



Trade Related Assistance & Quality  
Enabling Programme

## TRAQUE

## TRADE DAYS

# How to export to the European Union?

### The TRAQUE Programme

Funded by the European Union, it aims at supporting the Ministry of Trade and Industry (MoTI), in private sector development, trade facilitation and capacity building with special attention in industrial strategy and the Economic Partnership Agreement (EPA) implementation.

The TRAQUE programme is under the contracting authority of the National Authorising Office at the Ministry of Finance, and being implemented by MoTI with support of an international technical assistance team provided by Agriconsulting Europe S.A (AESA).

#### For more information:

TRAQUE Programme  
Ministry of Trade and Industry  
Trade Drive, Rooms 115 & 116  
Accra, Ghana  
Tel: +233 (0) 20 495

[info@traqueghana.org](mailto:info@traqueghana.org)  
[www.traqueghana.org](http://www.traqueghana.org)

Follow us on facebook:  
[www.facebook.com/TRAQUEGhana](https://www.facebook.com/TRAQUEGhana)

*“This publication has been produced with the assistance of the European Union through the TRAQUE programme. The contents of this publication are the sole responsibility of the Ministry of Trade and Industry”*



This project is funded by  
the European Union



# Get trained on how to export to the European Union

## STEP 1: HOW TO ACCESS THE EU?

When exporting to the EU, you can benefit from the huge market: 28 countries with 500 million consumers.

But, before reaching Europe, your goods must meet the EU rules on sanitary and phytosanitary standards, technical specifications, labelling...

You will also be asked to prove that your product respects the international human and labour rights, the environment and the consumer needs.

The workshops will help you to understand the EU trade system, its organisation, its market access regulations and, specifically, which rules apply to your product. Presentations will include:

- How the EU market works?
- Learn about the EU norms and private standards.
- Which certificates do I need?.

## STEP 2. HOW MUCH IT COSTS?

A trade tariff is a tax or duty which is placed on goods crossing political borders or customs unions. To access another market, you will have to pay the tariff applicable on that market. So, to access the EU, you will have to pay the EU tariff applying to your product.

Or not?...

One significant aspect of international trade policy is the levying or lifting of tariffs.

Ghana has negotiated several agreements that will allow you to pay less tariffs or not to pay tariffs at all.

The workshops will explain how tariffs work, the types of tariffs and how to calculate which tariff apply to your specific product.

## STEP 3. HOW TO PAY LESS?

Ghana has negotiated several agreements with the ECOWAS region and the EU that allow you to pay lower tariffs on some or all of what you sell to Europe.

This “discount” makes your product cheaper for the buyer and, therefore, more competitive.

The most important agreements for the Ghanaian firms exporting to the EU market are:

- The EU-West Africa Economic Partnership Agreement (EPA);
- The Common external tariff (CET); and
- The ECOWAS Trade Liberalisation Scheme (ETLS)

The workshops will explain these agreements and how to implement them.

**When?**  
Accra  
Takoradi  
Kumasi

**Where?**  
9 June  
16 June  
23 June

**About what?**  
fresh food  
processed food  
textiles