



# Trade Days to bring Ghanaian business closer to Europe

*European consumers are interested in Ghanaian products and Ghanaian businesses are interested in selling in the vast EU market. For that reason, the Ministry of Trade and Industry organises workshops to inform Ghanaian firms on how to export to the EU and benefit from the regional and European agreements. The 1st Trade Day will take place tomorrow in Accra in the presence of high level officials from the Ministry, the EU and 150 business representatives.*

The European Union (EU) is the world's largest single market. With 503 million people and more than 25% of the world's GDP, it is a good target for any business. Besides, Ghanaian firms enjoy preferential conditions that allow them not to pay duties when entering the EU market. This makes Ghanaian products more competitive and more interesting for European buyers.

Despite these advantageous trade opportunities, Ghanaians do not export as much as they can - our food and textile firms can increase and diversify their exports to Europe even more. To help tackling this, the Ministry of Trade and industry (MoTI) via the Trade Related Assistance & Quality Enabling Programme (TRAQUE) is organising 3 workshops to explain to businesses how to access the EU market.

In just one day, firms can learn:

- What is the EU market and how does it work?
- Which certificates do I need?
- How much will it cost me?
- How can I pay less by using the Economic Partnership Agreement, the Common External Tariff or the ECOWAS Trade Liberalisation Scheme?

The first Trade Day will take place tomorrow, Thursday 9 June 2016, at La Palm Beach Hotel in Accra in the presence of high level officials from the Ministry of Trade and Industry, Mr William Hanna, EU Ambassador to Ghana as well as key officials from EU Member States Embassies. Some 150 Ghanaian firms representatives are expected at this event to learn about how to export **fresh food** to the EU market.

Two additional Trade Days will include:

- How to export **processed food** to the EU – in Takoradi on 16 June
- How to export **textiles** to the EU – in Kumasi on 23 June

For further information, take a look at the TRAQUE website at [www.traqueghana.org/index.php/upcoming-training](http://www.traqueghana.org/index.php/upcoming-training)

## **Background: The Trade Related Assistance & Quality Enabling Programme (TRAQUE)**

*Funded by the EU with a budget of 15 M€, TRAQUE aims at offering continuous support to MoTI in private sector development, trade facilitation and capacity building with special attention to quality infrastructure and capacity issues in trade and quality policy, industrial strategy and post Economic Partnership Agreement (EPA). TRAQUE is under the contracting authority of the Ministry of Finance and implemented by MoTI with support of an international technical assistance team provided by Agriconsulting Europe S.A (AESAs).*