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Ministry of Trade and Industry
Republic of Ghana



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

West Africa Competitiveness Programme (WACOMP) –Ghana Component

*Building competitiveness for exports of cassava, fruits and
cosmetics value chains in Ghana*

Mango Roundtable Meeting 26th November 2019



Ghana





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Beneficiaries

At A Glance

Donor:
European Union

Duration:
48 months

Budget:
6,350,000 EUR

Implementing Agency:
United Nations Industrial
Development Organization (UNIDO)

Government Co-ordinating Agency:
Ministry of Trade and Industry (MOTI)

Stakeholders of Cassava, Fruits (mango & pineapple) and Cosmetics and personal-care products value chains (i.e. producers, producers associations, cooperatives, enterprises, etc)

Association of Ghana
Industries

Ministry of Trade & Industry
(MoTI)

MoFA- PPRSD (Cassava,
Fruits)

Soil Research Institute (SRI)

COCOBOD Shea Unit -
Cosmetics

Ghana Standards Authority
(GSA)

Crops Research Institute
(CRI)

GRATIS Foundation

National Board for Small
Scale Industries (NBSSI)

Food and Drugs Authority
(FDA)

Food Research Institute
(FRI)

Ghana Export Promotion
Authority (GEPA)





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- Partnership initiative between the Economic Community of West African States (ECOWAS) and the European Union (EU).
- Highlights a commitment to the Economic Partnership Agreement (EPA) between the EU and West Africa.
- *Building competitiveness for exports of cassava, fruits and cosmetics value chains in Ghana*
- Funded by the European Union
- Project Duration – 48 months





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The Project overall objective

Strengthening the export competitiveness of the Ghanaian economy through enhanced value-added, low carbon, sustainable production and processing and an increased access to regional and international markets.



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Project Focus

The Project focus is to improve the performance and growth of the following value chains:

- i. Cassava,
- ii. Fruits (mango and pineapple)
- iii. Cosmetics and personal care products

By improving the quality of their products, exports and its integration into regional and global value chains.



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5 C's for competitiveness

Coordinate

Promote dialogue and synergies within the VCs through Value Chain Strategic Committees.

Compete

Develop competitive manufacturing capabilities by upgrading SMEs through clusters.

Conform

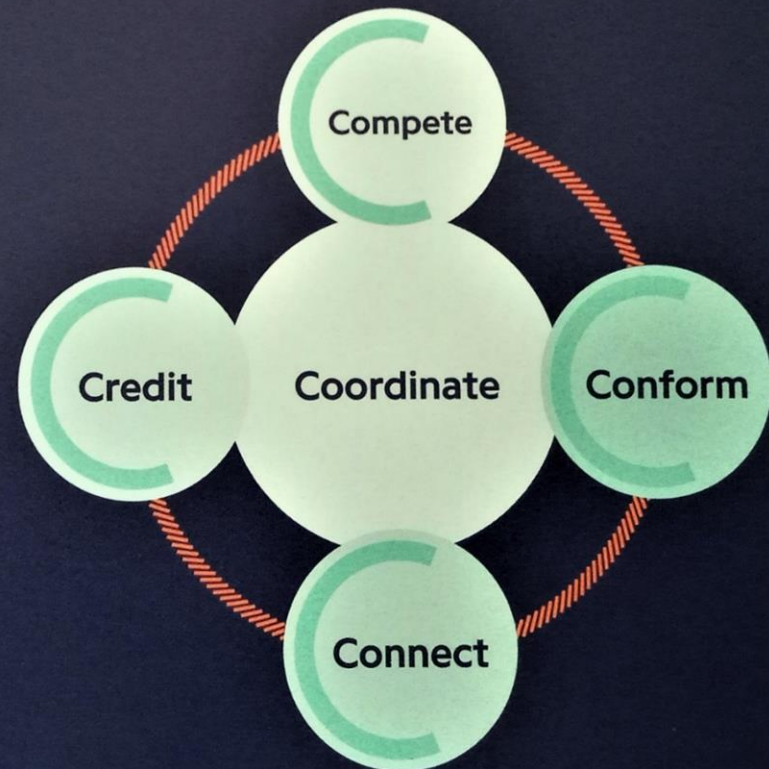
Support Quality Infrastructure and SMEs to comply with market requirements.

Connect

Promote efficient connectivity to markets by strengthening marketing capacities.

Credit

Link SMEs to financial institutions to access appropriate and affordable credit schemes.





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Coordinate:

Promote dialogue and synergies within the VCs through Value Chain Strategic Committees.

Project coordination with existing projects: FAGE, GEPA, AGI, MoTI, NBSSI, GSA, FDA, GQSP SECO,
(other development projects)



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Compete:

Develop competitive manufacturing capabilities by upgrading SMEs through clusters.

- support network or associations to access markets,
- support provision of joint user facilities



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Conform:

Support Quality infrastructure and SMEs to comply with market requirement

- support GSA and FDA laboratories in accreditation
- support expansion of testing scopes for accreditation



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Connect:

Promote efficient connectivity to markets by strengthening marketing capabilities

Institutional support

The Ghana Export Promotion Authority (GEPA) assisted to increase the products' visibility of the selected VC on the international markets through the GEPA Market Hub. Export School

SME support

SMEs' products exposed on GEPA Market Hub, and participate in International fairs, trainings on the requirements of the International markets provided to processors and SMEs.



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Credit:

Link SMEs to financial institutions to access appropriate and affordable credit schemes.

- Matching Grant Scheme
- Maximum 40,000.00 Euros @ prevailing UN exchange rates
- Minimum 25,000.00 Euros

WACOMP – 80%
Applicant – 20%



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Activities undertaken so far

June – Aug	Value Chain Analysis
Sept 03.2019	Stakeholder Validation Workshop
Sept 25 and 26	Steering Committee Meeting and Stakeholder Briefing
November & December	Cluster Diagnostics training workshop Cluster Diagnostics Studies GlobalGAP V5.2 Training Seminar of matching grant



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THANK YOU!



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