PROMOTING GHANA'S NON-TRADITIONAL EXPORTS TO RUSSIA

A Presentation by the Ghana Export Promotion Authority

GHANA EXPORT PROMOTION AUTHORITY

Managing Ghana's Export Trade for Economic Development

Country Profile

- Ghana is considered a stable country in West Africa since its transition to multi-party democracy in 1992. Formerly known as the Gold Coast, Ghana gained independence from Britain in 1957, becoming the first sub-Saharan nation to break free from colonial rule.

- Ghana is a multiparty, constitutional democracy , governed by the Rule of Law and founded on elections by open and free universal adult suffrage.

- The country has a population of about 27 million and an average labor force willing to work to drive the economy of the country

Country Economy

- Ghana has favorable economic conditions.;

- Gold, Cocoa and more recently Oil forms the cornerstone of Ghana's economy and individual remittances are major sources of foreign exchange that helps fuel the economy of the country.

- The country has flexible taxation and regulations that protects Foreign Direct Investment (FDI) in the country. The Government has recognized that attracting foreign direct investment requires an enabling legal environment and has therefore passed laws to encourage foreign investment and has replaced regulations that are perceived to be unfriendly to investors.

- Attracting foreign direct investment towards exports continues to be a priority for the Government of Ghana.

The Export Sector of Ghana

The export sector of Ghana comprises of the traditional and Non-traditional product.

Traditional Exports products are:

- Mineral ore such as unprocessed gold;
- Cocoa Beans;
- Timber Logs and Lumber and ;
- Electricity

Non – Traditional Exports (NTE's) are any products that do not fall within the above products , Ghana Export Promotion Authority (GEPA)is a government agency set aside to facilitate and promote NTE's.

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BACKGROUND INFORMATION

- Ghana Export Promotion Authority (GEPA) was established by Act 396 in 1969 with the mandate to develop and promote Ghanaian exports. The Authority is the National Trade Promotion Organisation that facilitates Ghana's trade in non-traditional exports.

- The Authority's focus has primarily been to diversify Ghana's export base from the traditional export products of Gold and other minerals, Cocoa Beans, Timber Logs and Lumber, and Electricity to non-traditional exports (NTEs).

- There are about 500 different Non-Traditional Export products categorized into Agricultural, Processed / Semi Processed, Handicrafts .

- GEPA is now working with other institutions to mainstream Services into the Non-Traditional Export portfolio.

CORE ACTIVITIES

GEPA is positioned in the National Export System as the coordinating pivot for the various public and private sector agencies involved in export trade development and facilitation. GEPA acts as an interface between these bodies and the clientele.

The core activities of GEPA over the years have included;

- Product development initiatives,
- Providing market information to the export community,
- Market penetration assistance to Ghanaian exporters,
- Capacity building of Ghanaian exporters, and
- Development of national export awareness

NON-TRADITIONAL EXPORT SECTOR

Four Main Categories:

- **Agricultural Products**

Mostly Horticultural Products , Fresh fruits e.g. pineapples, mangoes, Medicinal seeds & plants, Tropical flowers and vegetables such as okra, tinda and marrow.

- **Manufactured Products**

Processed foods such as canned tuna, cocoa and shea butter products.

Manufactured products such as pharmaceuticals, electrical cables and aluminium products are exported to the West African Sub-region which has a population of about 300 million.

Handicraft

- Handicraft production has been part of the Ghanaian culture for centuries and generations but now it has been exploited as a commercial venture and a source of foreign capital generation.

- Ghana is well known for its traditional crafts, particularly the colourful patterned kente cloth. Other traditional Ghanaian handicraft products include

GEPA's Plan

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Goal

- To ensure that Ghana's export trade contributes to accelerated economic growth through strategically aggressive marketing of Made-in-Ghana products in the competitive global economy.

Vision

- To build internal systems for local SMEs, create strategic networks and actively promote exports. GEPA will play a leading role in leveraging the global market potential for made-in-Ghana products, thus contributing to achieving the national targets for economic development.

Mission

- To support the private sector in developing a prominent and sustainable position for Ghanaian non-traditional export products and services in strategic markets.

National Export Strategy

- The Government of Ghana launched the National Export Strategy. The overall objective of the National Export Strategy is to develop the potential of the non-traditional export sector to make maximum contribution to Ghana's Gross Domestic Product ***(GDP)***. The strategy outlines challenges and opportunities interventions and action plans, projects and resources utilization activities to be undertaken.

- The activities in the NES form a key part of the present Government's plan to exploit exports as a strategic tool for macroeconomic stabilization for Ghana's economic development.

- In the implementation of the National Export Strategy (NES), GEPA has undertaken the following activities:

- Set up an NES Project Coordination and Management Unit at GEPA to oversee the implementation of the National Export Strategy ***(NES)***

- Working closely with UNIDO and Export Certification bodies such as the Food and Drugs Authority, Plant Protection Regulatory Services Division (PPRSD) of the Ministry of Food and Agriculture the Ghana Standards Authority in the enhancement of Export Quality Certification processes;

- Working with UNIDO to establish and operate a National Traceability System;

- Working with UNIDO to enhance our trade information delivery service through the establishment of a market Hub;

Objective for participation

- To meet with sister companies in Russia and major wealth creators to increase exports and investment
- Is to forge relationship with Russia Chamber of Commerce
- Is to strengthen bilateral trading ties with Russia
- To promote value added exports to high growing markets and identify investors interested to produce and export from Ghana
- Contact buyers, agents, and distributors for Made-in Ghana Product
- Match potential exporters with foreign buyers
- To find information , support and practical assistance to develop and sustain trade between the two countries.

Objectives for participation

- Match potential collaborators from Ghana and Russia and introduce investors to potential economic opportunities in Ghana.
- To exchange ideas and capacity building.
- Strategic Alliances: build mutually-beneficial global partnership in order to advance Ghana Russia trade and economic development objectives

Conclusion

- GEPA is inviting Russian businesses to team up with their Ghanaian counterparts to take advantage of the unique position of Ghana as a gateway to the West Africa market .

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QUESTIONS

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Thank you!