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

Learn more about

Why the Shea tree is called „Yumzaa“

... featured in, 'Voice from the field' P. 22

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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'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.



Cluster Diagnostics Training

On 23 October 2019 WACOMP Ghana organized cluster diagnostic study training in Accra



Group photo of cluster diagnostics training participants

The Cluster Diagnostics Training, based on the UNIDO [cluster methodology](#) has involved 16 experts from different institutions supporting the three target value chains: cassava, fruits (mango and pineapple) and cosmetics.

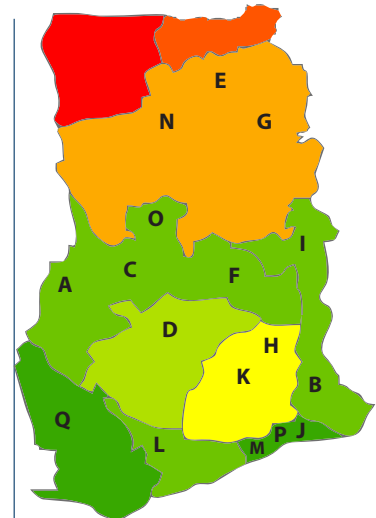
The objective of the training was to strengthen the capacity of cluster development agents and expose participants to techniques for identifying potential clusters, conducting cluster diagnostics. The training emphasized the ways in which identified clusters and their actors including producers, processors and support institutions may be

supported to define collective activities and work in concert to improve productivity, profitability and collective efficiency.

Cluster diagnostics studies will be undertaken by trained experts and institutions to identify the main characteristics, needs and opportunities of the identified agglomerations. Clusters that will be analysed through the cluster diagnostic studies are:

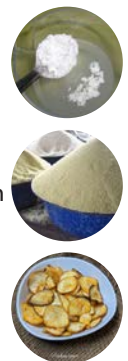
Compete

VALUE CHAIN	CLUSTERS	TYPE OF PRODUCTS
Cassava	A. Atebubu – Amantin – Mampong Cluster	Gari, Chips, HQCF, Starch and Ethanol
	B. Volta Region	HQCF, Gari, Ethanol
	C. Kintampo – Techiman	Gari
	D. Abura Cluster	Starch and HQCF
	E. Savannah Region	Cassava Chips
Fruits		
Mango	F. Middle Cluster	Fresh and Dry Mangoes
	G. Northern Cluster	Fresh and Dry Mangoes
	H. Eastern Cluster	Fresh Mangoes
	I. Volta Region	Fresh Mangoes
	J. Greater Accra Region	Fresh Mangoes, Juice and Dry Mangoes
	Pineapple	K. Eastern Region
L. Central Region		Fresh Pineapples and Juice
M. Greater Accra Region		Fresh Pineapples, Juice and Dry Pineapples
Cosmetics	N. Northern Cluster	Shea Butter, Cosmetics Products and Essential Oils
	O. Middle Cluster	Black Soap and Essential Oils
	P. Southern Cluster (Greater Accra Region)	Cosmetic Products
	Q. Western Region	Black Soap and Coconut Oil



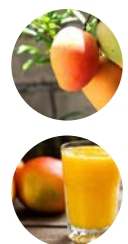
CASSAVA

- A. Manpong Cluster
- B. Volta Region
- C. Kintampo-Techiman
- D. Aburi Cluster
- E. Savannah Region



FRUITS - MANGO

- F. Middle Cluster
- G. Northern Cluster
- H. Eastern Cluster
- I. Volta Region
- J. Greater Accra



FRUIT - PINEAPPLE

- K. Eastern Region
- L. Central Region
- M. Greater Accra



COSMETICS

- N. Northern Cluster
- O. Middle Cluster
- P. Southern Cluster (Greater Accra Region)



- Q. Western Region



Coordinate

WACOMP Team Meets Regional Clusters

From 24th October to 1st November, WACOMP Ghana team met with various business groups and potential clusters, working in the selected value chains in the Northern Regions, Bono, Ashanti and Greater Accra Regions.

In the Northern region, the team had the opportunity to collect first-hand information on cluster related activities in the cosmetic sector in the region, through participatory round tables with producers and support institutions.

The Northern part of Ghana is well known for handcraft shea butter, black soap and essential oils from baobab, neem, pumpkin, sesame, shea, carrot and other seeds used for personal care products. However, the majority of the producers including suppliers of cosmetic products are mainly into wholesale and retail activities with a smaller proportion exporting to the international market.

The support provided by WACOMP to the cosmetics industry is expected to help SMEs' enhancing their product quality and increasing their competitiveness to export. In Ashanti and Brong regions, the project team met SMEs with export

potential, working on cassava products for regional and international markets.

Cassava is considered a strategic crop with high potential to impact on the employment and livelihoods of Ghanaians. For this reason, the government of Ghana has prioritised cassava cultivation and value addition under its flagship Planting for Food and Jobs (PFJ) as well as the One District One Factory (1D1F) programme.

In Accra, the team also met with fruits and cosmetics entrepreneurs to discuss how to effectively contribute to enhancing the competitiveness of the sectors.

The meetings are part of facilitating the exchange of information and the definition of collective actions within the three selected value chains (cassava, fruits -mango and pineapple, cosmetics and personal care products), capable of enhancing the competitiveness of the private sector.

The exchange among producers facing common challenges and opportunities is the first step towards a performing cluster.



Project Cluster team with members of Shea Network in Tamale



Project Cluster team with Cassava Entrepreneurs in Kumasi

Coordinate

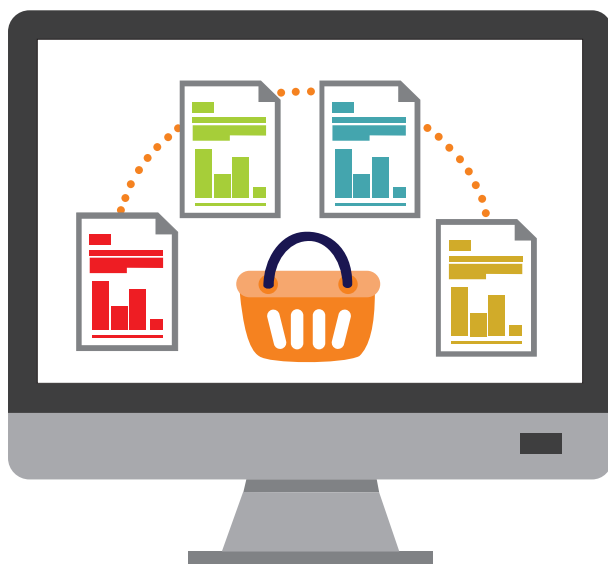


Project Cluster team with fruits entrepreneurs in Accra



Project Cluster team with cosmetics entrepreneurs in Accra

Project Coordination with T4SD:



In October 2019, Mr. Charles Kwame Sackey, the Chief Technical Advisor (CTA) of WACOMP Ghana and Mr. Joost van der Kooij, UNIDO International Expert from Globally Cool, met Mr. Eben Kumi, Project Manager for ITCs Trade for Sustainable Development (T4SD) project in Ghana.

The meeting allowed the two projects to exchange information regarding the value chains targeted by both project: shea and fruits.

As a result of the meeting, and to ensure efficient and coordinated implementation of different interventions, WACOMP will align part of the new curriculum being developed with the Ghana Export Promotion Authority (GEPA) to reflect [ITCcourses on sustainability](#).

Fruits Value Chain Strategic -Committee Meeting



Members of the Fruits Value Chain Sub Committee

WACOMP Ghana has established 3 Value Chain Strategic Committees (VCSCs), as a platform for key stakeholders (private & public sectors) to exchange experience and propose solutions for enhancing the competitiveness of the selected value chains.

The fruits VCSC met on the 27th of November 2019 at the WACOMP Ghana project office. The meeting focused on unlocking the potential of mango and pineapple value chains, by strengthening trade compliance, developing sector export market plans, facilitating access to credit and promoting synergies among actors both in Ghana and at the regional level.

Mr. Stephen Mintah, chairperson of the fruits VCSC and president of the Sea-Freight Pineapple Exporters of Ghana (SPEG) recommended strengthening the support to

producers to be certified for the Ghana GREEN Label, as well as the support to committed SMEs and farmers for GLOBAL G.A.P. and Fairtrade certifications.

Mr. Mustapha T. Kumah, head of the National Accreditation Board (NAB) at the Ministry of Trade, encouraged the team to work with the Government of Ghana flagship programme 'Planting for Food and Jobs programme' at the district level. This collaboration should facilitate the involvement of the District Assemblies for training mango and pineapple farmers, processors and exporters.

Mr. Charles Kwame Sackey, Chief Technical Advisor of WACOMP, assured the members of the Fruits – VCSC of the project's commitment to implement their recommendations during the project implementation.



SMEs trained on Cosmetics and Personal Care Registration Procedures



Participants of the cosmetic and personal care business registration training at AGI

WACOMP Ghana has trained 29 Small and Medium-Sized Enterprises (SMEs) and Cottage businesses on business management, business registration, Food and Drugs Authority (FDA) and Ghana Standards Authority (GSA) registration and certification requirements.

The training, organized on 29th November 2019, is one of the project interventions to boost the cosmetics and personal care products sector.

Mr. Emmanuel Nkrumah, Head, Cosmetics and Household Chemicals Department, highlighted the core mandate of FDA. He said FDA assess the quality of products to make sure it conforms to recognized standards. Mr. Nkrumah also explained the importance of testing for efficacy of cosmetics ingredients, and provided guidance on product labelling.

“We are currently collaborating with GSA to ensure adequate provision of testing services and makes use of GSA’s standards or other internationally accepted standards to assess every product for the local market”, he explained.

Mrs. Frances Tettey-Enyo, Head Cosmetics Lab, of the Drugs, Cosmetics and Forensic Lab, of GSA presented the various services available to the cosmetics cluster. She also explained the parameters required for product analysis, GSA Certification Mark (soon to become compulsory for all products) and Act 851- public Health Act on product quality and safety.

Mrs. Tettey –Enyo encouraged the producers to register their products with FDA and get the standard specifications from GSA. “Registration and certification of cosmetic products provides assurance of consistent quality, safety and health of consumers,” she said.

“It boosts consumer confidence and allows you to sell your products in the regional and international markets because once the quality of the product is proved, the consumers’ confidence increases”, she explained. Further explanation and clarification were also provided on difference between the application for Product Analysis Test and Certification Mark.

Comply

Mrs. Joyce Akua Ampofo, CEO of Janabek Royal Enterprise, said the training helped her and other entrepreneurs to understand registration procedures, which can be quite technical and expensive for a small business.

Mr. Fredrick Gyamera, UNIDO Quality Expert took participants through globally established Good Manufacturing Practices (GMP) and the underlying principle

for all manufacturing setups. He focused on consistency in quality of products.

Mr. Johnson Opoku-Boateng (Business Development Manager, AGI) took participants through the basic principles of Unique Selling Proposition (USP) focusing on profit margins and reinvestment into production.

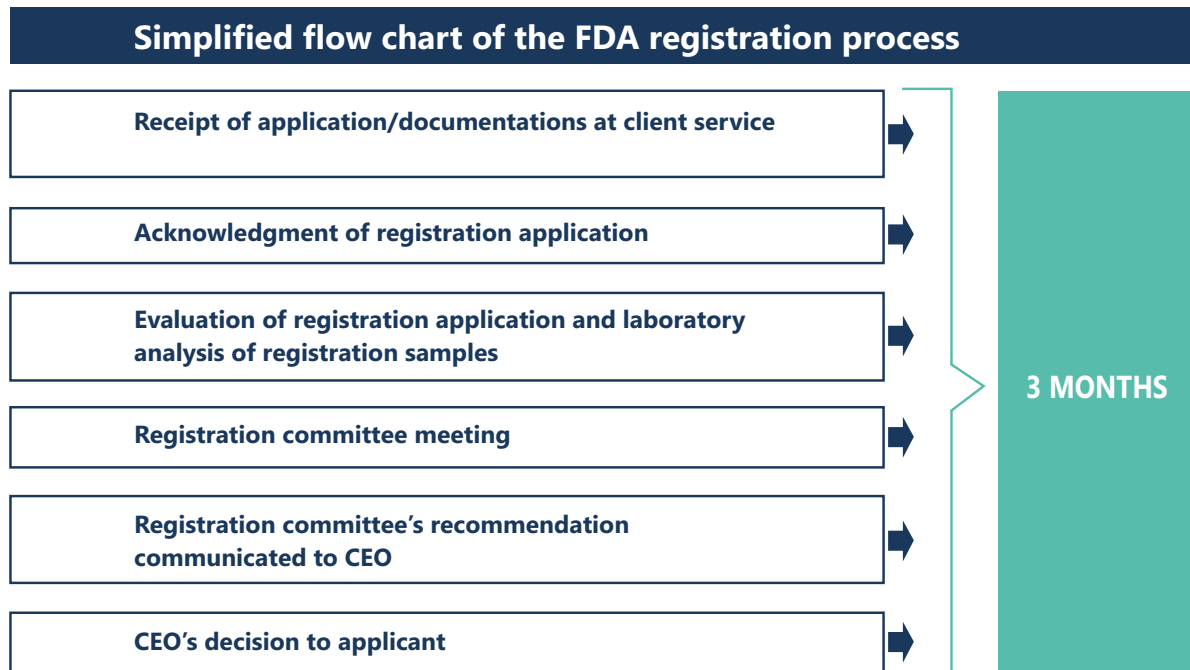
REGISTRATION REQUIREMENTS - LOCALLY MANUFACTURED COSMETICS AND HOUSEHOLD CHEMICAL SUBSTANCES

1.	Purchase and complete registration forms for Cosmetics or Household Chemical Substances (GH¢ 5).
2.	Address application letter to: THE CHIEF EXECUTIVE FOOD AND DRUGS AUTHORITY P. O. BOX CT 2783 CANTONMENTS – ACCRA
3.	Copy of Business certificate from the Registrar General's Department.
4.	A signed, stamped and dated Certificate of Analysis from an approved or recognized Public Analyst.
5.	Submit six (6) samples of the product and two (2) of each variant or size where applicable.
6.	Registration fee (Renewable after every three (3) years).
7.	Complete and submit application form for license to manufacture cosmetics / household chemical substance and pay the requisite fee.

PAY ATTENTION

- Submit relevant documentation as per application form.
- All documents for registration must be comb-bound and should be in duplicate (soft copy).
- All application forms should be duly stamped, signed and dated by the applicant.
- Only company owners/ or competent company representatives with adequate knowledge of the company must complete the application.

Comply



FDA Labelling Requirements

1. General Requirements

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

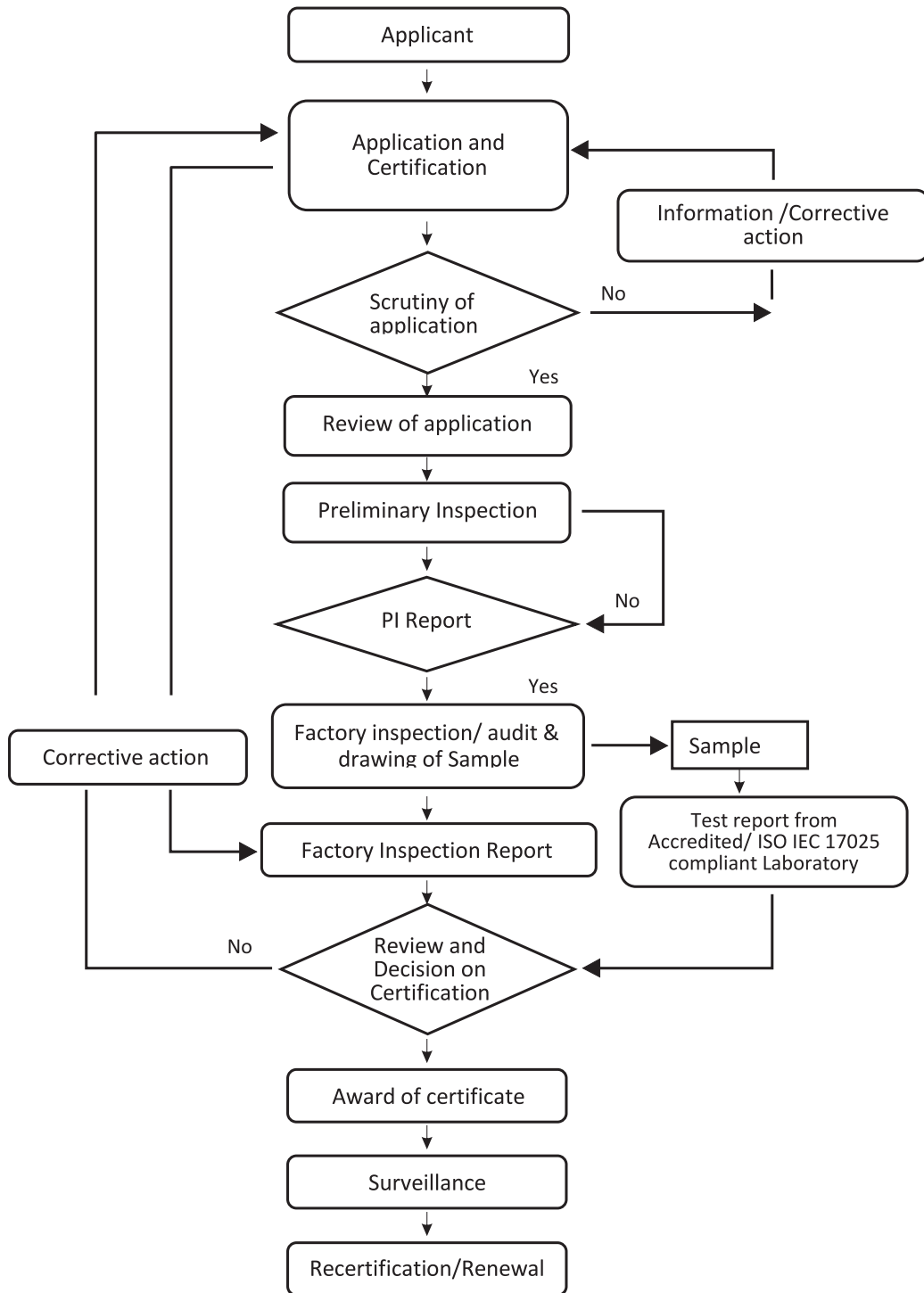
2. Specific Requirements

2.1 Cosmetics

In addition to clauses a- k (above), claims on cosmetics shall not imply actions that are normally considered the rapeutic in nature.

GSA Product Certification Requirements

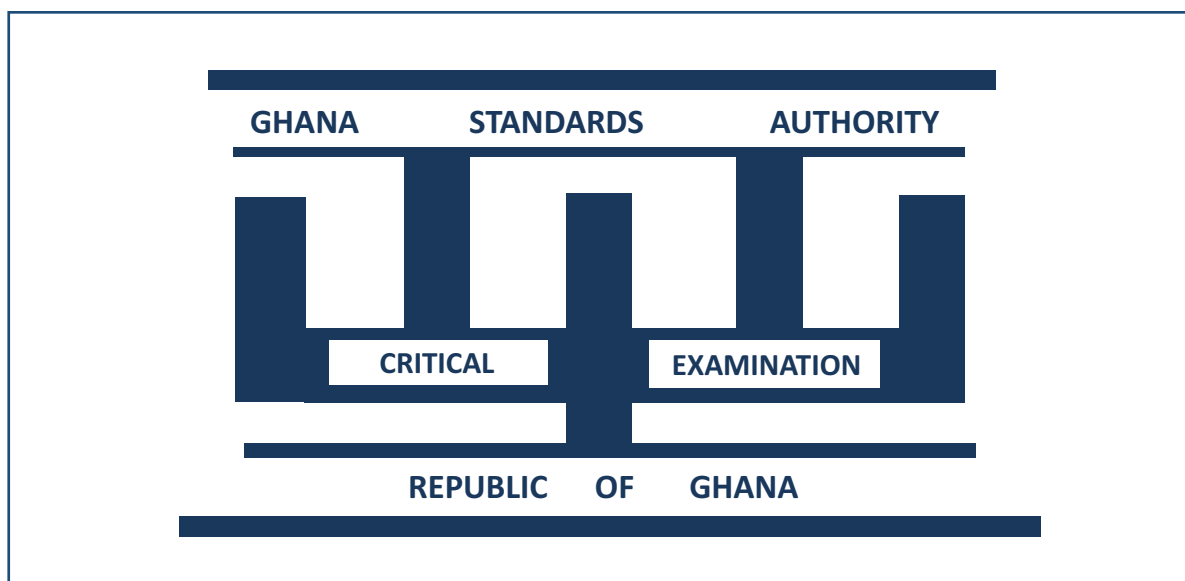
Operation of Product Certification System



Comply

What Is Product Certification?

- Certification involves the issuance of a certificate or mark (or both) to demonstrate that a specific product meets a defined set of requirements for that product. Specified requirements for products are generally contained in Standards or other normative documents.
- The certification mark is normally found on the product packaging (label)



Application Requirements

1. Completed application form (obtainable from GSA Product Certification Office or Website).
2. Business registration license from the Registrar General's Department.
3. If the business is small scale, an introductory letter from the appropriate governmental body mandated to designate the business as such (e.g. National Board for Small scale Industries)
4. Quality manual/ plan for the product in the prescribed format and content.
5. Product label with relevant labelling information as specified in the product standard or the relevant selected references.
6. Documents or verifiable evidence to substantiate any claims made on the product label with claims on:
 - i. *Therapeutic/ Medicinal properties*
 - ii. *Any special properties other than the usual properties of the product*
 - iii. *Certification of any kind*
7. A detailed description of the direction to the factory location.

Coordinate

Cassava Value Chain Strategic-Committee Meeting



Members of the Cassava Value Chain Strategic Committee

The Cassava VCSC met in Accra on the 9th of December 2019 to discuss issues affecting industrialization of cassava and its derivatives, with a focus on the project interventions for improving the products' quality and to provide policy support for cassava.

The committee agreed that there is a need to strengthen monitoring and evaluation of the cassava interventions to regularly monitor progress and take prompt remedial actions whenever necessary.

The members of the Cassava VCSC also recommended that WACOMP communicates and increases awareness on project interventions at the grassroots level to improve participation of different stakeholders to the project implementation.

On support to quality and certification, the VCSC members agreed to support GSA to undertake the review of the available standards for cassava. Also it was highlighted that WACOMP will play a strategic role in supporting quality, standards and certification for cassava processing facilities and actors.

The VCSC also noted the need to mobilize the cassava value chain actors across the country to increase their access to information and structure their requests as "one voice" for policy advocacy.

On market linkages, WACOMP was strongly advised to facilitate market linkages between potential export markets, as most of them face challenges with finding the right market for their products.

Coordinate

Cosmetics and Personal Care Value Chain Strategic-Committee meeting



Group photograph of members of the cosmetics and personal care VCSC

The cosmetics and personal care VCSC met on 17th December 2019 to discuss the issues affecting the sector. The discussions focused on the project activities foreseen for 2020 and tackling innovation in eco-friendly processing, cosmetic value chain, sustainability, quality and policy needs for the sector.

It was agreed that WACOMP, in collaboration with key partners such as AGI, GEPA and other associations and networks, will support the cosmetic industry to be competitive, profitable and viable to engage in regional and international trade. In Ghana, the majority of suppliers and producers of cosmetic and personal care products are into wholesale and retail activities with a smaller proportion exporting to the international market.

The local market is already flooded with a variety of products categorised as body creams, bathing gels, body wash, body scrub, hand creams, hair care products (oils and hair foods, relaxing creams, shampoos, hair food, scrubs), black soap (bars) and lip balms.

Their outlets are generally informal or “one man/woman” businesses without any laid down procedures or structures of operation.

The Cosmetics VCSC will act as an exchange and coordination body to streamline interventions and identify collective solutions for the cosmetics and personal care industry in Ghana.

Comply

73 Mango and Pineapple Farmers Trained in GLOBAL G.A.P and Green label in Nsawam and Agomeda



GLOBAL G.A.P. and Green Label Training in Agomeda

On 11th and 16th December 2019, WACOMP Ghana trained 73 farmers in the Agomeda on GLOBAL G.A.P. V5.2 and the Ghana Green Label Standard. The training participants were pineapple farmers from Fotobi and Adonten Cooperatives and mango farmers from Dangbe West Mango Association (DAMFA).

The trainings were facilitated by Mr. Victor Avah – GLOBAL G.A.P. (farm assurer) and Green Label Consultant and Mr. Frank Kwesi – Cluster and Network Expert of WACOMP. The two separate trainings aimed at raising awareness on safety standards for increasing consumers' trust and equipping the farmers to produce and develop good agricultural practices.



The GLOBAL G.A.P. certification and Green Label provide assurance that fruits have been cultivated using appropriate agrochemicals and recommended Good Agricultural Practices (GAPs).

They also ensure that it has been produced in a sustainable way, respecting the environment, the health and the welfare & safety of workers and animals.

Comply



GLOBAL G.A.P. and Green Label Training in Agomeda



The certificate from the GLOBAL G.A.P. Integrated Farm Assurance (IFA) offers several benefits to producers, including reducing food safety risks in primary production by encouraging the development and adoption of national and regional farm assurance schemes.

The Ghana Green Label (GGL) Certification Scheme is the Government of Ghana's response to the growing consumer demands for safe food production in an environmentally sustainable way.

The scheme promotes safe food production, appropriate postharvest handling and distribution, good and environmentally sustainable agricultural practices and workers' health and safety.

Comply

Training on G.A.P Organised for 22 Cassava farmers and processors



G.A.P training in Techiman

To promote quality standards culture for production at the farm level, WACOMP Ghana organized a one-day training targeting SMEs in the Kintampo-Techiman Cluster on Good Agricultural Practices for cassava.

The training, based on the requirements of the Ghana GAP: GS 949-1:2011 was attended by 22 farmers.

SMEs were informed that implementation of quality principles at the farm levels contributes largely to the quality of the final harvested produce.

They were encouraged to incorporate the requirements of Ghana GAP: GS 949-1:2011 into their production practices. The training was facilitated by Mr. Joseph Yeboah, UNIDO cassava cluster and network expert.

Connect

Capacity building for GEPA Export School and Market Hub team



Group photograph of participants of the training of trainers

In collaboration with the Ghana Export Promotion Authority (GEPA), WACOMP Ghana trained nine people to become master trainers at the Export School of GEPA. The Training of Trainers (ToT), facilitated by Mr. Joost van der Kooij (senior consultant) and Ms. Valeria Escudero (associate consultant) of Globally Cool, took place from 10th to 12th December 2019.

The Ghana Export School was set up by GEPA to address the training needs of the export community.

The school is one of the ways WACOMP and GEPA are equipping SMEs to be competitive in the regional market. Mr. Joost took the Market Hub team through training on content management approval procedures, market analysis, developing competitor reports and video animations and E-newsletter. As part of the training, the staff of GEPA were trained and worked on three related video animation reports. Thanks to the training received, GEPA staff members have already issued their first Mailchimp e-newsletter.

Mrs. Joyce Owusu Kwarteng, a member of the hub team shared her experience on the video animation training received, highlighting that:



“Through the video, GEPA is able to provide short and crisp information to our valued exporters and other publics.

I enjoy summarizing my reports in video animation format which is easier to understand and plays in less than 2 minutes”

With this project support, the new market hub team will be able to provide technical assistance to the ICT team of GEPA to manage directly the hosting of the GEPA website.



Participants at the training of trainers' session in group discussions

Connect

GEPA Develops Export Readiness Checker Supported by Project

WACOMP supported GEPA to develop the first export readiness checker for fruits and vegetables to the EU market. The checker combines 18 Yes or No questions with specific insights from the EU market and advisory for further research.

The deputy director of services, manufactures and petrochemicals department, Mr. Banda Abdallah Z. Khalifa said the checker helps GEPA to segment customers into regular exporters, irregular exporters, non-exporters and women exporters.

“The checker assists us to develop the appropriate support tailored to specific needs of the exporter,” he said.

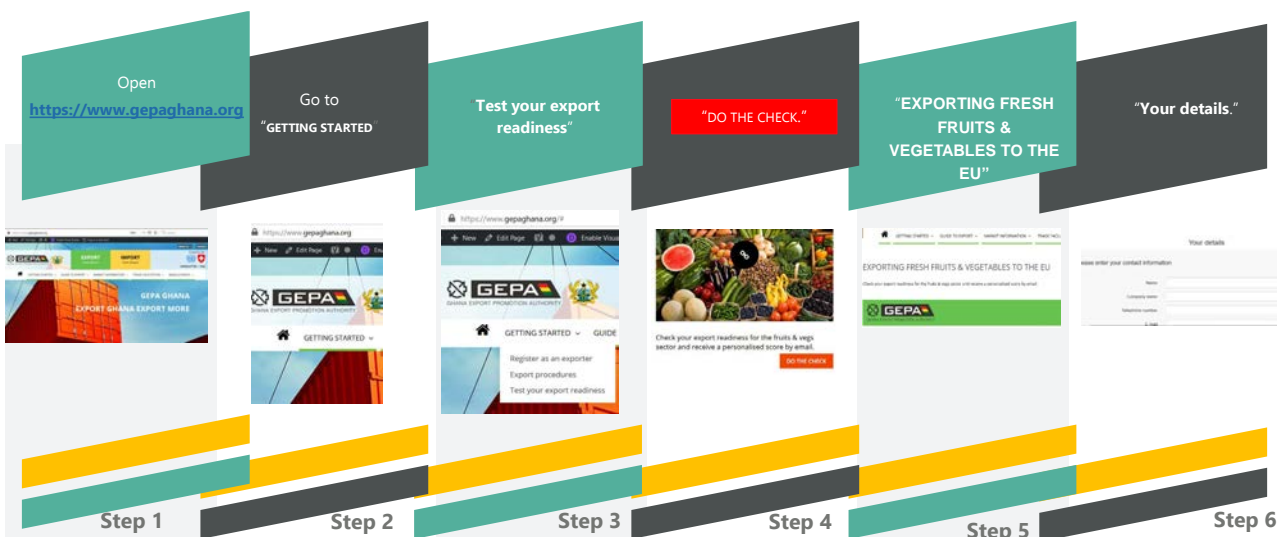


“These support provides guidance and direction to access appropriate funding support which is critical to succeeding as an exporter,” he added.

A PDF with the score is generated and shared by email to both GEPA and the company that filled in the export readiness checker form.

[You can also check your readiness to export!](#)

Export Readiness Checker Process



Interview

Getting To Know about Market Access



Interview with **Mr. Abdallah Z.K. Banda**
Deputy Director in charge of Services, Manufactures and Petrochemicals at the Ghana Export Promotion Authority (GEPA)

Email: kbanda@gepaghana.org

Mr. Abdallah Z. Banda is a Deputy Director in charge of Services, Manufactures and Petrochemicals at the Ghana Export Promotion Authority (GEPA), the organization he joined in 2008. Mr Banda is also the Manager of the award winning GEPA Market Hub (www.gepaghana.org). Prior to GEPA, he worked for ADMABS Investments Limited as the Operations Manager.

Between 2010 and 2018, Mr. Banda was the Vice President of ECOWAS Trade and Enterprise Experts Network, an NGO funded by the International Trade Centre (ITC) and the ECOWAS Commission with the aim of promoting selected priority products.

Mr. Banda holds BSC and MBA from University of Ghana Business School and a Diploma in SME Management and Development from Galilee College, Israel, and he is also a certified ITC Trained Market Analysis Expert.

1. Tell us about the export readiness checker and why it is important for GEPA to set it up?

The export readiness checker was set up to help the exporter understand the EU market for fresh fruits and vegetable. Its main objective are to:

- i. Determine the export readiness of Ghanaian exporters to penetrate the EU market;
- ii. Know the export potential of the target commodity;
- iii. Support the exporter in identifying the most suitable distribution channels for the target market.

2. Why should exporters use the readiness checker instead of contacting you directly?

The export readiness checker is the first step to get in contact with GEPA. It allows us to filter the requests we receive and to collect some basic information about a potential exporter. Once the checker is filled in, both GEPA and the potential exporter receive the export readiness evaluation, and then GEPA can assist the exporter to comply with EU standard and regulations, as well as with the certification required on specific products.

3. How does the export readiness checker impact on SMEs status and competitiveness on the international market?

Thanks to the export readiness checker, SMEs receive an immediate feedback on their competitive position as exporters. This allows them to:

- i. Evaluate their readiness for a particular country;
- ii. Analyze the company competitive advantage compared to competitors, based on quality, reliability and certification checks.

4. Has there been any positive stories since it was launched?

Yes, we have received a lot of positive stories from SMEs that have tried the fruit export readiness checker. Some producers highlight that the checker helped them develop their export plans, some others are using it as a base for their business promotion plans, and many have a better understanding of the logistics, freight and financial requirements needed to be actively present in the export markets.

Credit

Project Engages Industry on Sub-Contracting Matching Scheme



Group photograph of participants of the Sub contracting Matching Scheme forum at AGI

On 18th December, WACOMP Ghana organized a presentation of the Subcontracting Matching Scheme

The sub-contracting matching scheme is part of the component 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 sub contracting matching scheme targets Ghanaian stakeholders and project counterparts as well as clusters and networks of SMEs.

The awareness seminar aimed to present the scheme and the modalities of the sub-contracting matching scheme to stakeholders. Based on this awareness campaign, the first call for proposals

for the subcontracting matching scheme will be launched on 14th January 2020. Participants from various business support institutions within the three targeted value chains took part in the seminar. Some of these included representatives from:

- *Dangme West Mango Farmers Association;*
- *Global Shea Alliance;*
- *Fotobi Pineapple Co-operative;*
- *Yilo Krobo Mango Farmers Association;*
- *Ghana Cassava Centre of Excellence (GCCE);*
- *Adonten Pineapple Co-operative;*
- *Volta Value Chain Co-operative Credit Union (VVCCU);*
- *Association of Ghana Industries (AGI);*
- *National Board for Small Scale Industries (NBSSI);*
- *Sea-freight Pineapple Exporters of Ghana (SPEG);*
- *Food Research Institute of Centre for Scientific and Industrial Research (CSIR-FRI);*

Some regulatory institutions such as the Ghana Standards Authority, Ghana Green Label also participated.

Credit

Mr. Johnson Opoku-Boateng, director of business at AGI gave welcome remarks, on behalf of the CEO and President of the Association. He encouraged everyone to apply to the subcontracting matching scheme and benefit from WACOMP project.

Mr. Charles Kwame Sackey (WACOMP CTA) presented an overview of the entire project, its objectives and the 5Cs for competitiveness, as well as the project contribution to the Sustainable Development Goals (SDG) 1, 2, 5, 8 and 12.

Questions addressed by the participants on the subcontracting matching scheme modalities and timeline have been addressed by the CTA, the National Procurement Officer, Mr. Kwame Adjekum Osiang and UNIDO International Expert, Francois Denner.

Details concerning the sub contracting modalities are available on: <http://bit.ly/2PGfaf7>

Sub-Contracting Matching Scheme event in photos





Voice From the field

Madam Laceera Adam Zakaria
CEO of Yumzaa Shea processing Centre

Shea trees can be found growing in the Savannah belt, a region that traders popularly refer to as the “Shea Belt.” The Savannah belt includes countries such as Senegal, Mali, Côte d’Ivoire, Burkina Faso, Togo, Ghana, Benin, Nigeria, Niger, Cameroon, Uganda, Sudan and Ethiopia.

Ghana is one of the main Shea nut exporting countries.

The Shea tree has been nicknamed “Tree of Life,” a name earned by virtue of its ability to address numerous skin, hair, health conditions and its exceptional moisturizing and softening properties.

In Tamale, it is commonly referred to us “Yumzaa” meaning “love all” because the tree is known for sustaining entire communities. , Shea butter production is a major source of income for many women. And income from shea butter related activities is utilized in purchasing food, clothing, and personal items and to finance education needs of their children.

The Shea tree’s therapeutic properties makes it sacred for the local population that uses different parts of the tree for various purposes.

Traditional healers used the butter as the main ingredient to treat health issues such as coughing, bruising, rheumatism, inflammation, minor bone dislocation, and leprosy. Its wound-healing properties made it effective in diminishing stretch marks and regenerating skin, especially soothing the uncomfortable results of circumcision.

Compete

The wood is used to carve the funeral beds and caskets of kings or respected community leaders. It is also used as firewood and the waste from processing shea nuts is used as fuel for cooking and as fertilizer for degraded lands for farming.

The fruit is eaten; the kernel from processing the fruit is used as manure for cultivating arable land for farming.

The waste is used as potash for black soaps and for plastering mud thatched houses commonly seen in the Northern part of Ghana.

The shea butter is also ideal for use as an edible oil in culinary preparations and used as the base for many soups, stews and dishes.

The CEO of Yumzaa Processing Centre in Tampe Kukuio near Tamale, Madam Laceera Adam Zakaria explained that Yumzaa was chosen as the name of the co-operative shea-processing centre, because the shea tree and fruits are loved and every part of the tree is beneficial to human existence. It is widely nicknamed as “yumzaa” in their communities.

The centre employs 225 women as shea processors. She intends to employ more women after conducting training for new people interested in working in her centre, since the demand for shea butter and products are increasing.

Madam Zakaria said at a young age, they discovered from their mothers that the shea tree has diverse uses such as soaps, body lotion and nasal decongestants. The centre produces handcraft shea butter, beauty and essential oils for retail and wholesale.

“We picked the trade from our mothers and elders. We are able to sustain our livelihood and support our men through the shea trade and we are looking forward to receiving support from WACOMP to strengthen the shea and cosmetics trade competitiveness in Ghana,” she declared while showing the project team the different steps for producing shea butter.



Madam Laceera supervising work at the Yumzaa Centre.

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:

- 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: UNIDO Selected Value Chain: Poultry; Skin, Hide & Leather; Gum Arabic	Mali Amount: €5.5m Implementing Partner: UNIDO Selected Value Chain: Tropical Fruits; Cereals	Niger Amount: €5m Implementing Partner: UNIDO Selected Value Chain: Skin, Hide & Leather
Nigeria Amount: €10m Implementing Partner: GIZ Selected Value Chain: Ginger; Tomato/Pepper; Textiles & Garments; Skin, Hide & Leather	Senegal Amount: €9m Implementing Partner: ITC Selected Value Chain: Mango; Onion; ICT	Sierra Leone Amount: €5m Implementing Partner: UNIDO Selected Value Chain: Cassava & Derivatives; Cocoa; Palm Oil	Togo Amount: €5m Implementing Partner: GIZ Selected Value Chain: Pineapple

Ghana Competitive News



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INDUSTRIAL DEVELOPMENT ORGANIZATION

Implementing Agency: UNIDO

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Ministry of Trade and Industry
Republic of Ghana

In Partnership with Ministry of Trade and Industry (MoTI)

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

For more information, visit: <http://moti.gov.gh>

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