



## THE CHALLENGE

When trading across borders in Africa, firms face a number of challenges:

- High costs: poor physical infrastructure, numerous checkpoints, and bottlenecks from regulatory requirements at borders increase the time and cost to trade.
- Poor environment for trade: trade taxes including fees and levies, regulatory requirements, and governance issues result in a poor enabling environment for trade and investment.
- Strict export standards and barriers: African exports, particularly agricultural products, are unable to meet very high sanitary and phyto-sanitary standards as well as technical requirements of importing countries.

## OVERVIEW

Trade Africa is an initiative of the United States Government announced in July 2013 to strengthen the U.S. relationship with Africa in order to significantly expand U.S.–African private and public sector collaboration to increase trade with and within Africa. In 2013, the Trade Africa countries were Burundi, Kenya, Rwanda, Tanzania, and Uganda and in 2015, Trade Africa was expanded to include Côte d'Ivoire, Ghana, Mozambique, Senegal, and Zambia.

Trade Africa targets key barriers to trade and investment, and promotes regional integration and trade competitiveness, aiming to increase intra-regional African trade and exports to the U.S. and reduce the time it takes to import or export from ports to land-locked interiors on the continent.

## FOCUS AREAS

Trade Africa has four main components:

**1. Implementation of World Trade Organization's (WTO) Trade Facilitation Agreement** by working to reduce red tape and cumbersome formalities at border crossings to streamline border transit processes and reduce average transit times for goods.

**2. Implementation of WTO Agreement on Sanitary and Phyto-Sanitary Measures** to enhance Food Safety, Plant and Animal Health by engaging U.S. technological expertise to help Ghanaian exporters meet international safety and quality standards related to food safety and animal and plant health standards.

**3. Implementation of WTO Agreement on Technical Barriers to Trade (TBT):** Trade standards, regulations, testing and certifications are part of the WTO Agreement on TBT. The U.S. will work closely with Ghanaian institutions to provide targeted training in this area, and to ensure that harmonized international standards are fully adopted.

**4. Implementation of Policies and Programmes to Facilitate Trade, Investment and Regional Integration:** To support Ghana and ECOWAS to advance regional integration, through bilateral and regional trade facilitation.

## TRADE AFRICA ACTIVITIES IN GHANA

**1. WTO Facilitation Agreement:** Trade Africa is working with Ghana's National Trade Facilitation Committee, Border Agencies, private sector and other donors to implement articles of the Trade Facilitation Agreement. Specifically, Trade Africa is supporting Ghana to strengthen its National Enquiry Point for import, export and transit information as well as help the country to be up-to-date on notifications of its trade measures to the WTO. Other relevant support include strengthening Risk Management, Post-Clearance Audits, and Border and Custom Cooperation.

**2. WTO Agreement on Sanitary and Phyto-Sanitary (SPS) Measures:** Trade Africa is implementing the Improving Food Safety Systems Program (IFSSP) in Ghana to improve access to markets for farmers by strengthening SPS compliance systems for Ghanaian fruits and vegetables. IFSSP will establish traceability systems to improve confidence in Ghanaian exports, increase trade, and thereby incentivize farmers to adopt good agricultural practices to produce food that meets SPS standards. IFSSP will deploy 60 volunteers who will provide technical assistance to at least 300 Ghanaian specialists and policy-makers to implement product traceability systems.

**3. WTO Agreement on Technical Barrier to Trade:** Trade Africa is providing capacity development to Ghana's Standard Authority, particularly with regard to strengthening the National Enquiry Point on TBT, and the Ministry of Trade Industry (MOTI) and other stakeholder institutions to meet the information and transparency requirements of the WTO TBT Agreement. Often, it is difficult for manufacturers and producers to obtain information about the technical requirements their products must meet to be sold in other countries. A National Enquiry Point responds to requests for information on technical regulations from WTO members on technical standards, regulations and conformity assessment procedures in effect in their countries.

**4. Policies and Programmes to Facilitate Trade, Investment and Regional Integration:** The support of this component includes:

- *Development and Implementation of Ghana National African Growth Opportunities Act (AGOA) Strategy:* Assisting MOTI to develop a national strategy that will help maximize the benefits of AGOA which provides duty free and quota free access for export products from Ghana and other African countries to the U.S.
- *Establishment of Ghana International Trade Commission (GITC):* The establishment of the GITC is to have a well-resourced, neutral, and independent decision-making agency that can provide opportunity for speedy and effective redress for affected domestic industries, exporters, importers, and consumers where unfair trade practices or even fair trade practices resulting from trade liberalization have hurt these parties.
- *Capacity Support to American Chamber of Commerce (AMCHAM) Ghana:* Providing support to the AMCHAM to help attract U.S. foreign direct investment, leverage on AGOA as well as strengthen their advocacy work for an enabling business environment in Ghana.

## TRADE AFRICA PARTNERS

### US Partners

Trade Africa uses a whole-of-government approach that harnesses the expertise of U.S. agencies, including the Office of the U.S. Trade Representative, the United States Agency for International Development (USAID), U.S. Department of Agriculture (USDA), U.S. Department of Commerce, Overseas Private Investment Corporation (OPIC), Export-Import Bank of the U.S. (EXIM), Millennium Challenge Corporation (MCC), U.S. Trade and Development Agency (USTDA), U.S. Department of Transportation (USDOT), Customs and Border Protection (CBP), U.S. African Development Foundation, and the Small Business Administration

### Ghana Partners

Trade Africa partners include public and private sector organizations. The public sector collaborators are: the Ministry of Trade and Industry, Ministry of Finance, Ministry of Food and Agriculture, Plant Protection and Regulatory Services Directorate, Ministry of Transport, Customs Division of the Ghana Revenue Authority, Ghana Ports and Harbour Authority, Ghana Standards Authority, Food and Drugs Authority, Ghana Export Promotion Authority, Ghana Export and Import Bank and other public institutions whose activities border on trade. In the private sector, Trade Africa works with the Association of Ghanaian Industries, Federations of Associations of Ghanaian Exporters (FAGE), etc.

## NEED MORE INFORMATION? CONTACT:

Richard Chen, Private Sector Team Leader, Economic Growth Office, USAID/Ghana, [rchen@usaid.gov](mailto:rchen@usaid.gov)

Trade Africa is implemented by the USAID Monitoring Evaluation Technical and Support Services (METSS) Project.