



**GHANA EXPORT PROMOTION AUTHORITY'S**

**ACP-EU TBT Programme**

**PERSPECTIVES ON**

**Basketry Exports**

*Maxwell Osei-Kusi*

# THE EXPORT SECTOR OF GHANA

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- Comprises The Traditional and Non-Traditional Export Sectors
- Non-Traditional Export (NTE) Sector began in 1969 with the setting up of the Ghana Export Promotion Authority (GEPA)
- NTE introduction was a deliberate policy of Government to:
  - Diversify the traditional export sector to increase its contribution to GDP growth . Diversification was both in quantity and quality.
  - Cushion economy of Ghana against the instability in prices of commodity exports.
  - Help address trade imbalance.

# GHANA'S EXPORTS

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- 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

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## 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 300 million.

- **Handicrafts**

Wood crafts, baskets, ornamentals such as beads, jewellery, kente products,

- **Services**

Strategy document on development sector launched in November 2008. Current focus is on Business Process Outsourcing, Consultancy Services, Medical Tourism and Education.

- ◆ **National Export Strategy**

Launched in September 2013 to provide focused direction in development of the NTE Sector

# GHANA EXPORT PROMOTION AUTHORITY

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- National Export Trade Promotion Organisation that facilitates the Development and Promotion of Non-Traditional Exports.
- Established in 1969 as an agency of the Ministry of Trade and Industry with the mandate to develop and promote Ghanaian exports.
- Primary Focus of GEPA- to diversify Ghana's export base from the traditional export products of Gold and other minerals, Cocoa Beans, Timber Logs and Lumber, and Electricity.

# CORE ACTIVITIES

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- 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.

# National Export Development Programme

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- Eleven priority products are focus of the NES
  1. Cocoa Products
  2. Fishery products
  3. Horticulture products
  4. Apparel
  5. Shea Products
  6. Cashew Products
  7. Yam
  8. Oil palm
  9. Jewellery
  10. Crafts and Creative Industry
  11. Services



# CRAFTS AND CREATIVE INDUSTRY

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- Wood Carvings (statuettes)
- Basketware
- Jewellery
- Beads
- Kente products
- Drums
- Batik Tye & Dye
- Rattan Furniture, etc.

# Baskets Sector Exports Business

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- Register business at Registrar Generals Department
- Register with GEPA with the following requirements:
  - For a Limited Liability Company
    - ✦ A Certificate of Incorporation
    - ✦ A Certificate to Commence Business
    - ✦ The Company's Regulation Code
    - ✦ Tax Identification Number (TIN)
    - ✦ Email Address
  - For Sole Proprietorship/Enterprise
    - ✦ A Certificate of Registration
    - ✦ Form A
    - ✦ E-mail Address

# Procedures for exporting Baskets

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- Instruction for Dispatch of Goods from Airline or Shipping Line.
- Packing List
- Commercial Invoice
- Certificate of Origin
  - EUR 1 Certificate from Ghana Chamber of Commerce & Industry (GCCI) for EU market
  - GSP Form for US market from GCCI
- Requisite Permits / Certificates

# Challenges and solutions

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- Raw materials are seasonal in nature.  
Plantation is required.
- Sourcing of dyes (preferably natural dyes)  
Identified sellers within the weavers community  
Bulk sourcing of dyes.
- Designs  
New and dynamic designs

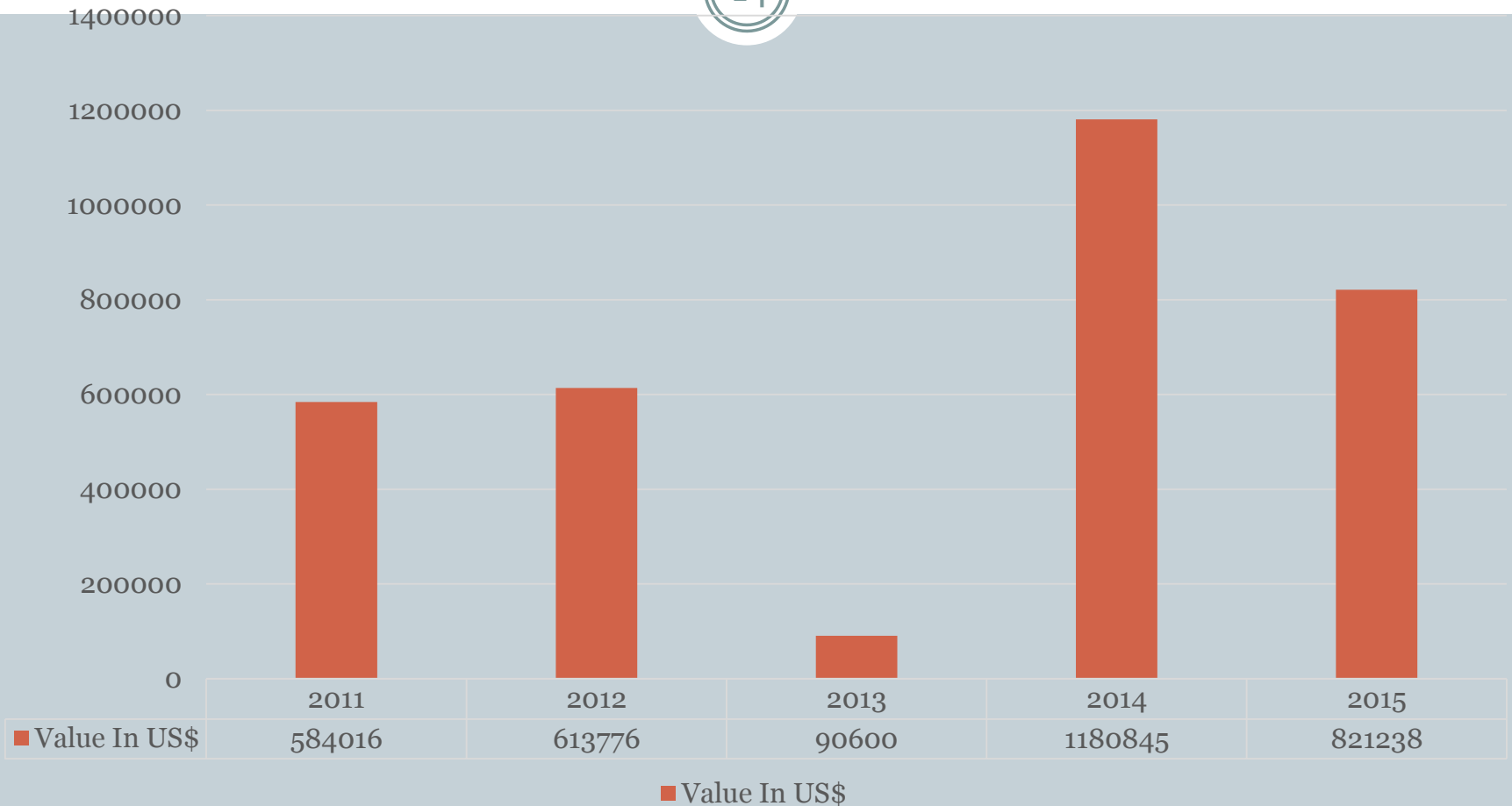
# Performance at the Baskets Sector (Value in US\$)

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| 2011    | 2012    | 2013   | 2014      | 2015    |
|---------|---------|--------|-----------|---------|
| 584,016 | 613,776 | 90,600 | 1,180,845 | 821,238 |
|         |         |        |           |         |

# Export Performance in the Basket Sector

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# FOR FURTHER INFORMATION ON GHANA'S EXPORT TRADE

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The Chief Executive Officer  
Ghana Export Promotion Authority  
Republic House Annex, Tudu,  
P.O. Box M.146, Accra  
Tel: + 233-302-689889/683153  
Fax: + 233-302-677256  
Email: [gepa@gepaghana.org](mailto:gepa@gepaghana.org)  
Website: [www.gepaghana.org](http://www.gepaghana.org)