

## Ghana to diversify exports to EU

The Ghana Export Promotion Council (GEPC) and the Centre for the Promotion of Imports from developing countries (CBI) of the Netherlands have signed a pact to boost non-traditional exports to countries in the European Union.

The agreement covers market access for fresh processed food and vegetables, timber and wood products, services export and specific programmes such as business process outsourcing.

Within the framework of the deal, CBI would help in the provision of information on EU market developments to the Ghanaian business community, offer training on market access and doing business in the EU; and EU market entry requirements as well as institutional development activities.

Additionally, both the GEPC and CBI will make available their network of contacts for acquisition activities for each partner their database on market information; their resource network of marketing and sector experts and trainers.

Edward Collins Boateng, executive secretary of the GEPC and Ton Lansink, managing director of CBI, signed the agreement on behalf of their respective organisations.

Commenting on the agreement, Boateng said the cooperation would help boost non-traditional exports to the EU, which currently accounted for about 54% of market share.

He said although GEPC and CBI had been collaborating over the years in building the capacity of selected exporters and staff of GEPC, the current framework would go a long way to enhance the cooperation.

Besides, the GEPC had also benefited from access to and training on the use of CBI databases on the EU markets. This had enhanced the capacity of staff to respond to market information needs of Ghanaian exporters.

Boateng said the partnership, which aimed at creating synergies between the two organisations for the benefit of their clients, was built on the common mission of the two organisations to contribute to trade-led development by strengthening the competitiveness of firms and promoting their participation in international trade with EU and EFTA countries.

The purpose of the partnership is to contribute to creating economic prosperity through direct support to the private export sector and their intermediate support organisations in Ghana, he said.

Lansink said the agreement would enable CBI to provide information on the consumer trends in the EU to assist Ghanaian exporters meet the changing demands.

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