

Investment Promotion and Business Linkages Component – Employment and Social Protection Programme (GESP)

December 2020



In partnership with the European Union



Partnership
for Growth

"Better jobs for a better future"



Key Information

SECTOR: GROWTH

LEAD PARTNER: ASSOCIATION OF GHANA INDUSTRIES (AGI)

OTHER PARTNERS: GHANA INVESTMENT PROMOTION CENTER (GIPC)

GHANA EXPORT PROMOTION AUTHORITY (GEPA)

DURATION: 2018 - 2021

TOTAL BUDGET EUR: 2,876,507.37

EU CONTRIBUTION EUR: 2,876,507.37



Background



Business and the private sector in Ghana face many of the challenges including inadequate access to finance, inadequate management skills, a poor rate of job creation, low product sophistication and a challenging business environment. International experience of Micro, Small and Medium Enterprises (MSMEs) development demonstrates that growth and creation of high-quality sustainable jobs are not discrete activities, nor do they take place in isolation, but are rooted in national and firm level competitiveness. Long term success requires an efficient national business environment and legislative framework, including correct and supportive government policies, public investment and, when necessary, legislation.



Project Details



GESP response to key challenges:

Through the Investment Promotion and Business Linkages Project, a GESp component, the Project aims to organise and implement an Investment promotion campaign in the agro-business sector supported by business linkages initiatives and an export development programme.

Key activities

- Promoting the use of equity and quasi equity instruments as a source of relatively low cost for long term funding to enterprises in the Ghanaian SME agribusiness sector.
- Promoting upstream or downstream business linkages in the agri-business value chain between large and small and medium size companies
- Fostering ECOWAS export opportunities to fairly mature agro-processing companies.

Examples of specific activities

- Agri-business private equity workshops and mentoring and investment facilitation.
- Business linkages projects fostering suppliers' development programmes.
- Export management training, organization of B2B meetings in 2 countries in the ECOWAS region and after sales support.

Expected Results



- Investment in Ghanaian agribusiness value chains is promoted, and the presence of impact investment funds is increased in Ghana;
- Export to Economic Community of West African States (ECOWAS) markets is developed; and
- Business collaboration between large agri-processing companies and current or new suppliers is improved

Main achievements:

- 22 participants from business member organisation and government agencies successfully completed investment promotion training programme.
- 31 agribusiness representatives benefited from private equity investment readiness training.
- 2 medium size agribusinesses improved their competencies in procurement and 9 suppliers increased their ability to supply against standards and requirements.
- 12 medium size agribusinesses entered the export management programme.



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