Managing Ghana’s Export Trade for Economic Development
GHANA EXPORT PROMOTION AUTHORITY

- 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.
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.
GHANA’S EXPORTS

- Main (Traditional) exports – unprocessed minerals, cocoa beans, timber logs & lumber
- Non-traditional exports are facilitated by GEPA – Almost 400 products categorized into the ff:
  - Agricultural
  - Handicrafts
  - Manufactures
  - Export Services – mainstreamed into NTEs portfolio
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.
NON-TRADITIONAL EXPORT SECTORS (CONT’D)

- **Handicrafts**
  Wood crafts, ornamentals such as beads, jewellery

- **Services**
GHANA’S TRADE PARTNERS

• EU and USA 35.39% of total Ghanaian exports
• ECOWAS and other African countries – 38.29% of total exports.
• Major export trade partners - UK, France, the Netherlands, Germany, Japan, Spain, Togo, Nigeria and the United States of America.
• UK, Netherlands, Germany, France, Italy and Belgium - main bilateral European partners.
• Nigeria, China and USA - important importing countries
NON-TRADITIONAL EXPORT EARNINGS

• Exports of Non-Traditional products for 2013 amounted to US$ 2.436 billion, representing a 3.05% increase over 2012.

• The NTE sector grew steadily at an annual rate of about 16.4% from 2001 to 2008 with the highest rate of 30.4% in 2007.
## Non-Traditional Exports (NTE) Compared to Total National Exports

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Exports</th>
<th>NTEs</th>
<th>% Contribution of NTEs to Total Exports</th>
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</thead>
<tbody>
<tr>
<td>2007</td>
<td>4,194.72</td>
<td>1,164.51</td>
<td>27.76</td>
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<tr>
<td>2008</td>
<td>5,206.55</td>
<td>1,340.94</td>
<td>25.75</td>
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<tr>
<td>2009</td>
<td>4,174.16</td>
<td>1,215.04</td>
<td>29.11</td>
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<tr>
<td>2010</td>
<td>5,822.23</td>
<td>1,629.20</td>
<td>27.98</td>
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<tr>
<td>2011</td>
<td>12,785.41</td>
<td>2,423.34</td>
<td>18.95</td>
</tr>
<tr>
<td>2012</td>
<td>13,541.40</td>
<td>2,364.39</td>
<td>17.46</td>
</tr>
<tr>
<td>2013</td>
<td>14,158.80</td>
<td>2,436.20</td>
<td>17.20</td>
</tr>
</tbody>
</table>
The percentage contribution of NTEs to total exports in 2009, 2010, 2011, 2012 and 2013 were about 29.11%, 27.98%, 18.95%, 17.46% and 17.20% respectively.

The drop in contribution to total exports was due to substantial increases in the exports of gold, oil and cocoa.
GHANA’S EXPORTS TO CZECH REPUBLIC

- 2013 – US$462,075
- 2012 – US$182,164
- 2011 - US$ 68,397
- 2010 – US$132,723
- 2009 – US$ 9,681

Products
- Wood Products : Veneers, Plywood
- Food Items
GENERAL EXPORT OPPORTUNITIES

• A stable political multiparty environment.
• Adherence to market liberalisation policies.
• Establishment of a new transparent investment law.
• Availability of low cost labour and good supply of trained workers.
• A Stock Exchange and other emerging financial institutions.
• Export Free Zones (EFZ) and Export Processing Zones with improved infrastructure facilities.
General Export Opportunities

- Warm and friendly people, and acknowledged personal security.
- Strategic location for communications facilities in terms of international commerce.
- 100% foreign ownership permitted
- Access to a large Economic Community of West African States (ECOWAS) market (350 million people)
- Good climate for all year produce cultivation
Ghana produces a variety of fresh fruits and vegetables.

- Key products are Banana, Mango, Shea, Citrus, Avocado, Papaya, Passion Fruit, Yam, Palm Oil, chillies, Asian Vegetables and Soya.
- Ghana also produces high-grade cola nuts, ground nuts and cashew nuts
- Availability of natural ingredients such as shea butter, griffornia, hibiscus, voacanga for the food, cosmetics and pharmaceutical industries
EXPORT OPPORTUNITIES
HORTICULTURE (CONT’D)

• The sector has generally grown in diversification, volumes and values.

• From just US$19.8m in 1998, it exported US$ 56m in 2013.

• In 2004, Ghana was the third largest exporter of pineapples to the EU, commanding a 10% share of that market.

• Bulk of Ghana’s non-traditional agriculture exports are exported to the EU.
EXPORT OPPORTUNITIES

HORTICULTURE (CONT’D)

- Products are produced according to GLOBALGAP standards
- Installation of cold chain facilities at exit points
- In process of establishing a National Traceability System to trace and track production and export of products
- Ghana is looking to expand export destinations to other developed countries.
Investment Incentives
Tariffs/Non-tariffs
• Tariff – Zero rated for agro inputs, plant and machinery
• Non-Tariff – Observation of regulations on import/export of agro-products

Income Tax Incentives
• Corporate tax – 8% tax on income from export of non-traditional agro-products
• Tax holiday – Depends on type of venture
Location Incentives
• Agro-processing enterprises that use local agricultural raw materials as the main input have corporate tax rates based on location
  • Accra-Tema - 20%
  • Other Regional Capitals - 10%
  • Outside Regional Capitals - 0%

Investment Guarantee
• Free transferability of capital, profits and dividends

Government ‘Land Banks’
Government is identifying and classifying lands into Land Banks for prospective investors.
Investment opportunities in this area include:

- Infrastructure for fruit processing into concentrates and single strengths for export
- Production and processing of cashew nuts, ground nuts, cola nut and other nuts
- Dedicated vessels to directly transport fresh produce to main destination markets
- Investors for cultivation of large horticulture plantations
Huge investment opportunities in
• Cocoa processing- the leading product sector in Ghana.
• Fish processing
• Expansion in rubber production with rising world demand.
• Plastics for domestic use- a huge sub-regional market with a population of over 350 million.
Opportunities exist in Business Process Outsourcing
Establishment of Call Centres
Construction-e.g. Ghanaian workers in the USA delivering services in all aspects of construction
Ghana has a state of the art Cardiothoracic Centre at the Korle Bu Teaching Hospital. It performs successful heart surgeries annually
Medical services in Ghana, such as dentistry and reconstructive plastic surgery
• Neuro services-The Tema International Neuro-Center (TIN): In November 2007 for the first time in sub-Saharan Africa, placed a pacemaker in the brain of a patient with Parkinson's disease to stop the disabling, abnormal movements associated with the disease.

• Forensic (genetic) laboratory

• Availability of a pool of well-trained and qualified human resource base: polytechnics and universities produce graduates ready for the job market every year.
Creative producers and acclaimed manufacturers of the ff:

- Well-designed leather footwear
- Customised Clothing and accessories
- Customised home decor
- Chocolates and other cocoa-based derivatives
- Canned tuna – this competes with the best in the world.
YOU ARE WELCOME TO TRADE WITH GHANA

- Ghana Welcomes you for business in diverse products and services.
- Take advantage of Ghana’s hospitality and conducive business climate.
CONTACT US

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Thank You!