

Good export practices program

The program consists of diagnostics of export practices of participating companies and identification of opportunities for improvement. Some participating companies will be randomly selected and provided with an export plan, to guide the implementation of technical assistance by specialists. Specialists (consultants) participating in the diagnostics process will execute their tasks based on a survey methodology developed for the program and in which they have been specifically trained.

1 PROGRAM REQUIREMENTS

Participating companies will have to meet the following requirements:

1. Be a small- and medium-sized enterprise (SMEs) formally registered as an enterprise or company with the Registrar General's Department of the Ministry of Justice and the Attorney General's Department.
2. Produce NTE products as defined by GEPA.
 - a. Non-traditional exports are all exports not included in the following list:
 - i. Mineral ore such as unprocessed gold
 - ii. Cocoa Beans
 - iii. Timber Logs and Lumber
 - iv. Electricity
 - v. Fresh fish
 - vi. Fresh yam
3. Have the administrative and productive divisions domiciled in the Republic of Ghana.
4. Have operated in the NTE sector of Ghana for a minimum of five (5) years.
5. Employ between 3 and 250 employees as of December 31, 2019.
6. Have carried out commercial exports or sent export samples of their products to prospective buyers in the period between January 1, 2016 and December 31, 2020.
7. Be solvent and have not commenced bankruptcy proceedings.

Firms are eligible to participate in the program if they comply with these requirements and:

1. Have completed the program registration form.
2. Commit to provide the information requested during the realization of the program and afterwards in order to be able to carry out an evaluation of the program.
3. Commit to receive the consultants for the diagnostic between the months of May and June, 2021.
4. Have agreed to the terms and conditions for participating in the program and duly signed by a representative of the SME.

2 SELECTION OF BENEFICIARY FIRMS

GEPA and ACET will verify the applications of the SMEs to ensure that they comply with the requirements and terms of conditions for participating in the program.

The selection procedure will be fair and transparent, guaranteeing all registered SMEs the same opportunities to be selected.

3 WORKING METHODOLOGY

The designated consultant will carry out an evaluation of the company's organizational and export capacities by means of a survey of management practices in the following practices areas:

1. Strategy
2. Market identification and segmentation
3. Product design and adaption
4. Production
5. Marketing and communications
6. Distribution
7. Administration

For the survey, the consultant will use a diagnostic survey, matrix of practices, and other methods developed for the program. This survey of practices involves a visit to the commercial and/or productive headquarters of the company, having meetings with those responsible for each area indicated by the companies at the time of registering for the program and a review of company material that allows for the documentation of each practice. When the consultant deems it necessary, they may request a meeting with the owners or directors of the company if they have not been the persons designated for the meetings at the moment of registering for the program.

The beneficiary companies of the program are required to provide and commit to:

Diagnosics Phase

1. All information and documentation that the consultant requires during the realization of the survey.
2. A physical space suitable for the work of the consultant for their activities of information collection and analysis.
3. During the diagnostic phase each firm should commit to facilitating 3 visits of the specialized consultant. Each visit will last 3 hours.

Technical Assistance Phase

Depending on the budget available for the program and the number of companies interested in participation, firms may be offered a proposal for an export plan to guide the implementation of the suggested improvements and group-based and in-company technical assistance sessions for the implementation of the suggested improvements.

1. During the technical assistance phase (if selected to participate), each firm should commit to 35 hours of group consulting sessions (divided in 12 meetings) and 8 hours for individual meetings with each firm.
2. During the follow-up phase, each firm should commit to 1 visit of the specialized consultant. The visit will last 3 hours.

5 GENERAL CONDITIONS

1. Companies that want to apply for the Good Export Practices program must complete the form by accessing the program microsite at [GEPA](#) or ACET.
2. Any breach of the conditions established in the document as well as the omission or falsification of the consigned data will lead to the dismissal of the company by the coordinating team (GEPA and ACET).
3. All information and documentation presented by the company during the program is confidential.
4. The coordinating team will be able to publish anonymized data of the beneficiary companies of the program.
5. Participation in the program implies knowledge and the total acceptance of these Terms and Conditions.

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