

West Africa Competitiveness Programme (WACOMP) – GEPA Grant

June 2022



In partnership with the European Union



Partnership
for Growth

"Creating better chances of Ghanaian fruits, cassava and cosmetics ending up as exported products in shopping baskets – to Europe... and beyond"



Key Information

SECTOR: GROWTH

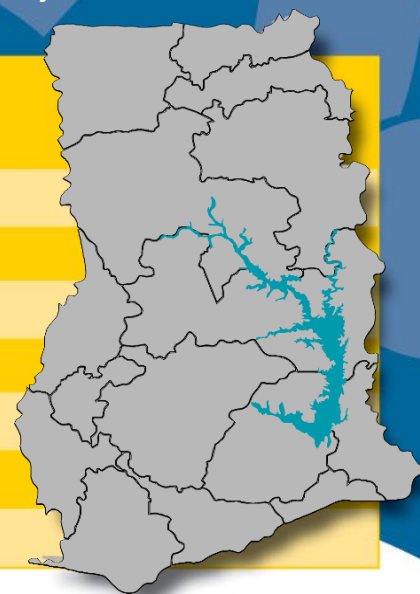
LEAD PARTNER: GHANA EXPORT PROMOTION AUTHORITY (GEPA)

OTHER PARTNERS: UNIDO

DURATION: 2020 - 2022

TOTAL BUDGET EUR: 288,333 EUR

EU CONTRIBUTION EUR: 221,400 EUR



Background



The grant to GEPA is funded by the EU under the 11th European Development Fund (EDF) and implemented by GEPA itself. The project seeks to improve exports with a focus on three main value chains: cassava and derivatives, 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 grant to GEPA is in line Ghana's commitment to the implementation of its industrialisation plan, designed to transform the Ghanaian economy.



Project Details



In Ghana, the project works particularly closely with the Ghana Export Promotion Authority as the direct beneficiary.

It also involves other beneficiaries and groups including but not limited to; economic operators (mostly SMEs) including farmers of the 3 selected value chains of fruits (mango and pineapple), cassava and cosmetics and personal body care products, service providers as well as business/trade associations of the selected priority value chains.

Furthermore, it involves and supports other public agencies and intermediary organisations involved in the value chains and in those implementing policy and business environment reforms for value chain development.

The project focuses on improving the performance and growth of selected priority value chains and related services by stimulating their contribution to industry, regional trade, exports, and job creation. It therefore aims to ensure:

- Selected national and regional value chains are strengthened through enhanced value added, low-carbon, sustainable production and processing, better access to markets (local, regional and international),
- The business climate is improved at regional and national levels.

Expected Results



Expected results in Ghana are:

- Information systems including trade advisors' networks, technological intelligence and market analysis systems, trade information portals and online platforms with the ability to deploy and use ICT tools are put in place.
- Traceability framework initiated for exporters.
- Capacity built for GEPA to manage its market hub.
- Visibility of Ghanaian products enhanced through participation and organization of national and international exhibitions, trade fairs and missions.
- GEPA staff capacity built in Monitoring and Evaluation and Trade Intelligence.
- Value chain analysis of domestic supply and



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