




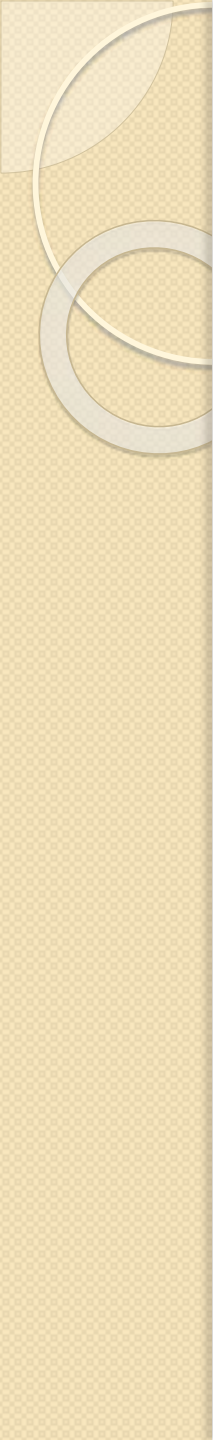
BUSINESS AT THE CENTRE OF THE WORLD



GHANA

- The Centre of the World could be considered to be located at the geographic coordinates $(0^\circ, 0^\circ)$ which is located just off the coast of Ghana's capital, Accra.
- This makes Ghana the Country closest to the Centre of the Earth.

- 
- Ghana is considered as one of the more stable countries in Africa democratically and politically.
 - The Mo Ibrahim Index of African Governance which assesses the performance of various countries by measuring the extent to which they meet the expectations of citizens politically, socially and economically has ranked Ghana 7th in the 2016 Index



When production and manufacturing of items, equipment, machinery and other industrial activities are carried out at the Centre of the World, distribution to all parts of the World become cheaper and more convenient.

KEY AREAS

- ❑ Development of Industrial Parks and Special Economic Zones
- ❑ Improving the Domestic Retail Infrastructure
- ❑ Small and Medium Enterprises Development
- ❑ Enhancing Export

Development of Industrial Parks and Special Economic Zones

Ghana has ten (10) Regions and the Government of Ghana envisages the establishment of at least One Industrial Park in each of the ten Regions of the Country dubbed “ONE REGION-ONE PARK” (IRIP).

The Parks will be

- ❑ Sector-Specific Industrial Parks (eg. Iron and steel, Vehicle Assembly, Integrated Aluminum etc) with the requisite infrastructure and utilities.
- ❑ Multi-Purpose Industrial Parks (a combination of sectors),

Lands for the Project:

In order to achieve this, the Government of Ghana through the Ministry of Trade and Industry will:

- ❑ Acquire Lands
- ❑ Provide critical infrastructure such as road network, Reliable energy, telecommunication for industrialization.

The Ministry of Trade and Industry and the Ghana Free Zones Board (an Agency of the Ministry) have identified and are acquiring the following lands for the implementation of the project:



These are,

- ❑ Western Region - Sekondi (2200 acres)
- ❑ Central Region - Shama (3,200 acres)
- ❑ Ashanti Region – Ashanti Technology Park (1,099 acres)
- ❑ Northern Region - Tamale Industrial Park (63 acres)

Large acres of lands are being identified and acquired for these projects.

Industries of focus

- Iron and Steel

Ghana has more than 1,625 billion iron ore reserves and Investors would be needed to channel their investments into iron ore mining for converting iron ore into steel for use by international and local companies.

- Vehicle assembly

Ghana is currently seeking investors into the vehicle assembly industry to lead the production of cars and other automotive machines in African Region. Establishment of plants within Ghana will ensure reduction in cost of shipping goods to major markets in the World.

- Petrochemicals

Investment opportunities exist in the Oil and Gas industry for both upstream and downstream activities. This industry will be established in order to exploit the oil and gas deposits in the mineral-resource rich Country.

- Integrated aluminum

An integrated aluminum industry will also be established to exploit the bauxite deposits in the Country. Ghana has the second largest smelter in Sub-Saharan Africa. Ghana is the only country that has all the major raw materials (bauxite, salt and lime) needed for an integrated aluminium industry.

- Machines and equipment parts

Production of machines and equipment parts will serve the vehicle assembly sub-sector. The Government of Ghana is committed to the manufacture of equipment parts to serve as components for broken down plants and machinery.

- Pharmaceuticals

Ghana has the capacity to produce parenteral preparations (injectables) and Active Pharmaceutical Ingredients (API's) and it is reported to be the largest producer of API's in the West African sub-Region. Ghana seeks to be the hub of production of pharmaceutical products in Africa and beyond.

- Garments and textiles

Ghana currently has a number of textile industries and Ghana is viewed as the major textile manufacturing hub in the Africa. Investors are being sought to channel investments into this sector to consolidate Ghana's position on the Continent.

Garments from Ghana are exported to the United States of America and other parts of the world.



- Industrial salt

About 60% of Ghana's salt is exported to neighboring countries namely: Burkina Faso, Niger, Togo, Nigeria, Mali, Ivory Coast, Benin and Congo while the rest are consumed domestically.

Ghana has good climate and weather for the exploitation of salt, however out of a capacity of 5million metric tonnes, only about 300, 000 MT are being produced.



Other sectors of interest include

- Industrial starch
- Oil Palm
- Ceramic tiles manufacture



The Ministry of Trade and Industry on behalf of the Government of Ghana will:

- ❑ Strongly seek for strategic investors (both home and abroad) for these projects.


Improving the Domestic Retail Infrastructure

The Government of Ghana seeks to develop a policy framework that will help businesses expand and create jobs.

The overall objective is to create an efficiently functioning domestic market for the development and distribution of locally manufactured products.

This would be achieved by:

- developing the retail infrastructure in every district to enhance domestic trade
- ensuring strict compliance with existing legislation and regulations in respect of retail trade

- 
- Establish the Ghana International Trade Commission (GITC) to deal with unfair trade practices.
 - Ensure consumer protection.
 - Ensure the establishment of a Ghana Commodity Exchange
 - Facilitate the establishment of shopping malls at other regional capitals (Tamale, Sunyani, Ho, etc).
 - Establish gold villages in selected towns across the country.





The following will be enhanced

- Telecommunications infrastructure
 - Transport Infrastructure
 - Rail system
 - Airport
 - Roads
-
- Private sector will be encouraged to establish marketing companies to service local SME manufacturers

Small and Medium Enterprises Development

- ❑ Develop a policy for the development of small and medium enterprises.
- ❑ Provide the needed financial and technical support particularly to SMEs to boost production.
- ❑ Provide enabling environment for small and medium enterprises development.
- ❑ Retool the Rural Technology Facilities (RTFs) to provide technology solutions to support the one-district-one factory initiative.

- 
- Government intends to build the capacity of local SME's to match up with the requirements of large scale enterprises (LSE's) in quality and quantity.
 - LSE's and also SME's will be carefully profiled to know their standard requirements and capacities so that LSE's can be effectively linked with the appropriate SME's for business engagement.
 - For instance, raw materials needed by LSE's could be supplied by SME's, hence the importance of the linkage.

- 
- Capacity gaps and deficiencies in SME knowhow will be addressed through a Structured Enterprise Capacity Development and training.
 - Financing mechanisms to reduce the need gaps of SME's to meeting LSE requirements will be put in place.
 - Deploy an e-platform for an effective LSE – SME business engagement by the click of a button.

Enhancing Exports

- The Ministry of Trade and Industry MOTI will put in place a clear implementation plan to increase export earnings through export diversification.
- This will also include restructuring of key institutions to become more competitive to leverage market opportunities as well as provide support for export organizations

Improving Market Access


- Taking advantage of key Regional & Multilateral Agreements such as the World Trade Organisation Agreements.


Leveraging on the

- Economic Partnership Agreement (EPA) with the European Union
- ECOWAS Trade Liberalization Scheme (ETLS)
- Continental Free Trade Area (CFTA),
- African Growth and Opportunity Act (AGOA) with the United States of America.

Advantage

- Within the EPA Agreement with the European Union, Ghana has the opportunity to export products duty free and quota free to Europe.
- Within the AGOA Strategy, Ghana has the advantage of producing and selling products to the United States of America, duty free and quota free.

- 
- Investors are considering establishing plants in Ghana to manufacture goods and sell into the European markets and American markets.
 - For instance, textiles and garments factory has been established in a special economic zone and products are being exported to American markets, free of duty and quota.

- 
- Improve delivery capacity of Ghanaian exporters to meet both local and international demands
 - Attracting FDIs in export-oriented manufacturing sectors

Improving Product Quality

- To improve product quality taking into consideration international quality requirements.
- Improving access to information on market entry requirements
- Providing adequate support services to exporter organizations

Higher Education

Ghana currently has about fifty(50) private and tertiary educational facilities.


Many prominent sons and daughters of Africa including President of Zimbabwe had their education in Ghana.


There are many more nationals from countries such as Nigeria, Sierra Leone, Liberia, South Africa and across the world receiving education from the University of Ghana, Legon.

Government is seeking to increase investment into the educational sector and to attract more African nationals to pursue their higher education in Ghana.

Medical Tourism


- Ghana wants to develop and enhance its medical delivery services in order that people will travel from other countries to access efficient, effective and cost- competitive medical treatment.
- Some hospitals which may deliver such services include the Korle-Bu Teaching Hospital, the Greater Accra Regional Hospital and the 37 Military Hospital.

- 
- Private hospitals are urging the Government to promote medical tourism as a tourism product since it will tremendously benefit the Country.
 - For instance a cardio surgery which may cost \$ 100,000 in Europe, may cost \$10,000 in Ghana.

- 
- Most Medical tourism are for surgeries.
 - The National Cardio-thoracic Centre of the Korle-bu Teaching Hospital is one of the best state-of-the-art cardio centres in West Africa.
 - The Ministry of Health has initiated a policy to make the Country a health tourism destination in Africa.

Business process outsourcing

- Governments is seeking to enhance economic growth and create jobs by focusing on increasing employment in the IT-Enabled Services (ITES) and Business Process Outsourcing.

- 
- The Information Technology Enabled Services (ITES) Secretariat of the Ministry of Communication is part of the Government's eGhana project to nurture the ITES/BPO industry.
 - This is the agency charged with supporting and promoting BPO in Ghana.

- 
- An ITES Secretariat has been created to project the image of Ghana on the global ITES/BPO market and position Ghana as a preferred ITES/BPO destination in Africa.
 - The Government will ensure the development of necessary infrastructure with regards to telecom, real estates, power and technology parks by seeking and channeling investments into such sectors.

THANK YOU

