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

Learn more about
Lilipearl Asiedu - Yeenu:
An Entrepreneur ,
adding value for exports

... featured in, 'Voice from the field' P. 21

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Facts about WACOMP

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

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

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

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

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

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

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



➔ WACOMP'S Overall Objectives

Specific Objective 1



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

Country level

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

Regional level

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

Specific Objective 2



Improve the climate for business at national and regional levels

Country level

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

Regional level

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

WACOMP in Ghana

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

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

LOGIC OF INTERVENTION

OBJECTIVE

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

PROGRAMME'S EXPECTED RESULTS

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



Stakeholders in the Cassava Industry Validate Manufacturing Equipment Fabrication Guidelines



Participants of the UNIDO cassava processing equipment fabrication guidelines validation workshop with Professor Charles Tortoe, Director of the Food Research Institute of CSIR (seated right) and Mr. Joseph Yeboah, UNIDO expert in charge of Cassava Value Chain (seated left)

As a follow-up to the national cassava processing equipment stakeholder dialogue organized in August 2022, a national validation meeting for the cassava processing equipment fabrication guidelines document was organized on the 3rd of October 2023.

Stakeholders such as the FRI-CSIR, Ghana Standards Authority (GSA), Food and Drugs Authority (FDA), Equipment Designers and Fabricators Association of Ghana (EDFAG) came together to ensure that quality is preserved in processed cassava-based foods and that the health of people consuming cassava products is also protected.

The guidelines, a major contribution to equipment fabrication in the agro-processing value chains in Ghana, will serve as a starting point towards streamlining and standardizing processing equipment production in Ghana.

Mr. Joseph Yeboah, UNIDO National Cluster Networks Expert for the Cassava Value Chain commenting on the validation

forum, declared: “The development of the guidelines is one of the key steps to enhance the quality and performance of locally manufactured equipment and also preserve the health of consumers of locally processed foods”.

“We are encouraging the preparation of user manuals by equipment fabricators to guide the operation, management and maintenance of cassava processing equipment produced in Ghana,” he added.

On his part, Prof. Charles Tortoe, the Director of the Food Research Institute of CSIR, thanked UNIDO and the WACOMP project for the solid partnership which had led to the validation of the guidelines and encouraged the members of the Equipment Designers and Fabricators Association of Ghana (EDFAG) and other fabricators to use this precious document and raise the standards of their equipment for the benefit of the sector”.



KNUST Effluent Management Project Impacts Techiman Communities



The women at the cassava processing centre at Aworowa Cassava Cluster inspecting one of the equipment funded through the WACOMP - Ghana Sub-Contracting Matching Scheme

The release of emissions from cassava processing poses serious environmental and health risks in Ghana and across West Africa. Most cassava processors in Ghana have a very low understanding of the importance of properly managing cassava waste and the need to utilize by-products.

This, coupled with poor processing equipment and the difficulty faced by producers to access loans, translated into reduced processing and circular economy opportunities.

Under the Sub-Contracting Matching Scheme of WACOMP – Ghana, the project partnered with the Kwame Nkrumah University of Science and Technology (KNUST) to implement the KNUST Effluent Management project, with the objective to manage wastes from selected cassava processing centres in a sustainable way and explore feed processing options for cassava peels for small ruminants.

The project aimed at reducing environmental health risks and improving the well-being of processors and people living in affected communities.

The construction of the effluent management system has been completed at Aworowa, one of the selected sites and some pilot activities have been launched to use the cassava peels from gari processors as feed ingredients for livestock.

In addition, comprehensive training on the utilization of effluent as well as on feed formulation including good manufacturing practices (GMP), have been conducted ensuring that artisans, processors and other stakeholders are equipped with the necessary knowledge and skills for handling the constructed effluent management system.

KNUST has provided the needed infrastructure and guided cassava processors and farmer groups to convert the effluents from cassava processing into innovative products, such as organic fertilizers, mushroom production bags, starch production, ethanol production, animal feed, fortified packaged nutrients for home gardening, small-scale vegetable gardening, and biogas as fuel for frying gari in the Techiman communities.

Cont'd from pg. 6

Group leader of the Aworowa Cassava Cluster, Mr. Owusu Enoch commenting on the benefits of WACOMP – Ghana support to the Techiman communities explained that the project has created important opportunities to employ people from the villages.

He highlighted: “ We now engage 100 workers (10 males and 90 females) to process the cassava. The gari is sold to markets in Atebubu, Edwira, and Banda environs within the Brong Ahafo region. The use of the newly constructed site has also reduced dirt and contamination. The production doubled from about 20 bags per day to 40 bags. Additionally, starch wasn’t collected initially but now we collect starch which also brings us an extra income stream. For generations, the European Union and UNIDO WACOMP will be remembered for their support. We’re grateful.”

Madam Gloria Ohenewaa, also a leader at the second processing Centre at Nipa Hia Mua Gari Processing Centre confirmed that her cluster network made up of 50 workers (40 females) processes the cassava tubers into gari and sells to markets in Takoradi, Obuasi and Efiduase but the support has helped increase their production capacity.

“We have witnessed increased sales, sometimes up to 3 times weekly. This is because the center is neater and more hygienic. There is also the potential for extra income through effluent collection. The cassava peels at both sites are being sold to farmers to use for compost to fertilize their farmlands. UNIDO and the EU have brought light to use when we were in the dark,” she affirmed.



Compete

Branding and Marketing Support: 245 SMEs' products analyzed on sales trend and forecast for 2024

ACTIVITIES EXECUTED: JANUARY '24

SALES TREND
& FORECAST

245

Products assessed on three years sales trend.

BRANDING, PACKAGING,
PROMOTIONAL MATERIALS &
INNOVATION

8

Innovated products have been introduced by cluster members.

WEBSITE
&
MEDIA CONTENT PRODUCTION

217

Products assets were produced through professional photoshoot.

A website has been developed for KOBS Farms to enhance local and international customers' reach.

<http://www.kobsfarmsggh.com>

As part of the initiative for export competitiveness of the WACOMP – Ghana implementation, SMEs in the three value chain clusters are being supported to drive sales growth through branding, labelling, repackaging, sales data and forecast management.

The support is also to help them identify the gaps and reasons for the performances so mitigation plans can be taken to prepare them to make sound business decisions in the future.

So far 245 products of the SMEs have been assessed on their three-year sales trend and their 2024 sales for better profit

visibility and planning. The project has also supported the SMEs to introduce eight more innovative products including organizing professional photoshoots for 217 products to enhance communication to fit their brand's purpose.

The branding and marketing assistance by WACOMP -Ghana is expected to enhance innovation while developing attractive brands with the right marketing strategy to enhance their product visibility and competitiveness in the domestic and international markets.

Compete

Cont'd from pg. 8

Feedback on Branding and Marketing Support



Madam Abigail Amponsah Addy, Farmer and Fruits Processing Entrepreneur :

“

I believe it's a strategic initiative that will propel growth and also foster market recognition and ensure the long-term success of my pineapple production is achieved. I used to set targets for my business but not as detailed and professional as the way the WACOMP team has supported me. This will also motivate me to increase my production volumes to help meet the target demand. Thank you so much European Union and UNIDO. God bless you. ”



Madam Nana Abena Oforiwaa, Cosmetic Entrepreneur :

“

Thank you very much European Union and UNIDO WACOMP team. It's been very insightful going through the exercise. I see my sales volumes are very low beyond my production capacity. The support has helped me greatly to up my game to exceed the 2024 forecast. ”



Madam Justina Bentil, Fruits Juice Processor and Entrepreneur:

“

The exercise was helpful. It helped to keep up-to-date records on sales, and it also helped me to make sales projections for the year. Which in turn will help us work hard and strategize to increase sales. Thank you, European Union, and UNIDO WACOMP -Ghana team. ”

Connect

Kumasi SMEs Expo



Exhibitors in a group photo with the WACOMP - Ghana team at the Golden Bean Hotel in Kumasi

WACOMP – Ghana organized the 2nd WACOMP SMEs Trade Expo on the 10th to 11th October 2023, in Kumasi.

The event brought together the project beneficiaries from Northern, Middle and part of Greater Accra to exchange potential ideas for innovation and collaboration and to explore strategic partnerships with potential buyers and investors.

The two-day trade show successfully featured 60 exhibitors from the three value chains: cosmetics, fruits, and cassava.

Over 35 potential buyers in the B2B space such as wholesalers, retailers, procurement, and hotels participated and exchanged with the clusters' SMEs to define business opportunities and potential contracts.

For two days, the marketing staff of the Consolidated Bank of Ghana (CBG) led by Mrs. Abigail Adjei Yeboah took part in the expo and used the opportunity to share with the participants, available financial services tailored for MSMEs and SMEs.

Participants were encouraged to pitch their products to visitors and give out their contact details.

Dr. Herman Erick Lutterodt of KNUST, College of Science, intervened to educate the entrepreneurs on food safety-related issues and presented the services provided by the KNUST laboratory supported by WACOMP-Ghana.

He encouraged SMEs to take advantage of the laboratory services and to send their samples for testing.

Connect

UNIDO Showcases Success Stories of Cosmetics Clusters at the Intra-African Trade Fair in Cairo



Mrs. Naa Atswei Nyarko, Cluster and Network expert (4th from right) with Mr. Patrick Jean Gilabert, the UNIDO Representative to Egypt (4th from left) and other panellists from the African Union, Tunisia and UNIDO in a group photo

Small and medium-sized enterprises (SMEs) form the backbone of Africa's economy, representing over 90% of businesses and employing about 60% of workers, many being women and youth.

Africa's small businesses play an important role in creating jobs and are critical drivers of economic growth and poverty reduction. Yet these businesses face a myriad of challenges, including limited access to finance, a lack of trade market intelligence, undeveloped sales channels and restrictive policies, among others.

UNIDO's gender-sensitive cluster development and enterprise upgrading approaches boost women's economic participation in Africa by fostering growth and promoting SME collaborations

by resolving some of the major issues faced by start-up businesses.

On the 11th of November 2023, as part of activities marking the celebration of Africa Industrialization Week and the third Intra-African Trade Fair 2023 in Cairo, UNIDO and the African Union Commission jointly organized a side event to promote cluster development as an easily adaptable contribution to Africa's industrialization and economic diversification and to increase women's active participation in the countries' economic development.

This is strongly in line with the African Union's SME Strategy and the African Continental Free Trade Area (AfCFTA).

Connect

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The event focused on showcasing successful results from [WACOMP - Ghana](#) cosmetics clusters and from [Tunisia PAMPAT](#) project, as well as from the [ARAC Phase2](#) project.

Lessons learnt and impact were presented to show the way to other African countries to best promote women's entrepreneurship and women's inclusion in the cosmetics sector through cluster development.

Mr. Patrick Gilabert, Director and UNIDO Representative, Regional Office Hub in Egypt in an opening remark highlighted that the promotion of inclusive socio-economic development and women-led businesses in a cluster environment is a central theme for UNIDO interventions".

He added that, "Collaboration makes everything easier from joint sourcing to the joint promotion and from joint e-commerce to joint quality standardization and encourages new opportunities and trends that are beneficial for the development of the African cosmetics sector".

Mrs. Naa Atswei Nyakpo, the Cluster and Networks expert of the West Africa Competitiveness Programme (WACOMP), funded by the European Union and implemented by UNIDO in Ghana, shared some of the key results of the project.

She emphasized that, within WACOMP - Ghana, over 500 women leaders have been trained in processing export-quality shea butter.

Producers now adopt 14 standards for shea butter and black soap-based cosmetics developed in partnership with the Ghana Standards Authority (GSA) and laboratory analysts have been equipped to ensure proper testing to meet those standards.

Also, with support from the project, the University of Development Studies (UDS) developed an environmentally friendly nut roasters.

As a result, 30 fabricators have been trained to follow the model of fabricating nut roasters and over 1000 women now use

improved shea nut roasters which directly impacts confidence in shea butter quality thereby increasing Shea butter yield and revenue for women in rural communities in the North of Ghana.

The participation of WACOMP in the IATF has also been the occasion to promote the services of the Ghana Export Promotion Authority (GEPa) and its role in facilitating the promotion of Ghana's Non-Traditional Exports and provide information to the potential exporters to a delegation of Comorian counterparts led by the EU funded [APILE project](#), implemented by UNIDO.



WACOMP - Ghana, GEPa and APILE-Comoros project beneficiaries and team discussing possible future partnership with Ghanaian exporters

Connect

WACOMP- GEPA End of the Year Trade Show



Mrs. Malgorzata Pitura (middle) , Programme officer at the European Union Delegation (EUD) in Ghana in charge of WACOMP flanked by Mr. Samuel Dentu (5th from left), GEPA deputy CEO in charge of finance and operations and other team members of UNIDO , AGI and GEPA

Over 120 Micro, Small, and Medium Enterprises (MSMEs) operating in the processed fruits (pineapple and mango), cassava derivatives, and cosmetics sectors participated in the end-of-year tradeshow organized by WACOMP – Ghana and the Ghana Export Promotion Authority (GEPA) in Accra, at the National Theatre from the 14th to 16th December 2023.

The exhibition dubbed “The GEPA-WACOMP End of Year Trade Show,” was aimed at helping to stimulate the demand for local products, while connecting manufacturers to new markets by promoting Made-in-Ghana goods and services during the festivity season.

Mr. Samuel Dentu, Deputy Chief Executive Officer in charge of Finance and operations in a welcome address on behalf of GEPA’s CEO reaffirmed GEPA’s commitment to helping SMEs become globally competitive.

He indicated that GEPA recently opened the Ghana Trade House in Kenya to improve trade relations, create market access, increase promotion and export opportunities and give more visibility to products made in Ghana.

He further highlighted different initiatives taken by GEPA to support SMEs in marketing their products throughout Africa, such as the Regional Women Icon exhibitions, and the GEPA

Impact Hub, which offers IT and other business-related solutions to Ghanaian SME exporters.

Mr. Dentu commended UNIDO for their commitment to the development of Ghanaian SMEs and for the efficient partnership with the European Union for the organization of such an event.

“This initiative is particularly important because the African Continental Free Trade Area (AfCFTA) represents for every SME in Africa the great opportunity to take advantage of a huge market and export to every country in the African continent”, he said.

Mrs. Malgorzata Pitura, the program officer at the European Union Delegation (EUD) in Ghana in charge of WACOMP expressed the European Union’s unflinching support to Ghana towards improving the standards of products exported to the European markets and expressed delight at the quality of the products of the three value chains exposed at the trade fair.

Mr. Joseph Yeboah, WACOMP – Ghana Cluster and Networks Expert for Cassava Value Chain, highlighted that, through the partnership with GEPA and the Association of Ghana Industries (AGI), WACOMP-Ghana has offered solutions to many of the challenges that hindered the competitiveness of the three value chains.



Connect

Cont'd from pg. 13

He emphasized that over 30,000 Ghanaian entrepreneurs now adopt Good Agricultural Practices (GAPs) and Good Manufacturing Practices (GMPs) in their operations and have received capacity-building support in branding and marketing that helps them to penetrate new markets.

As part of the opening ceremony of the tradeshow, the three cosmetics clusters supported by WACOMP – Ghana signed a Memorandum of Understanding (MoU) with the AGI, to work together and harmonize the joint activities and define a common promotional and export plan, with target markets such as the African Continent, Middle East and Europe.

With this agreement, 165 members from the Ghanaian

cosmetic clusters are now ready to cooperate and represent the country's brands in the international markets.



Mr. Samuel Dentu with Mrs. Malgorzata Pitura, and Mr. Albert Kasim Diwura launching the End of the Year Trade Show

Gallery of Exhibition: End of the Year Trade Show



Interview



Getting to know about WACOMP Cassava Value Chain Expert



Interview with **Mr. Stephen Nketia, Cassava Value Chain Consultant**

E-mail: stevenketia@gmail.com

Stephen was trained at KNUST as a Master of Food Science and Technology and topped it up with a Master of Business Administration and Industrial Management.

He has worked with the Council for Scientific and Industrial Research, specifically at the Food Research Institute (FRI) since 2007 till date.

He was the Head of the Commercial Division of the institute from 2015 to 2023 and has served as a local consultant for the UNIDO - WACOMP Cassava Value Chain.

1. Based on your engagement with the cassava sector, what do you consider as key areas for capacity building?

The cassava value chain sector entrepreneurs/ processors are faced with financial constraints to build up their technological skills and value-addition technologies to improve the utilization of cassava produce from “farm to fork”.

They also lack adequate technical knowledge concerning safety and quality cassava processing which increases wastage leading to losses in yield. Their limited knowledge of how to utilize by-products (waste) generated after processing, can be channeled into the production of other money-making ventures.

2. What have been the key factors for success in building the capacity of cassava entrepreneurs?

Value chain actors have gained recognition in the food chain due to their built capacity which has made them capable of producing quality value-added products such as ready-to-eat gari-mix products, high-quality cassava flour for use in the pastry and confectionery industries, etc.

They have also been able to adopt technological knowledge in the recycling of cassava waste into other products such as tapioca and mushroom substrate production.

3. As a trainer, what are some of the lessons you have learnt in supporting the WACOMP cassava processors?

The acceptance of technological knowledge and the skills by the processors have empowered them to improve their livelihoods and make their businesses improve for both local and international markets.

Adherence of cassava processors to safety and quality standards has helped to extend the shelf-life of their products.

The involvement of the cassava processors in the practical technological skills development training and their willingness to adopt quality and safe procedures in processing was a good thing to talk of.

4. What will be your top recommendations for anyone in the cassava sector in terms of what they will need to know/learn to be able to succeed?

Since the cassava sector has formally been mainly manually operated, I will recommend that anyone in the cassava sector improves his/her technological skills and knowledge, to be able to produce competitive value-added products which will, in turn, improve their livelihoods. This will have an impact on the cassava production yield, on its final quality, and also improve the health and safety of the processors at large.

Secondly, they should adopt the requirements of the national standards to produce quality and safe products, which will be more competitive in the market.

Conform //

QI4SD Index and Digital Maturity Assessment methodology for National Standards Bodies implemented at GSA



Participants of QI4SD and digital maturity assessment tool validation forum in Vienna with Mrs. Ebe Muschialli (2nd from right in the front row), WACOMP - Ghana Project Manager

Ghana played a critical role in UNIDO’s digitalization of National Standards Bodies and peer learning with other countries.

Experts from the Ghana Standards Authority (GSA) were among the over 50 international Quality Infrastructure (QI) experts who took part in validating two innovative tools: the Quality Infrastructure for Sustainable Development Index (QI4SD Index) and the Digital Maturity Assessment tool for the National Standardization Bodies (NSBs) aimed at promoting

sustainability and leveraging digital technologies in the context of QI.

Ghana was the first African country to pilot the methodology under WACOMP Ghana and currently, the project is supporting the action plan towards digitalization for GSA and working closely with the GSA’s experts to have a more agile and dynamic standard body that can become a reference for the region.

Conform

Cont'd from pg. 16

Mrs. Joyce OKoree, Head of Standards Directorate of the GSA attended the QI4SD index session in Vienna.

UNIDO over the year has worked together with the GSA and other infrastructure bodies to strengthen Ghana's Quality Infrastructure and continues to boost the competitiveness of export products for the international markets.

These QI tools have been validated and improved through

fruitful technical discussions among experts from international organizations and national counterparts from over ten countries, including the Philippines, Saudi Arabia, the United Arab Emirates and Vietnam, in addition to the above-mentioned.

Therefore, they are the result of a collaborative effort of high-level QI practitioners and represent UNIDO's contribution to achieving inclusive and sustainable industrial development (ISID), thanks to a stronger and more market-oriented QI system.

GSA Cosmetics Laboratory Accredited in Testing Methods



GSA cosmetic laboratory team with Mr. Fredrick Gyamera Owusu (2nd on the left), WACOMP QI expert, and Ms. Linda Gyala (1st on the left), WACOMP communication expert

In the framework of the conform activities of WACOMP – Ghana, the project has provided technical support to the Ghana Standards Authority (GSA) Cosmetics Laboratory, to strengthen its competence to test and certify cosmetic products produced in Ghana.

The cosmetic laboratory has now increased its testing capabilities in applying DIN EN ISO/IEC 17025:2018 and has been enhanced to upgrade its capabilities for conformity assessment activities through the technical assistance given through WACOMP.



Conform

Cont'd from pg. 17

The laboratory was assessed on-site by the Deutsche Akkreditierungsstelle GmbH (DAkKS) an entrusted national accreditation body of the Federal Republic of Germany and has been accredited, effective 13th November 2023.

This puts the laboratory of Ghana's GSA in the lead with the largest ISO accreditation scope in Africa to be accredited in Cosmetics test methods.

As a result of the 2023 ISO accreditation, GSA has now improved its international recognition in the testing of regulated products in cosmetics, and the laboratory is now in an enviable position to compete with laboratories in Europe and Western countries.

Dr. Martin Adarkwah-Yiadom, Head of Drugs, Cosmetics, and Forensic Science Laboratory of the GSA commenting on behalf of Professor Alex Dodoo, Director General of the GSA praised the hard work that his team has put into achieving this important accreditation.

He expressed his gratitude to the European Union and UNIDO for the various capacity building delivered to the GSA staff and for the technical support provided to ensure the accreditation.

Dr. Adarkwah-Yiadom said: **"We are grateful to our partners, the EU, UNIDO and WACOMP for their continuous support over the years. The accreditation to test cosmetics supports the GSA's mandate of using standards to contribute towards the growth of industry, protect consumers and facilitate trade through standardization, metrology and conformity assessments."**

Mrs. Ebe Muschialli, the Project Manager of WACOMP - Ghana affirmed:

"The support to GSA further strengthens the already successful partnership to make products and services from Ghana globally competitive and strongly contributes to promoting intra-African trade."



Watch the appreciation message of the GSA Cosmetics Unit to the European Union and UNIDO via the project's [YouTube](#)



Conform

GMP Training for Ashanti Cluster



Kumasi cosmetics cluster GMP training

The project organized a two-day training in Good Manufacturing Practices (GMP) according to the guidelines of ISO 22716:2007 for primary cosmetic producers.

The training took place in Kumasi on the 12th and 13th of October 2023. The Ashanti Cluster members produce hand-crafted Shea butter-based creams and black soap cosmetics

for local and international markets. The training provided them with the opportunity to learn the main principles of the GMPs and to go through practical scenarios relevant to the daily practices and management of their facilities, giving the participating entrepreneurs a deeper understanding of how GMPs should be applied.

Feedback on GMP training



Lydia Safoa, Managing Director of SAFOSCO Ghana Limited, Cosmetic Company:

“The WACOMP - Ghana Good Manufacturing Practices training was an eye-opener for me. It has provided insights into efficient manufacturing processes. It has helped me to reduce and improve overall operations efficacy.

It also equipped me with the knowledge to implement procedures that prevent cross-contamination and ensure the safety of the end products. Many markets and distribution channels, especially international ones, require products to meet GMP standards. Complying with GMP unlocks access to new markets and existing markets.

I started complying with these practices after the training and this has given my products accreditation from the Food and Drugs Authority (FDA). Good Manufacturing Practice not only ensures compliance with regulations but also contribute to product quality, consumer safety, operational efficiency, and overall, It is an essential aspect of running a successful and sustainable business and I'm grateful to have been selected to be part of the training organized by EU and UNIDO. Thank you, WACOMP-Ghana.”

Credit

Empowering SMEs for Financial Success



One key objective of WACOMP - Ghana is to link SMEs to financial institutions and support them to access appropriate financing under Credit Output 5.

Through the course of implementation, WACOMP identified challenges that made it difficult for SMEs to access much-needed financing. These include the absence of financial records and a lack of clear financial goals and business plans/ investment proposals.



To improve SMEs to develop bankable proposals that will pave the way for accessing essential finance, the project has engaged the services of Consultancy Fields Ltd a Ghanaian Business Development Service (BDS) Provider.



The BDS will support 10 SMEs across the southern, middle, and northern clusters. The target companies, diverse in their offerings, have one common goal: to enhance their financial management skills, make informed decisions, and achieve their financial aspirations.

Upon completion of the coaching, these SMEs will benefit from:

- Improved Financial Literacy: This involves a meticulous review of financial statements, analysis

of current financial health, and identification of potential challenges. Simultaneously, SME owners are engaged in enhancing their financial literacy, ensuring they are well-versed in the intricacies of their financial standing.

- Clear Financial Goals: This involves articulating the purpose and amount of financing required, aligning the aspirations of the SMEs with strategic financial objectives.

- Tailored Financial Coaching: Target SMEs are guided on the preparation and maintenance of financial documents, providing a good foundation for financial success.

- Comprehensive Financial Plan that includes detailed projections and forecasts and a budget to guide business operations and management.

- Bankable Proposals for submission to financial institutions. These proposals present a strong business case and pitch for potential investors or financiers.

Upon completion of this ongoing project, the 10 targeted SMEs will be in a good position to secure vital funding and contribute substantially to the economic performance of the clusters in which they operate.



Voice

From the field

Mrs. Lilipearl Asiedu-Yeenu
CEO of Lili-Pat Group of Companies

„WACOMP – Ghana helped me to take advantage of opportunities around me and this helped me to take my business to the next level”

I moved from a local supplier of processed foods to exporting to the international markets, connecting to regional markets, and forming networks and alliances that are benefiting other entrepreneurs in Ghana.

Compete

In 2016, I knew it was time for me to transition from being a banker to becoming my own boss. A friend came to visit me, and she enjoyed the milk beverage I served her and she started to recommend it to other people.

This led to more demand, and I began distributing to other clients in the banking industry. Many people that tasted my products, then recommended me to others and I was invited to supply the beverages at a durbar in Ga South, where Ghana Enterprises Agency officers tried my product and appreciated its quality.

They helped me with certifications, and I soon realized I should fully pursue this business. My start-up capital was then 500 cedis, and after a month, it tripled pushing me to pursue a business in the food processing industry.

When I went to register my company name at the Registrar General Department, every name I proposed for the registration was already taken. I therefore coined it myself by combining my name Lily and my husband's name Patrick. 'Lili-Pat' was officially born!

„Working with WACOMP- Ghana has been an awesome journey for my business. I received cluster training from UNIDO in 2021 and 2022 and that enhanced my skills in marketing, branding strategies and access to finance.“

The WACOMP – Ghana team has been coaching my team and me since 2021. Through UNIDO, I have been able to develop different products, select quality packaging and have access to a network of other producers and cooperate with them.

„Currently, I am part of the cassava cluster and thanks to that I work with certified farmers who can provide organic certification. UNIDO supported my business with a commercial dryer and a commercial dehydrator, and this has greatly improved my production capacity and efficiency. Not only is it boosting my business, but my production capacity increased from 5 tons a month to over 27 tons a month, drastically also increasing the number of outgrowers with whom I work.“

I made business contacts from some of the missions I undertook with the UNIDO Cassava Cluster to Egypt and currently exporting to other countries across Africa. Many supermarkets in the USA, Germany and the UK order directly from me here in Ghana.

Awards:

I was recognized as the best processor in my district in 2023, reinforcing the importance of doing things the right way and benefiting society. I believe the recognition was partly

because of all the expertise and knowledge received from UNIDO.

UNIDO has played a crucial role in my success story as an entrepreneur.

With all the technical assistance I have received from WACOMP – Ghana, the future of Lili-Pat Group of Companies is very bright. In the next five years, I aim to export my products to all African countries and all European countries.

My best export products are instant fufu, kokonte, and gari mix. I have over 60 products with different brand names, and all of them are FDA-approved.

Since 2021, I have been able to sell to the USA, Germany, UK, Sierra Leone, Kenya, and Nigeria.

I also produce for other companies and some buyers prefer to purchase my products and repackage (franchising) them to do indirect exports to Qatar. Recently, the AGI has taken samples of my cassava products to El Salvador and the GEPA too took some to their Kenya Market hub. Hopefully, something great will come out of that too!

I started with only two workers but now have 15 workers and produce over 60 products including products from cassava.

I believe UNIDO can further support farmers who are not part of the existing UNIDO clusters through capacity-building training, particularly in helping them understand the type of cassava sticks suitable for their soil.

Additionally, I wish that more women could receive education about entrepreneurship. Many people think that entrepreneurship is only for school dropouts or the unemployed. I have a background in Masters of Public Health (MPH), and I spend my leisure time researching on the internet to improve the quality of the food I produce.

I strongly believe that value addition is the way to go, and I constantly research to achieve this. I am always reminded by the WACOMP team to always strive if I want to penetrate other markets.

I am forever grateful to WACOMP-Ghana, UNIDO, and the European Union for exposing us to the real world of exports and showing us what competitiveness is about and how to get there!

AT A GLANCE

Donor:
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United Nations Industrial
Development Organization (UNIDO)

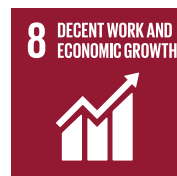
Duration:
60 months

Government co-ordinating agency
Ministry of Trade and Industry of
Ghana (MoTI)

Budget:
6,350,000 EUR

EU is contributing a total of 6,200,000 EURO with other funding support of 150,000 EURO from UNIDO

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



WACOMP REGIONAL INTERVENTION

West Africa Competitiveness and Quality Infrastructure Project

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

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

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



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Implementing Agency: UNIDO

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Ministry of Trade and Industry
Republic of Ghana

In Partnership with Ministry of Trade and Industry (MoTI)

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

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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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