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Republic of Ghana



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Ghana Competitive News

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

Read about
**An Agro-Entrepreneur,
David-Morphine
Anyomi**

... featured in, Voice from the field Pg. 33



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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,

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

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.



Coordinate

ECOWAS Visit to WACOMP - Ghana



Mr. Kolawole Sofola, Acting Director of Commerce (middle), Dr. Enobong Umoessien, Head of Business & Business Development Division (2nd from right) and Dr. Namalgiebzanga Christian Kafando, Programme Officer (far end) with some members of the WACOMP - Ghana team

In the framework of the coordination between the WACOMP national components and the regional component, a WACOMP-ECOWAS mission to Ghana was organized in April 2021.

The mission, led by Mr. Kolawole Sofola, Acting Director of Commerce, Dr. Enobong Umoessien, Head of the Business and Business Development Division, and Dr. Namalgiebzanga Christian Kafando, WACOMP Programme Officer, paid a working visit to the WACOMP - Ghana office in Accra and held various consultative meetings with the key Ghanaian partners and focal points.

Mr. Kolawole Sofola explained that the mission’s objective was to better understand the context and framework in which the national component is being implemented and identify ways to further promote synergies between regional and national components.

“The WACOMP - Ghana component is a fantastic shining example within the national components of WACOMP because of the tangible results achieved despite the COVID

-19 pandemic. We can use this as an example to improve and leverage other national components,” he said.

In a meeting with the fruits Value Chain Strategic Committee, Dr. Enobong Umoessien highlighted that in the context of the One Africa Market, the regional team is ready to support exporters to break existing barriers to trade and to achieve the goals of the African Continental Free Trade Area (AfCFTA) agreement.

The ECOWAS delegation also met with the management of Ghana Export Promotion Authority (GEPA) to discuss the sustainability of the Ghana Export school, international trade, digital market hub, regional exporters networking, and sector export development plan towards achieving tangible results of both regional and national components of WACOMP.

“We need to migrate from commodities trading to digital technology in the processing of all the regional value chains to change the narrative”, Dr. Umoessien acknowledged.

Coordinate

ECOWAS Delegation Visit in Pictures



WACOMP - ECOWAS delegation at the Ghana Export Promotion Authority (GEPA) with WACOMP - Ghana team



WACOMP - ECOWAS delegation at the Solution Oasis Limited - producers of Beauty Secrets range of cosmetics

Coordinate/Compete



Showcasing Ghana as Best Practice at the 1st Cassava Conference in Angola

WACOMP West Africa Competitiveness Programme | **Ghana**

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NATIONAL OUTLOOK
Ghana is **6th** among the top 10 cassava producing countries in the world after Nigeria, Thailand, Brazil, DRC Congo and Indonesia. Angola is the 7th globally and 4th in Africa (FAO, 2019).
Cassava accounts for approximately **22 per cent of agricultural GDP**

BENCHMARKING WITH OTHER LEAD CASSAVA PRODUCERS

	Ghana	Nigeria	Angola	Thailand
Variety	Sweet (staple food)	Bitter/Sweet (staple food)	Sweet (staple food)	Industrial crop
Production (million Mt)	20.8	54	9	30
Average Yield (Mt/Ha)	21.3	8.76	13 Estimate	30
Starch Factories	3	40	0	99
	Native starch	Native starch	Government making plans	Industrial starch
Exports value	437,000 million	1.25 million	69,400	888 million

Cassava production in Ghana by volume, 2009-2018
66,000MT Processed (0.4%)

Source: Ministry of Food and Agriculture Statistics Research and Information Directorate (2019)

ENHANCING COMPETITIVENESS IN THE CASSAVA VALUE CHAIN IN GHANA (WACOMP)
Presentation by Khaled El Mekwad, UNIDO Representative to Angola

At the first-ever international cassava conference held in Malanje from the 25th to 26th June 2021, organized by the Ministry of Industry of the Republic of Angola, WACOMP - Ghana was showcased as best practice for enhancing competitiveness in the cassava value chain in Ghana

WACOMP's case study focused on the Abura Cluster where with technical guidance for cluster vision building and action planning, the project has conducted training on Good Agricultural Practices (GAPs), supported supply of basic production inputs, and improved planting materials.

Cassava producers within the cluster are supplying 8 tons per day to Tropical Starch, one of the processors in the cluster companies.

Thanks to the cooperation within the cluster, the production cost for both starch and flour have been reduced considerably, new contracts are being signed and cluster members are developing a more realistic marketing plan.

The UNIDO - WACOMP team was led by Mr. Khaled El Mekwad, UNIDO Representative and Head of Regional Office for Southern Africa, and supported by Mr. Joseph Yeboah, Cluster and Network Expert for Cassava, WACOMP - Ghana.

WACOMP | **Ghana**

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Catalyzing Action & Agricultural Transformation in Africa
AADP
Department of Agriculture, Rural Development, Blue Economy and Sustainable Forestry

Visão da FAO para Inovação e Malinica como Alimento do Século 21
I Congresso Internacional de Malinica
Malanje, 25 a 26 de Junho de 2021
Cidade do Boma



Compete

WACOMP- Ghana Model Mango Demonstration Farms



A mango outgrower inspecting the mango seedlings at the model nursery farm

WACOMP - Ghana in partnership with Cotton Weblink Limited, a subsidiary of the Farm Management Services Limited (FMSL), has set up 12 model mango demonstration nursery farms.

The objective of this cluster activity, funded by the project under the Sub-Contracting Matching Scheme, is to help farmers in Ghana improve the nursery management techniques, and train nursery operators to enable them raise healthy mango seedlings, which will eventually translate into better yields.

As part of the demonstration plots, Cotton Weblink will promote professional private extension and agronomic support services through agronomist students who will be responsible for pruning, spraying, and providing quality inspection services.

This will ensure improved productivity, efficiency, and quality in the mango value chain within the Somanya mango cluster.

So far 20 mango outgrowers, 150 casual workers, and 90 field workers along the value chain are directly benefiting from the pilot program, in association with the Yilo Krobo association.



Mr. Kwame Adjekum - Osiang, WACOMP - Ghana National Procurement Officer (left) speaking to Mr. Victor Avah (right), Project Expert at the farm during a visit

Dodowa Mango Clusters Reduces Postharvest losses

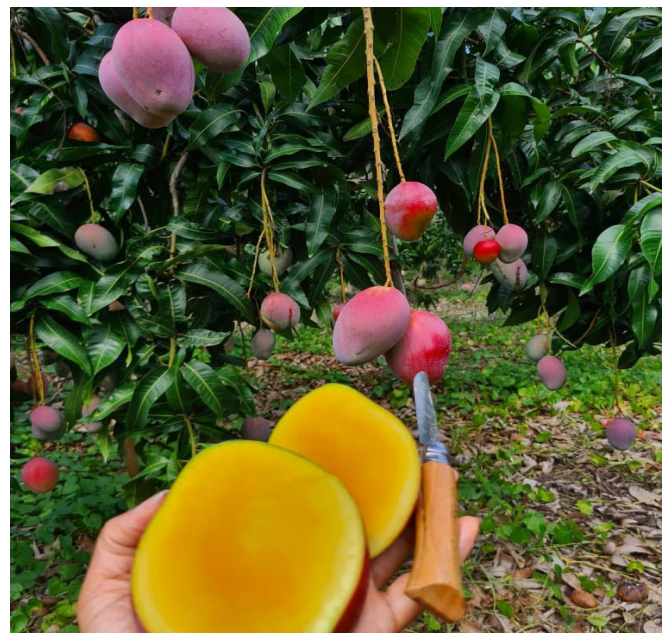


Mango jams packaging at the Hendy Farms factory

WACOMP - Ghana is supporting the capacity of the Dodowa and Somanya mango cluster to process mango into jams, mango chutney and dry fruits to reduce high post harvest losses.

This initiative, piloted by Hendy Farms, is expected to provide farmers with an end market for their produce by processing the current over supply of fresh mangoes into value-added mango products, prolonging shelf life, and increasing market access.

The project has so far conducted training and coaching for GAP adoption to increase yield, enhance cooperation between actors (farmers processors) coupled with the introduction of a dehydrator to process over ripen fruits and reduce post-harvest loss.



Compete

Abura Cassava Cluster to Increase HQCF Processing and Cassava Out-growers Productivity



A farmer harvesting cassava

Over 230 out-grower farmers in Abura Asebu Kwamankese and Nyame Bekyere linked to Tropical Starch Company Limited to produce and supply quality improved cassava derivatives and to obtain product certification

Tropical Starch company is an agro-processing company located in the Abura Asebu- Kwamankese district, in the Central Region of Ghana, specialized in the manufacturing of first-grade cassava flour and potato gari.

The company has been in operation since 2005 and the current processing capacity is 2 tons of high-quality cassava flour and 200 kg of Apomudzen Gari in a day.

WACOMP supported the cassava cluster to strengthen the linkages between cassava producers and the processing unit by enhancing the quality of the products and also enhancing the capacity of management and staff to increase output.

Through the project, the company purchased and distributed improved high yielding cassava variety to the farmers while ensuring best agronomic practices and climate-smart agriculture, facilitate extension services, provide farm inputs and equipment, such as stainless steel gari processing machine (cassava graters) and including support for the product certification.

This will result in a better-performing cluster in the Central Region.

As part of the support, the project will also assist the company to improve its production capacity by purchasing more efficient processing technologies as well as to strengthen management competencies in the areas of marketing, product packaging, business negotiating, and product diversification.

Compete

Cont'd from pg.10



Distributing of planting materials to cluster members

"This support from WACOMP – Ghana is not only producing jobs for the people but it also encourages buyers to come to the cluster as our quality is improved and this has a clear effect of alleviating poverty for people in the area", Says Alhaji Musa Ali, Tropical Starch Company Limited Managing Director.

"Since we started, more and more farmers are willing to adhere. 300 farmers are benefiting from the collaboration with the processing unit and we are now operating in close cooperation with the District Director of the Ministry of Food and Agriculture (MoFA). Many of the farmers have already received improved cassava varieties which could lead to a further increase in beneficiaries", He affirmed.

Remote Coaching Closing Session

On 28th June 2021, the project held the closing session for SMEs in the cosmetics, fruits and cassava value chains who participated in the remote coaching sessions over the past six months.

The coaching allowed SMEs from cosmetics, cassava, and fruit clusters to achieve successful results in several areas such as brand development, sales efficiency in products and channels.

Topics covered during the period included promotions in conventional and digital channels, record keeping, cost-price-margin analysis, HR development, business model generation, inventory planning, supply chain development, innovation,

packaging, and labeling were addressed, according to each company's needs.

At the peak, the program covered 26 companies and on average 14 companies were coached regularly.

All coaching sessions were delivered online by UNIDO's International Cluster and Marketing Expert Mr. Vedat Kunt with local support from WACOMP - Ghana cluster experts.

Compete

Cont'd from pg.11

Feedback on Remote Coaching



Mrs. Blessed Atuahene- Lartey, CEO of Evergreen Blessed Enterprise:

“Coaching sessions were great. For me, the biggest success was getting the FDA certificates through the guidance of this program.”

Mrs. Francesca Opoku – Boateng, Founder and Chief Executive of Solution Oasis:

“The biggest challenge and result was for me to be able to analyze my sales and channels. Last month, I noticed that our sales were increasing thanks to better monitoring and record-keeping.”

Mrs. Christiana Akua Adjei, Christaa Agro-Processing Company:

“The Coaching session was very good. It has helped us a lot. Now I can keep my records, get better packaging materials. I now know how to do budgeting, pricing, and i’m now able to meet customer demands.”

Madam Safia Alhassan, PangSun Cosmetics Association:

“I gained insight into appropriate product labeling and have been able to get FDA certificates for our shea soap, shea butter, and African black soap. This success is because of the coaching.”

Compete

Cosmetics Formulation Training for SMEs in Tamale and Kumasi



Practical formulation training session for participating SMEs

Ghana already boasts of natural skincare products but a high number of producers are yet to standardize the quality parameters of their product formulation measures.

The project in collaboration with the Ghana Enterprises Agency (GEA) and the Ghana Standards Authority (GSA) organized a 3-day cosmetics formulation training for SMEs in the Northern cluster (Tamale) and Middle cluster (Kumasi) in June and July 2021 respectively.

The participants learnt practical cosmetics formulation and accompanying standards including the mathematical calculation of percentages required for ingredients.

35 cosmetics SMEs joined the Northern cluster training from the 6th July to 7th July while 25 SMEs attended the middle cluster training in Kumasi from 13th to 15th July 2021.



Compete

Cosmetic Formulation Event Pictures



Conform

FDA Received Largest ISO Accreditation Scope in Africa



Analysts at the FDA lab inspecting a product

WACOMP - Ghana has supported the Food and Drugs Authority (FDA) Cosmetics Laboratory with equipment, glasswares, and reagents to contribute to the competitiveness of the lab.

This forms part of WACOMP's support in strengthening the technical competence of the conformity assessment bodies in Ghana. Besides the equipment, the project supported the FDA cosmetic laboratory through technical assistance and coaching to increase its ISO 17025:2017 testing scope.

The laboratory undertook a remote assessment by the National Accreditation Board (ANAB) of the American National Standards Institute (ANSI) and has been accredited effective 3rd June 2021.

This puts the laboratory of Ghana's FDA in the lead with the largest ISO accreditation scope in Africa.

Compared to previous ISO accreditation, the 2021 ISO 17025:2017 assessment of the laboratory has a wider scope covering additional nine (9) parameters of laboratory tests and analysis (cosmetics and household chemical substances), which include assay by spectrophotometry, identification, assay by titration, pH and loss on drying tests.

As a result of the 2021 ISO accreditation, FDA has now improved its international recognition in the testing of regulated products.

This achievement places the FDA in an enviable position to compete favorably with laboratories in the Western World.

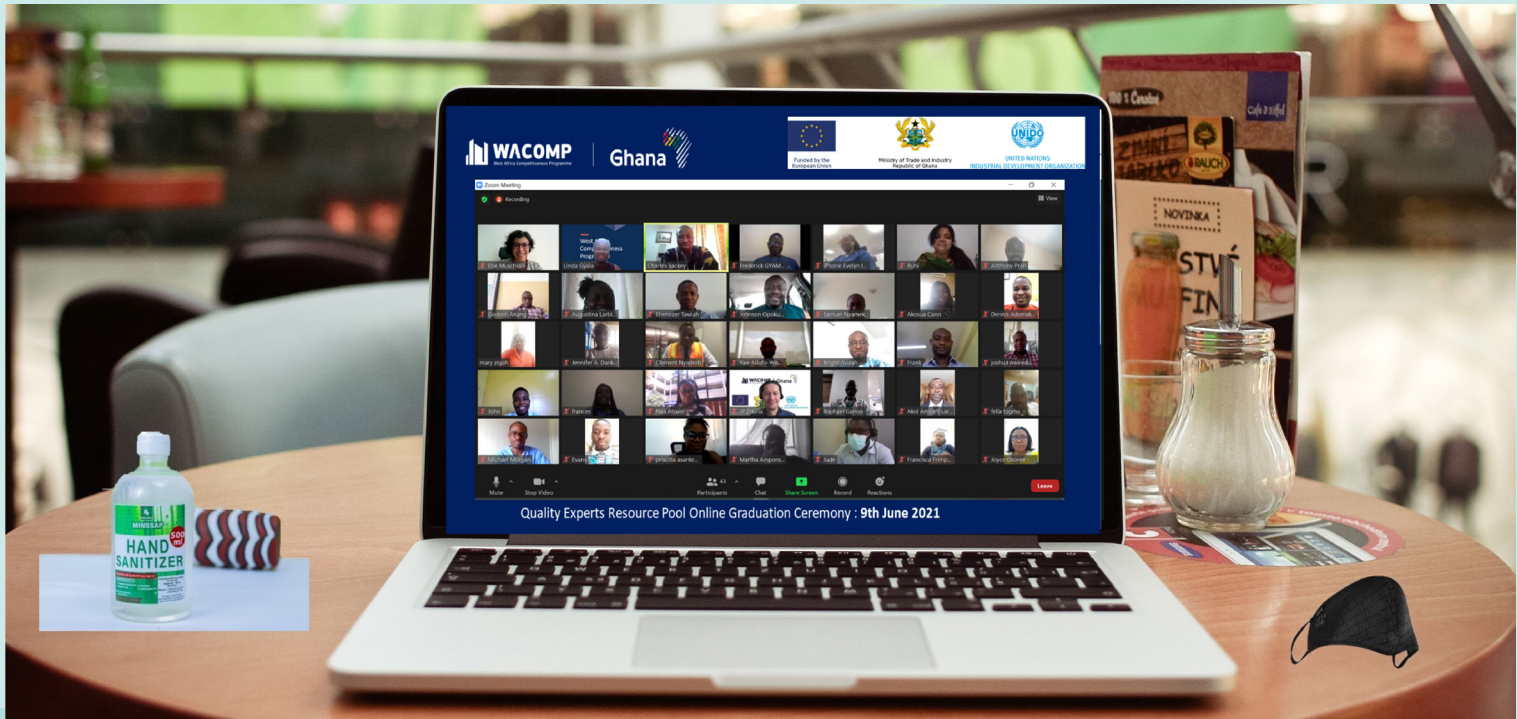
The accreditation will not only allow the FDA to test cosmetics but also to issue export certificates backed by section 131 of the Public health act, 2021 (Act 851), which will be internationally recognized, thereby increasing the reach of Ghanaian cosmetics within the AfCFTA.

Under the circumstances, locally manufactured products like foods, drugs, herbal and other household chemical substances that are certified by the FDA, would be considered as having met international standards.

Mrs. Delese Mimi Darko, Chief Executive Officer (CEO) of the FDA, in a statement ascribed the accreditation as a significant milestone to two factors: the dedication and tenacity of the staff working in the laboratory; and the Quality System policies of the laboratory for robust testing, using international standards.

Conform

Quality Expert Resource Pool constitution



Virtual graduation ceremony for the quality experts

The project on 6th of May, 2021 launched a resource pool quality training to increase the number of national experts and enhance experts' knowledge on ISO 22 000, ISO 9001, and ISO 22 716.

On the 9th of June 2021, 35 out of 41 candidates graduated, after passing final exams and having successfully analyzed concrete case studies provided by the course instructors.

Selected experts will complement the WACOMP technical experts working in the field to ensure the snow ball effect at the field level and increase efficiency and competitiveness in the WACOMP - Ghana targeted value chains.

Mr. Juan Pablo Davila, WACOMP - Ghana Program Manager, praised how the quality resource pool initiative will further ensure that conformity to quality and ISO standards will be strengthened and implemented at every stage of the value chains, in which WACOMP is currently promoting.

"We look forward to seeing the training materialize into concrete support to enterprises and then into better and safer products for the benefits of the communities and the market", he stated.

Mrs. Joyce Okoree, Acting Director of Standards Division at the Ghana Standards Authority, noted that the standards that the participants were trained on are very critical and will empower the SMEs to be more competitive globally.

"It is envious to have such an occasion to practice these standards. I encourage the successful WACOMP Quality Resource Pool candidates to go out and support Ghanaian SMEs to increase their competitiveness", she cheered.

Mrs. Benedicta Agbanu, from the Ministry of Finance and Economic Planning (MoFEP) emphasized how important UNIDO's interventions and WACOMP project are for the economic development and sustainability of the small scale businesses in Ghana and praised the European Union for funding the project.

"MoFEP is grateful for the impact of WACOMP on the SMEs and we believe the support of the trained quality experts to the Ghanaian business will enhance trade, generate jobs and increase income", she noted while acknowledging the continuous support of the European Union to the Government's developmental agenda, particularly in the areas of trade.

Conform

Cont'd from pg.16

Mr. Frank Kofigah of the Ministry of Trade and Industry (MoTI) on behalf of the Chief Director of the Ministry noted that WACOMP is a strategic project to support the Government of Ghana's industrial drive.

"WACOMP's contribution is key in supporting the Government to implement its industrial drive and 1D1F agenda to enhance competitiveness for the cassava, fruits, and cosmetics value chains", he affirmed.

"This quality resource pool training is key to the Ministry. Signing trade agreements like AGOA and the AfCFTA will be meaningless if we do not have what it takes to push our products out there and standards have a key role to play in facilitating our products' access to the international market", he further revealed.

Mr. Anthony Prah, speaking on behalf of his course mates, said the course materials were tailored to the needs of the Ghanaian industry and had been beneficial even for those that have been

in the industry for long and he expressed appreciation to the entire UNIDO – WACOMP Ghana team.



Feedback from the Trained Quality Experts



Ms. Akosua Cann:

"UNIDO – WACOMP is already transforming the face of cosmetics in the Northern part of Ghana and with this training, I have the opportunity to impact groups with low knowledge on standards issues in the North."

Ms. Augustina Larbi:

"The training was very informative and educative especially for those of us who were new to the standards. The facilitators engaged the classes and helped us to understand the clauses and showed us how to use the standards to train the SMEs. I'm eager to learn more and excited to use the knowledge acquired!"

Mr. Anthony Prah:

"This is a tremendous program organized by UNIDO and we highly recommend running it again to allow other experts to strengthen their knowledge and competencies."

Conform

50 SMEs Trained in Cosmetic Formulation



On 19th June 2021, WACOMP, in collaboration with the Global Shea Alliance (GSA), trained 50 SMEs in cosmetic product formulation to promote industry sustainability, quality practices, and standards in Accra

GSA organized the training to provide technical assistance to SMEs and strengthen their competitiveness as part of the WACOMP–Ghana Sub-Contracting Matching Scheme.

Participants were taken through ways of exploring the various functions of ingredients for a consumer, and how to develop shea based products that will be appreciated by potential customers.

The cosmetics producers were also given information on different ingredient suppliers that cosmetic companies have access to in Ghana and took part in B2B sessions to exchange contacts with ingredient suppliers.

Mr. Aaron Adu, Managing Director of Global Shea Alliance in his opening remarks explained the training aimed at providing technical assistance to SMEs in the cosmetic and personal care products value chain.

“ At the end of the training, through practical demonstration on how to develop cosmetics products, you will be able to create your unique cosmetic formulae”, he assured the participating SMEs.

Conform

Cont'd from pg.18

Mr. Charles Kwame Sackey, the Chief Technical Advisor of WACOMP - Ghana, while stressing the importance of the formulation training, recounted the various trainings and the fruitfull collaboration between Global Shea Alliance and WACOMP - Ghana.

“Since September 2020, 150 SMEs in the cosmetic and personal care product value chains have participated in the branding and marketing, packaging, labeling, and standard compliance training and the objectives of this targeted support is to enhance their ability to produce cosmetic products that can compete internationally”, he reaffirmed.

While introducing the formulation training, Mr. Sackey highlighted that: “The training seeks to equip SMEs with the needed knowledge about how to use different ingredients in formulations, in line with customer expectations and to ensure that cosmetic and personal care products are in line with market requirements and demand”.

He advised SMEs to adopt the Good Manufacturing Practice (GMPs) and relevant product standards from Ghana Standards Authority (GSA) to enhance their compliance to standards and their competitiveness in the production of cosmetic products.



GSA Develops Standards for African Black Soap



African black soap

Standards have, for a long time, been closely associated with trade. As markets are becoming global, agreements on formal standardization are making life easier for buyers and sellers (of goods and services) around the world.

Standards bring technological, economic, and societal benefits. They help to harmonize technical specifications of products and services making local industries more efficient and breaking down barriers to international trade.

Conformity to Standards helps reassure consumers that products are safe, efficient, and good for the environment.

In this framework, WACOMP - Ghana is supporting the Ghana Standards Authority (GSA) to develop new standards for the products issued from the project-related value chains.

So far, to the benefits of the cosmetics value chain, the project has supported the GSA to develop three main standards for African black soap popularly known in Ghana as "Alata Samina".

The public commenting stage has ended and the following documents are being prepared for being published and gazetted:

1. FDGS 289 Soaps and Detergents - Specification for Alata Samina (Black Soap);
2. FDGS 1323 Soaps and Detergents - Specification for Alata Samina Shower or Bath Gel (African Black Shower or Bath Gel);
3. FDGS 1324 Black Soap - Code of Practice for the Black Soap (Alata Samina) Manufacturing Industry.

The newly developed standards will serve as strategic tools to help companies manufacture and process black soap, meet industrial demand, increase productivity and help companies access new markets with their products.

Conform

Optimizing Quality Standards to Enhance SME Competitiveness



THE CHAMBER SME BUSINESS FORUM

THEME:
"Redefining Business Success: The Case of SMEs in Ghana"

Date: Wednesday, 25th August, 2021
 Venue: La-Palm Royal Beach Hotel
 Time: 9:00 am

RESOURCE PERSONS

 Host Mr. Clement Osei-Amoako President, GNCCI	 Keynote Speaker Hon. Akosua Frima Osei-Opare Chief of Staff	 Special Guest Hon. Alan Kyereematan Minister of Trade and Industry	
 Dr. Samuel Fiypong Boateng CEO of Afrifood	 Ms. Felicia Twumasi CEO of Homebreads Processing	 Mr. Kobby Aandah MD of Bank of Africa	 Jonathan Lutteroth Senior Manager, IFMG
 Mr. Arigi Kumaar Roy Business Head EBR, ISAC	 Mr. Frederick Gyamera Owusu UNIDO WACOMP	 Mr. Dede Sadio Consultant, GIZ/AFCTA	 Mrs. Hosi Nantso-Ayeh CEO, GEA

The Ghana National Chamber of Commerce and Industry, in partnership with UNIDO WACOMP - Ghana, GIZ, Ghana Enterprises Agency, Joy Business, KPMG, IFC, Standard Chartered Bank, and Bank of Africa has organized an SME Business Forum under the theme "Redefining Business Success: The Case of SMEs in Ghana".

The forum aimed to provide a high-level platform for CEOs and Entrepreneurs of SMEs, Industry Experts, and Policy Makers to deliberate on topical issues and make policy recommendations relating to the sustainable growth and development of SMEs in Ghana, as well as explore new business partnerships.

Mr. Frederick Gyamera Owusu, WACOMP - Ghana National Quality Infrastructure Expert, speaking on the topic: „Optimizing Quality Standards to Enhance SME Competitiveness“, noted that to compete and succeed in today’s trading environment, SMEs must implement and integrate standards into their production cycle to gain confidence of local consumers locally and internationally.

He added that exporters require information regarding voluntary, market-related, mandatory, or statutory requirements and evidence of compliance with requirements acceptable to buyers and regulators to create a level playing field.

He recommended that optimizing the use of standards to enhance SMEs competitiveness should be in two folds (external and internal).

External:

- High levels of customer satisfaction
- High perception of quality
- Increase in volume of orders
- Increase in exports

Internal:

- Improves the organization’s productivity and efficiency
- Consistently improves products or services
- Increases personal efficiency
- Increase operational efficiency
- Reduces expenditures and losses
- Improves decision making
- Improves internal communication



My WACOMP Experience

Afua Dautey, CEO of Bubune Skincare shares her E-Marketing coaching story



Mrs. Victoria Afua Dautey, CEO of Bubune Skincare

Tell us about yourself and your company?

My name is Victoria Afua Dautey. I hold a Master of Business Administration from the Nuertingen-Geislingen University of Applied Sciences. I set up Bubune Skincare in September 2019 to manufacture shea-based bath and beauty products.

All our products are handmade using ethically sourced ingredients from women's cooperative groups in Tamale. Our range of products includes body lotions, body butter, facial oil, black soap gel, and bar.

Why the name Bubune?

Bubune is an Ewe name that connotes adoration or reverence. For us, this means revering nature and doing our best to preserve it. Reverence for our body and our skin and using the best products on it.

You were part of the E-Marketing training last year, how has this helped your business?

The e-marketing training was very useful as it revealed to us the data and numbers behind e-commerce in Ghana.

It was useful to see the gender dimensions and how we could address the different market options and personas. Sarah, the main trainer, is very knowledgeable and enthusiastic. We received lots of useful tips and recommendations from her, based on international best practices!

Has the E-Marketing training improved sales?

Yes. What I learned made me more intentional and engaged with our posts and this has yielded results. Our Clients base is increasing and I'm confident it will further expand in the next months!

Connect



Virtual launch of Executive E-Marketing Program targeting different African Countries

WACOMP - Ghana, in partnership with Africa Women Innovation and Entrepreneurship Forum (AWIEF), and Opportunities for Youth in Africa (OYA), launched on 15th of June 2021 another edition of the Executive E-Marketing Program.

The training is funded by the European Union in Ghana with support from the Italian Development Cooperation.

30 participants (21 females), from four different countries (Ghana, Kenya, Nigeria, and Zambia), participated in the three months program.

They are all small and medium scale enterprises in agro-processing and cosmetics.

Mr. Juan Pablo Davila, WACOMP - Ghana Project Manager, during the launch emphasized the strength in togetherness and encouraged the participants to be committed.

“If you want to go fast, go alone, if you want to go far , go together. With our combined efforts, the experts will be guiding you to use the digital tools through practical coaching”, he assured the participants.

Connect

Ghana Industrial Summit & Exhibition: Repositioning Ghanaian Industries to Leverage the AfCFTA



Hon. Alan Kwadwo Kyeremanten, Minister of Trade and Industry (2nd left) with Mr. Seth Twum Akwaboah, CEO of AGI (3rd left) and Mr. Charles Kwame Sackey, WACOMP - Ghana Chief Technical Advisor interacting with some of the exhibitors

WACOMP participated in the Ghana Industrial Summit and Exhibition 2021 from the 17th to 19th August organized by the Association of Ghana Industries (AGI) with members of the cosmetics clusters in the Northern, Southern and Middle zones.

This activity falls under the project objective of strengthening cooperation among cluster members and promoting their products on the market.

The event, held at the Accra International Conference Centre under the theme “Repositioning Ghanaian Industries to Leverage the AfCFTA,” was widely patronized by industry players and policymakers.

The project also contributed to the Summit with a conference where the importance of standards and the benefit they trigger to facilitate cross-border trade and environmental credibility was presented.

The Summit also discussed strategic topics for SMEs competitiveness, ranging from the AfCFTA & Africa’s New EcoSystem, to E-commerce under the AfCFTA, to access to capital for expansion and positioning Agribusiness Sector.

B2B and matchmaking sessions were also organized, by the AGI as side events.

Members of the WACOMP cosmetics cluster who participated in the fair greatly appreciated the opportunity to showcase their products and get in contact with potential buyers.

Mrs. Michelle Dassah, CEO of Laam Shea confirmed: „It was good exposure for my business and great networking. We are grateful to WACOMP - Ghana, UNIDO, and the European Union for the opportunity.“

Connect



Feedback on Ghana Industrial Summit Exhibition



**Mrs. Charlene Gurribie,
CEO, SAVA Shea Skincare**



“Through WACOMP-Ghana’s support I managed to reach a lot of potential customers.

It boosted visibility for my brand and awareness of SAVA Shea.

During the exhibition I managed to sell to some people and made contacts with several new potential clients.

Most of them have already called back to make their orders.

Ever since the exhibition, everyday I receive several orders and positive feedback from people and this is already a success!”



**Mrs. Blessed Atuahene-Lamptey ,
CEO, Evergreen Blessed Enterprise**



“Exhibition was great. I shared plenty of business cards and hope to increase my customer base in the near future.

I also learnt to further take advantage of fairs and I am ready to do some more aggressive marketing.

In terms of exposure, it was really great and we are grateful to WACOMP - Ghana, UNIDO and the European Union for the support.”

Connect

Ghana Industrial Summit & Exhibition Event in Pictures



Interview



Getting to know more about WACOMP Technical Assistance to Farmers and Businesses:

Interview with **Mr. Victor Avah**, Fruit VC and Global GAP Expert

E-mail: victoravah@yahoo.co.uk

Mr. Victor Avah is an agronomist and an extensionist, by profession. He has vast experience in value chain studies especially in horticultural crops, such as mango, pineapple, and vegetables.

He is also highly experienced in establishing networks with a wide range of public sector clients including trade associations, cluster networks, lobbying groups, research institutions, ministries, chambers of commerce, trade and investment promotion organizations, tourism promotion organizations, NGOs in the EU markets and worldwide.

He has over 16 years of experience in sustainable standards such as (GLOBALGAP, ORGANIC, GREEN LABEL) and over 9 years of experience in the export trade facilitation (including agricultural trade) and export development field, focusing on the market intelligence and strategic activities such as identifying potential products and markets, export market strategies and go-to-market strategies.

Since 2014, he has played the role of a Farm Assurer for GLOBALGAP and currently supports the WACOMP Fruits Value chain actors.

1. How did you contribute to WACOMP?

I have conducted Good Harvesting Practices in line with COVID – 19 protocols for the mango and the pineapple cluster. As part of the training, I was also responsible for extending technical support and backstopping to the farmers.

2. How many women beneficiaries?

The WACOMP Project was highly interested in empowering women farmers within the fruits value chains, which are traditionally male-dominated. I'm therefore glad to report that 46 women farmers benefitted from the training and this can have a huge impact on women's integration and participation in the value chain.

3. How do you see the progress of those who benefitted from the training?

A substantial number of the over 150 farmers trained have started implementing the good agricultural practices.

This is evident from the number of farmers who sold fruits to the Ghanaian exporters this year.

4. Are there any plans for future training for farmers?

The training should be repeated to cover more farmers in the coming season.

It is also important to continue with the farmers' technical backstopping to ensure that they apply the techniques they learn during the training.

More so, I will recommend that the farmer groups should be provided with refractometers to be able to determine the maturity of the fruits before harvesting.

These are areas I believe WACOMP can further support the farmers on the ground, to ensure better quality and increased yields.

5. What is your general impression of the WACOMP fruits (mango and pineapple) cluster?

The WACOMP fruits mango and pineapple clusters have the potential to make a very big impact in the horticultural industry in Ghana and this for several generations.

The project is a game-changer and the support provided by WACOMP to the fruits value chain is there to be remembered!

Credit

Financial Training for SMEs Graduation Ceremony



Virtual graduation for SMEs trained in E-Finance

WACOMP - Ghana, in collaboration with the Ghana Enterprises Agency (GEA), formerly National Board for Small Scale Enterprises (NBSSI), held on the 4th of May 2021 the virtual graduation for 22 SMEs who completed a six weeks' course on financial aspects for SMEs.

The objective of the training was to support business owners understand basic components of finance such as cost calculation, price calculation, budgeting, and taxation.

In a speech read on behalf of the Chief Executive Officer of GEA, Mrs. Habiba Sumani noted the course has provided solutions to a lot of issues especially to do with taxation and financial

management and provided a unique platform for SMEs to network.

"The innovation in terms of virtual learning is commendable and helped every registered entrepreneur to connect from anywhere", she commended.

A participant from Ropryn Company Limited, Mr. Prince Manu Yeboah said the course has been an amazing experience even for people having a financial background, like him!



Cont'd from pg.28

Feedback on Financial Training for SMEs



Mrs. Francisca Frimpong, CEO of Two F Industries:

"I have been able to identify loopholes in my operations and the topics I learnt will go a long way to help improve the management of the company.

Thank you WACOMP for the opportunity."

Mr. Akwasi Okyere, Magic Tree Enterprise:

"I have no financial training and had no background in finance but since I started this training, I have been able to forecast my earnings, structure my business, and plan a budget.

I can even figure out how much taxes I will have to pay.

I hope more programs like this will be made available to us to grow our businesses."

Mr. Prince Manu Yeboah, Ropryn Company Limited:

"It has been a fruitful learning experience. For someone with a finance background, it has been worth coming along.

It helped us to learn more and improve the way we work and run our businesses.

The last time at our board meeting, I was able to present some budget based on what I had learnt during the course and I was applauded.

Furthermore, based on our current knowledge on taxation, we are now exploring tax rebates opportunities."

75 Mango and Pineapple Farmers Trained in Finance and Record-Keeping



Participants of the mango financial training

WACOMP- Ghana organized a 6-day financial training and record-keeping for 75 mango and pineapple producers in the Eastern and Greater Accra regions to promote good record-keeping systems and realistic forecasting.

The training took place from the 16th to the 22nd of June 2021.

The training focused on farm record-keeping and accounting record-keeping to enhance the competitiveness of fruits producers based on sound record-keeping.

The training covered all the executives of the 3 mango associations in the Dodowa, Yilo, and Manya Krobo Mango enclave comprising of Dangbe Mango Farmers Association (DAMFA), Yilo Krobo Mango Farmers Association (YKMFA), and Kfo Mango Farmers and Processors Association (Kfo MFPA) as well all 12 Pineapple Associations in Akuapim South, Nsawam Adoagyir and Upper Akyim districts.

The participants were taken through the following:

1. Importance of Farm Record Keeping/Accounting Record Keeping;
2. Farm and Accounting Record-Keeping Process;
3. Applicable Farm Records Types;
4. Benefits of Keeping Accurate Farm Records;
5. Farm Records and Bookkeeping Templates;
6. Working Capital Management;
7. How to Calculate Business Profits/Loss;
8. How to Prepare for an Audit;
9. How to develop crop calendars and crop budget;
10. Agribusiness establishment (Requirements and procedures).

Credit

Cont'd from pg.30

Feedback on Financial Training and Record - Keeping



Mr. Daniel Teye, Yilo Krobo Mango Farmers Association (YKMFA):

“Practical oriented and easy to follow and understand. Also bringing together 3 major groups allowed us to learn from other colleagues.

Thumbs up. Let us have more of these interactions.”

Mr. John Kwesi Rawlings, Klo Mango Farmers and Processors Association (Klo MFPA)

“The training was a very good one. Now I can keep my records updated!

Thanks, WACOMP.”

Mr. Douglas Gameti, Qualipine Union:

“The topics treated were useful and have brought me to a better level in record-keeping.”

Madam Eunice Opata, DAMFA:

“Hoping for more of these training in the coming seasons, to keep our mind afresh.

The training was expertly executed and very practical. The program was very insightful and detailed.

It helped a lot especially with the farm and financial records

Rev. Nartey, Chairman of Damgbe Mango Farmers Association (DAMFA):

“The training on farm and financial record - keeping was very good.

It was a practical, specific, and simple management tool for planning, budgeting, and forecasting pricing of both inputs and produce.”

Credit

Training of Trainers on Financial Issues



Virtual graduation for E-Finance trainers

As a joint initiative between WACOMP and Ghana Enterprises Agency (GEA), the training of GEA staff on financial issues was launched on the 17th of July 2021. 41 staff from regional offices and the headquarters of GEA attended the course.

The initiative is expected to have a snowball effect as GEA staff will be able to coach SMEs operating in the different provinces of the country on finance related matters.. This will ensure sound financial record-keeping across the country, as 31 officers from the different districts and municipalities graduated on 12th August.

Mr. Frank Kofigah of the Ministry of Trade and Industry (MoTI) on behalf of the Chief Director of the Ministry, acknowledged GEA cooperation with WACOMP to help SMEs accross Ghana to become financially sound.

Mrs. Mercy Ashong of the Ministry of Finance and Economic Planning (MoFEP), also welcomed the training offered by WACOMP, as it will impact positively on the business community and create more jobs for Ghanaians.

“WACOMP is on the heart of the Government and we are very grateful to the European Union and UNIDO for focusing on our country’s micro and small medium scale enterprises”, she stated.

Mr. Timothy Dolan, Teamleader of the Macro-economic and Trade Section Economic Unit of the European Union Delegation in Ghana said it is remarkable that WACOMP is achieving results even in the challenging

times of the COVID pandemic and congratulated the new graduates for successfully going through the training.

“It is pleasing that WACOMP is continuously producing concrete results emboldened by you the graduates of this E-Finance training. I understand you now form new cohorts of trainers from the GEA, ready to pass on your invaluable knowledge to others in the business community whose part of their livelihoods would be positively affected by putting into practice financial concepts and know-how as they learn from you”, he commended.

“This clearly will add to the sustainability of WACOMP achievements particularly in achieving our common goal of promoting and developing MSMEs in Ghana”, he emphasized.

“ I must say I’m very impressed by the multitudes of training that WACOMP Ghana has been able to launch”, he further added.

Mrs. Kosi Yankey –Ayeh, Chief Executive of the GEA said she has heard very good reviews about the training of trainers on financial issues and glad that there is an opportunity to also build the capacity of the staff in financial management to strengthen institutions.

“Financial management systems help us to figure out how to properly use and allocate funds sufficiently and efficiently and improve the business operations of every organization and it is critical to the success of any business”, she reiterated.



Voice

From the field

Mr. David - Morphine Anyomi
CEO of Edmass Foods Limited

Edmass Foods Limited started as a result of my love for farming as a hobby while I was still working as a Banker. In the process of leveraging on this hobby, I identified a problem of high post-harvest loss due to inadequate market access.

Voice from the field

Cont'd from pg.32

We are located at Abutia Kpota in the Ho West District of the Volta Region. This catchment area has only one marketplace, where every Monday about 36 communities converge to sell their produce.

The company adds value to most agricultural produce in the area (cassava) and is focused on providing solutions to post-harvest losses due to inadequate market and storage facility leading to a significant impact on farmers' annual income.

Edmass Food Limited purchased directly from smallholder farmers, therefore supporting income level and livelihood improvement.

Also, we specialized in processing indigenous foods that are readily available to consumers in convenience packs with improved shelf life, competing with generally imported substitutes that are easy to carry.

Edmass Foods started as a family business and the name EDMASS is an acronym from alphabets beginning with the names of family members. We usually operate with 15 to 30 workers depending on our level of production.

What motivated me to start processing cassava and its derivatives was the importance that cassava plays in the diet of most Ghanaians and in that of the people of the West African sub-region at large.

Processing of cassava does not only improve shelf life but increase its market access, improves the income of farmers and create a job for the youth.

I am especially motivated by the fact that we are positively impacting the life and job opportunities for the youth in our community and that the local mentality is changing, slowly understanding that cassava processing can be a profitable business.

The most rewarding aspect of our business is that customers appreciate the quality of our products and are coming back again and again to buy.

We are a growing business and with us, the whole community of farmers with whom we work is rewarded and this is indeed one of the biggest recognition of our existence.

Community Impact:

Edmass is working with many smallholder farmers structured in associations of outgrowers.

Through the groupings, we train farmers on Good Agronomic Practices (GAP), record keeping, and new trends in agriculture, including climate change.

We also provide inputs such as seed and fertilizers to these farmer groups, to enhance their production yields.

Thanks to this groundwork, the farmers we work with are now approaching farming as a serious business, which could give them a good income and improve the lives of their families.

Edmass Foods Ltd has benefited from One-on-One coaching and the E-Marketing online training from WACOMP.

"In my opinion, to make the Ghanaian cassava sector more competitive, special attention should be given to this crop as it has been the case with cocoa in the past.

This support should start from making available the planting material of improved varieties, then technically support processors to be equipped with the right equipment and train them to improve the quality of their products to be competitive in the international market."

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, Communication and Technology (ICT)

Each of these value chains 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.

National components of WACOMP
West Africa Competitiveness Programme

Implemented by UNIDO

Ghana Competitive News



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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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