



# Vegetation diversity

**GHANA OFFERS A BROAD RANGE OF HIGH-QUALITY AGRICULTURAL PRODUCTS FOR THE EU MARKET**



Ghana has been a success story for two decades now. The West African country is an important producer of gold, cocoa and oil. The stable democratic situation enables positive economic development – and the geographic diversity and continual expansion of sustainable farming make the country an interesting source market for high-quality agricultural products. A number of trade agreements and good freight connections to Europe boost Ghana's enormous potential for foreign trade.

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## IPD PRODUCT GROUPS

### Fresh fruit & vegetables

- + pineapple, mango, papaya, passion fruit, sweet potato, yam, okra, chilli etc.

### Natural food ingredients

- + fatty oils (e.g. coconut)
- + processed fruit and vegetables (e.g. dried mango and citrus peel)

### Natural ingredients for pharmaceuticals and cosmetics

- + shea butter
- + essential oils (e.g. lemongrass)
- + powders (e.g. from baobab or moringa)



## IPD'S COMMITMENT IN GHANA

The Import Promotion Desk (IPD) has been active in Ghana since 2018. IPD has been active in Ghana since 2018 helping Ghanaian companies gain a foothold on the EU market in the sectors fresh fruit & vegetables and natural ingredients. The import promotion initiative aims to harness the enormous potential of the Ghanaian agricultural sector for sustainable and structured foreign trade, to create jobs in rural areas – and in the long-term to improve living conditions in areas dominated by farming.

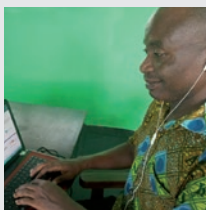
In most countries of Africa farming is the most important source of income and food security. In Ghana, it is one of the pillars of the economy, employing almost a third of the national workforce. The farming sector is an important tool for fighting poverty in the country and can contribute to both improving employment figures and increasing the income of families in rural regions.

## CHALLENGES: STRATEGIC FOCUS ON THE EUROPEAN MARKET

Food produced in Ghana must satisfy high quality requirements for the European market. Many enterprises lack specialised market knowledge in this area. They need to improve their quality assurance measures and introduce certification processes – such as GLOBALG.A.P. in the fresh fruit & veg sector. Another challenge for Ghanaian producers is the growing demand for organic quality produce. More and more producers are recognising the potential of the organic market and shifting their production accordingly. IPD provides information on European market requirements to support exporters in meeting these demands.

The low level of mechanisation in production and processing is another obstacle to exports. In addition, producers must take the often poorly developed domestic infrastructure into account. For example, subpar cold chain management and an insufficient road network have effects on transport routes and delivery times. Here too, IPD can provide the entrepreneurs with planning advice and tips on how to transparently communicate around these challenges. But what most firms lack, very specifically, is contact to European traders. IPD brings the Ghanaian enterprises to international trade fairs, accompanies them on selling missions and organises virtual matchmaking events. In addition, the IPD experts offer them support in preparing for discussions and the follow-up phase.





**Daniel Normanyo**  
General Manager  
Vegetable Producers and  
Exporters Association (VEPEAG)

»IPD's market research training has shown how important it is to analyse markets and how we ourselves can conduct market research. This will enable us to give our members important insights into the European market in the future.«



#### **OPPORTUNITIES: GEOGRAPHIC DIVERSITY AND A LARGE PRODUCT RANGE**

Ghana's diverse vegetation enables the country to offer a broad range of products: the hot, dry northern areas on the edge of the Sahara region, for instance, are where wild-growing moringa can be found, as well as baobab, the superfood of the monkey bread tree. These are processed to a powder containing large quantities of vitamin C and antioxidants. Northern Ghana is also home to the shea tree whose nuts are used to produce shea butter – an extremely popular ingredient on the European market. The southern coastal regions on the Gulf of Guinea, on the other hand, are dominated by the rainy Akan Lowlands. This water-rich area is the ideal habitat for many exotic fruits – such as mangos, bananas, pineapples and papayas. Not only are these fruits exported as fresh produce, they are also processed into dried fruits, which are much prized on the European market. A particular speciality of Ghana is dried citrus peels.

#### **SUPPORT FOR EXPORTERS: PREPARATION FOR THE EUROPEAN MARKET**

IPD supports small and medium-sized enterprises in Ghana as they work to access the European market. In the fresh fruit & veg sector, IPD works with larger producers who have contracts with small farmers. Trading directly with European importers benefits both the producers and the contracting farmers. The partner enterprises in Ghana often lack market information and knowledge of quality standards, EU regulations and certifications. These knowledge gaps are filled by the IPD experts through visits, workshops and webinars. In addition, the experts establish direct contact to interested importers who, in turn, also appreciate the preparatory work of IPD. The careful selection of enterprises and thorough checks of producers creates trust and eases the first steps of the negotiation process.

#### **OVERVIEW OF IPD ACTIVITIES**

- + Regular **sourcing missions** in Ghana to select and evaluate small and medium-sized enterprises
- + Provision of **market information** and various products
- + **B2B matchmaking activities** at European **trade fairs**, e. g. Fruit Attraction, Fruit Logistica, Biofach, Anuga, Food Ingredients Europe
- + **Virtual B2B events** to establish networks with suitable European importers
- + **Workshops** and **sales coaching** for exporters to prepare for trade fair presentations
- + **Study/Orientation trips** and guided visits for market orientation and follow-up of business contacts
- + **Training** on market-relevant topics (e. g. digital marketing, corporate social responsibility [CSR], export market strategy)



Export School Programme: IPD's partner GEPA trains future exporters – for example, on the specifications and guidelines of foreign markets.

**IPD'S COMMITMENT IN FIGURES (AS OF 2018)**

|   |              |
|---|--------------|
| + Number of IPD partner companies in Ghana:     | <b>22</b>    |
| + Number of contracts concluded:                | <b>60</b>    |
| + Turnover of exports to Europe (in million €): | <b>7.5</b>   |
| + Jobs created to date                          | <b>1,038</b> |

**COLLABORATION WITH LOCAL PARTNERS: SUSTAINABLE STRUCTURES FOR EXPORT PROMOTION**

The goal of IPD is to help business support organisations (BSOs) expand their range of services and thereby support them in ensuring that local companies are optimally prepared for export trading. In Ghana, IPD cooperates with the Ghana Export Promotion Authority (GEPA), the umbrella organisation Federation of Associations of Ghanaian Exporters (FAGE) and the Vegetable Producers and Exporters Association (VEPEAG). Together with GEPA and in cooperation with UNIDO (the UN Organisation for Industrial Development) IPD is also working to develop an export school – a special programme of support for prospective exporters.

In addition, the partner organisations work closely with Ghanaian companies to present the agribusiness sector at trade fairs. Together with IPD they have already successfully organised many trade fair participations.



**Marian Thompson**  
Managing Director of  
Bio-Tropical, Ghana

»We have benefitted enormously from the IPD's marketing and sales training. The matchmaking services were excellent – we are proud that our business plans have been realised and our forecasts for the coming year are promising.«

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