low carbon, sustainable production and processing and increased access to regional and international market.

He said WACOMP will complement on-going activities within the cassava, fruits (mango and pineapple), cosmetics and personal care products value chains as sectors that are in line with the priorities of government and have a high potential for industrialisation and job creation.

The programme will contribute to Public-Private Partnerships (PPPs) for enhancing the competitiveness of the targeted value chains and will also support SMEs and firms to establish collaborative networks and consortia (e.g.

Coordinate

production, marketing and export consortia) to improve their productive capacities and facilitate their integration into regional and international value chains.

Mr. Alan Kyerematen, Minister of Trade and Industry, through a speech read on his behalf of by the Chief Director of MOTI, Mr. Anthony Nyame Baafi, commended the European Union for selecting Ghana as one of the beneficiaries for the initiative.

He highlighted that WACOMP project is in line with the 'Ghana Beyond Aid' agenda to improve economic governance and business environment and maximize the benefit of EPA for the country.

He confirmed government's support for the successful implementation of the project, as a trigger for the development and enhancement of the trade competitiveness of products that have a strong regional and global value chain potential for job creation and growth. Mr. Zoltan Agai, the EU Head of Cooperation in

Ghana, confirmed the EU's continuous support to Ghana's ambitions of boosting trade and industrialization, leading to more competitive locally produced goods. Participants called for specific interventions addressing the three value chains identified main challenges. These include a lack of awareness and guidance for processes and market's standards requirements and inadequate labelling and packaging of products to be competitive in the global market.

WACOMP will strengthen SMEs capacities to produce with higher and improved quality, and at the same time will support the improvement of services provided by national institutions mandated to ensure compliance and international acceptance of products produced in Ghana.

Support will also be provided to the Ghana Export Promotion Authority (GEPA) to strengthen the market hub as efficient market surveillance and strategic tool to support the selected Value Chains.

Planned interventions for the next quarter

Component	Activity
1. Coordinate	Meeting of the Value Chain Strategic Committees
2. Compete	Diagnostic cluster training for support institutions
	Training of Trainers for Good agricultural Practices for the cassava value chain
	Global GAP training for the fruit value chain
3. Conform	Assessment of quality needs along the value chain for enterprises and Conformity Assessment Bodies (CAB)
	Identification of laboratories needs
	Roadmap with procedures and checklists for producers registration at GSA and FDA
4. Connect	Potential markets reports and competitors reports for the three value chains targeted by WACOMP
	Integration of specific information regarding the value chains targeted by WACOMP into the Market Hub
5. Credit	Launch of the first call for proposals for the Sub-Contracting Matching Scheme

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WACOMP Stakeholder Briefing in pictures



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	

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



WACOMP REGIONAL INTERVENTION

West Africa Competitiveness and Quality Infrastructure Project

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

- Mango
- Cassava
- Textile and Garment
- Information and Communication

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: 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

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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



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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