

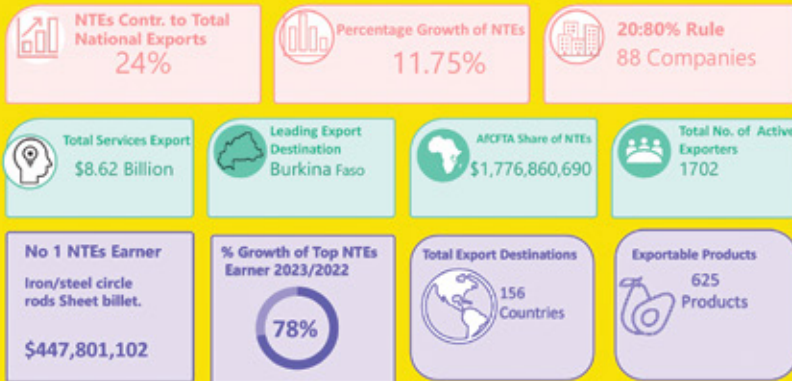
# Annual Non-Traditional Exports (NTEs) Statistics Report 2023



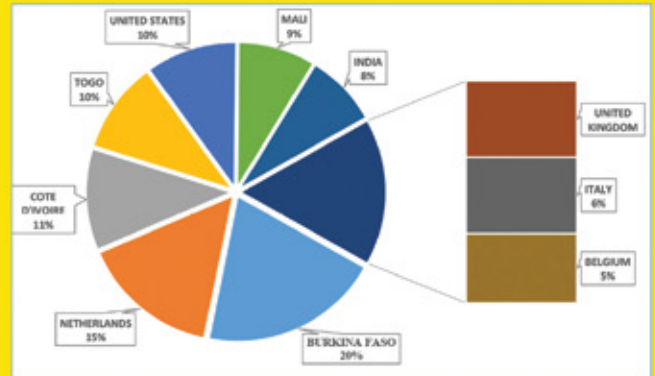


## Total Non-Traditional Exports(NTEs) USD 3,944,146,717

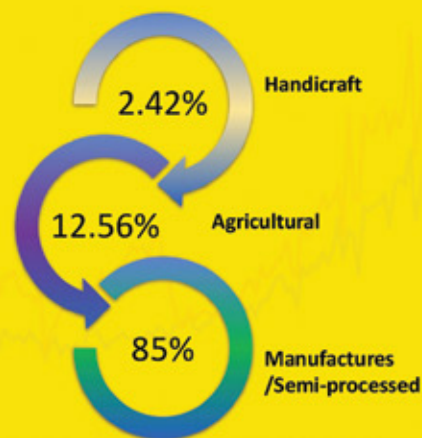
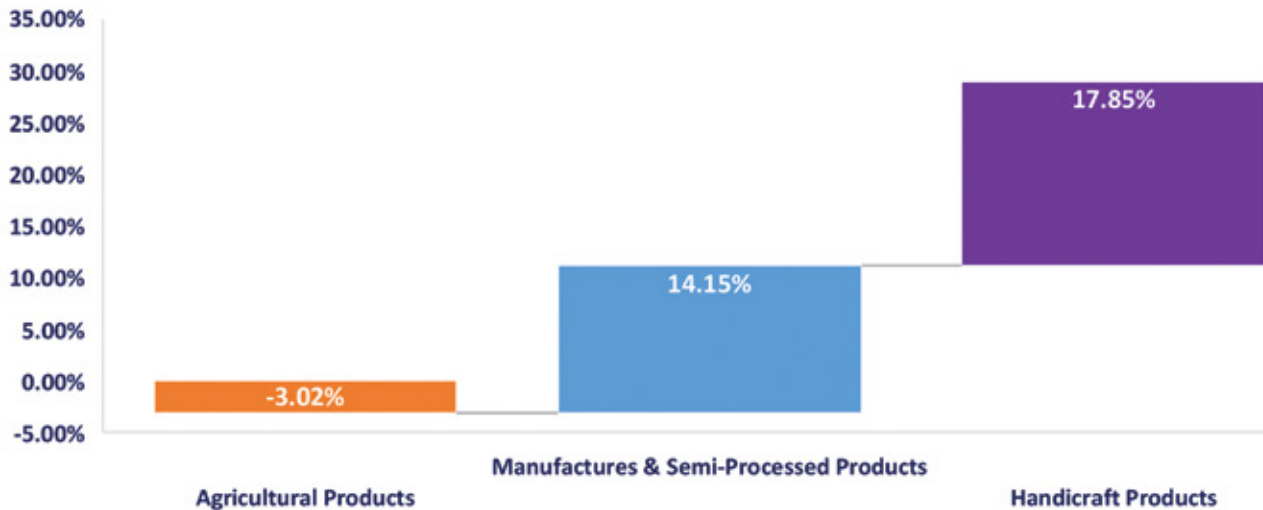
### 2023 NTEs Year in Numbers



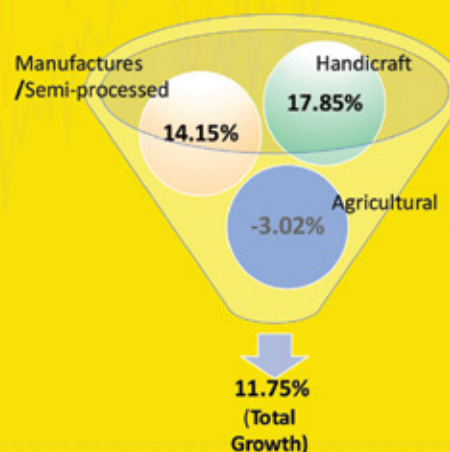
### Top Ten Leading NTEs Market Destinations



### % Growth 2023/2022



Contribution of sub-sectors to NTEs



Average growth of sub-sectors

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# FOREWORD

The Ghana Export Promotion Authority (GEPA) is delighted to report a remarkable increase of 11.75% in Non-Traditional Exports (NTEs) earnings, reaching a total of USD 3,944,146,717. This accounts for 24% of total merchandise exports and marks significant progress towards our decade-long goal of USD 25.3 billion by 2029. The driving force behind this expansion was the rise in exports of iron/steel circles, rods, sheets, and billets. Moreover, the positive trend reflects a combination of structural changes within Ghana's NTEs framework, and the continuous implementation of key interventions outlined under the National Export Development Strategy (NEDS) throughout the year.

In the report, iron/steel circles, rods, sheets, and billets toppled cocoa paste to emerge as the top NTE earner, generating USD 447.80 million. During the specified period, 1702 companies engaged in exporting 625 non-traditional products to 156 countries. Notably, the earnings from 88 exporting companies contributing 80% of the total non-traditional exports for the year under review. Additionally, Ghana's total services export reached USD 8.6 billion.

To enhance exports, the Ghana Export Promotion Authority (GEPA) has embarked on several initiatives, including market research, export promotion campaigns, and capacity building for exporters. These efforts aim to enhance the international competitiveness of Ghana's Non-Traditional Exports (NTEs) and attract investments.

GEPA has proactively harnessed AfCFTA and other trade agreements by effectively implementing the National Export Development Strategy (NEDS) through district-level sensitization. The district-level sensitization aims to create awareness among businesses and stakeholders about NEDS and their role in achieving Ghana's export goals.

In 2023, Burkina Faso emerged as the top market destination for Non-Traditional Exports (NTEs), accounting for 20% of NTEs. The Netherlands followed closely, absorbing 15% of NTEs. Other ECOWAS countries, including Togo, Cote D'Ivoire, and Mali, made up 30% of the top ten market destinations for NTEs. The remaining market shares were distributed among North America (10%), India (8%), Italy (6%), Belgium (6%), and the United Kingdom (6%). This distribution underscores the diverse and global reach of Ghana's NTEs

The report also details the NTE sub-sectors, all of which experienced an uptick in earnings. The manufactures/semi-processed sub-sector continues to be the leading contributor to Ghana's Non-Traditional Exports (NTEs), accounting for a significant 85.04% of total NTE earnings. In 2023, the sub-sector's earnings reached US\$3,354,295,172, marking a substantial increase of 14.15% compared to US\$2,938,545,897 in 2022. This growth can be linked to the performances of Iron/Steel circles, rods, sheets, billets, articles of plastic, shea oil, and cut fruit.

The Ghana Export Promotion Authority (GEPA) had a bustling 2023. The following are the major projects and programmes undertaken by GEPA for the 2023 year under review. Some of these projects and programmes are ongoing.

**1. Ghana Trade Houses-** The Ghana Export Trade House was successfully launched and established as one of the strategic interventions outlined in the National Export Development Strategy in Nairobi, Kenya and is actively promoting made-in-Ghana products and services of 50 Small and Medium Enterprises (SMEs).

**2. Women Icons Regional Exhibitions:** GEPA successfully organized the Women Icon Regional Exhibitions in six (6) regions aimed at promoting made-in-Ghana products and services produced by women-owned enterprises, and to help identify potential exporters who will be groomed and transited to the export space. A total of 273 Women-owned businesses participated in the exhibitions and six (6) women Icons were honored.

**3. Trade Fairs and Missions-** In 2023, GEPA supported 300 Ghanaian exporting companies to participate in international trade fairs such as: Fruit Logistica, Ambiente, Vivannes in Germany, NY Now and MAGIC in USA, Wines of South Africa, Intra Africa Trade (IATF) Fair 2023 in Egypt, and Saloon the Chocolat in France. Export orders worth more than 100 million dollars were secured and delivered generating about 45,000 direct and indirect jobs.

**4. Local Trade Exhibitions-** GEPA also organized and participated in a number of local trade exhibitions including: 3rd Edition of the International Coconut Festival (ICF), WACOMP Made-in-ECOWAS Fair, SoundOut Premium Art Exhibition, Monthly Craft Fair at Du Bois Centre, Propak Ghana Fair, Northern Trade, Industry, and Investment Fair and Summit.

**5. Exporters Awards and Exporters Forum -** GEPA in collaboration with Ghana Free Zones Authority (GFZA) held the 30th and 31st National President's Export Achievement Awards with His Excellency the President in attendance. . A total of 1,038 exporters were shortlisted, and 116 Exporters awarded. Similarly, a national exporters forum was also successfully organized with over 350 exporters in attendance.

**6. Creative Sector Enhancement Program -** In line with GEPA's mandate of export product development and promotion, the Authority has embarked on the following interventions: Needs assessment of Craft Villages across the country, Product development in new craft designs by an International Consultant and the procurement and installation of wood turning machines.

**7. Shelve scanning programs-**In 2023, GEPA carried out shelve scanning of 28 shopping centers in 8 regions where 85 innovative Made in Ghana products were identified on the shelves for registration, coaching, development, and promotion.



**8. Financing Forums and Financing partnerships:** GEPA partnered with five (5) financial institutions to organize SME banking seminars in 4 regional capitals to raise awareness of financing opportunities within the banking system in Ghana.

**9. Youth in Export Programme (YiEP)-** The Phase II of Youth in Export Programme (YiEP) was successfully carried out where one hundred (100) trainees were trained by seasoned exporters as mentors in agribusiness, basketry and shea butter processing and value addition.

**10. Product Supply Based Expansion Program (coconut, cashew, pineapple) -** GEPA expanded the product supply improvement programme by supplying seedlings of targeted cash crops to out-growers and farmers for increased production.

- 500,000 Coconut Seedlings distributed to farmers and out-growers under the Coconut Revitalization Programme
- 5,000 Cassava farmers and out-growers supported with high yielding and disease tolerant cassava varieties.
- Yam Development Programme-GEPA facilitated the development of a strategic yam development document submitted to the Ministry of Trade and Industry

**11. Trade information dissemination for business and export growth:** GEPA participated in political consultations between Ghana-Germany, Ghana-Switzerland and presented an issue regarding fresh bananas from Ghana attracting import duty of 140CHF per ton in Switzerland, instead of zero-rated duty as in the case of fresh pineapples from Ghana.

- GEPA signed MOUs for cooperation with the Russia Export Center and Saudi Export Development Authority. The framework for action plan for executing object of MOUs has been developed in this regard
- MOUs in draft forms yet to be finalized and signed with GEPA's counterparts in the following countries: Angola, Colombia, Finland, Hungary, Mozambique, Niger, Senegal and Zambia

**12. Export School -** In 2023, a total of 365 exporters were successfully trained in various modules such as export procedures and documentations, the principles and practices of international marketing, contracts, and negotiations, labelling and packaging, costing and pricing for export, packaging, trade fair participation and dynamics, online/social media marketing, sanitary and phytosanitary specifications under the Export School in Kumasi, Takoradi and Accra.

**13. Impact Hub performance programs:** GEPA also organized specialized programs at its Impact Hub. This attracted over 1,600 visitors to the Impact Hub to learn and familiarize themselves with export related matters.

**14. Participation in Doha 2023 International Horticultural Expo:** Under GEPA's leadership, Ghana successfully planned, coordinated, and participated in the recently concluded Doha Expo 2023.

The year 2024 is envisaged to be a year of implementing insights gained from seminars, training, webinars, and discussions. In spite of the challenges posed by the global economic downturn, GEPA remains committed to achieving its National Export Development Strategy (NEDS) target by 2029.

We extend our heartfelt gratitude to exporters, partners, and stakeholders for their unwavering support as we look forward to more fruitful collaborations and even greater achievements ahead!



**OSAFOHENE DR. AFUA ASABEA ASARE I**  
CHIEF EXECUTIVE OFFICER  
GHANA EXPORT PROMOTION AUTHORITY

## ACKNOWLEDGEMENTS

The Ghana Export Promotion Authority (GEPA) has successfully compiled this report through the collaborative efforts of key National Institutions and Stakeholders.

Ghana Revenue Authority (GRA-Customs Division) deserves special recognition for its oversight of the Integrated ICUMS and its contributions to the Single Window Platform.

We are also grateful to the Ministry of Trade and Industry (MOTI), the supervising ministry of GEPA, for its continuous support that has been essential in fulfilling GEPA's mandate throughout the review period.

Our thanks extend to the Ghana Statistical Service for their critical input to this report.

We would also like to express our sincere appreciation to the Exporter Community, our valued clients, whose collaboration with our field team was instrumental in the data reconciliation process.

The umbrella organization, Federation of Associations of Ghanaian Exporters (FAGE), along with its member Product Associations such as Sea-Freight Pineapple Exporters of Ghana (SPEG), Vegetable Producers and Exporters Association of Ghana (VEPEAG), Ghana Root Crops and Tubers Exporters Union (GROCTEU), Ghana Association of Vegetables Exporters (GAVEX), Association of Ghana Apparel Manufacturers (AGAM), and National Association of Handicraft Exporters (NAHE) were key contributors to the success of this publication.

## ABBREVIATIONS

<b>AfCFTA-</b>	African Continental Free Trade Area
<b>AGAM-</b>	Association of Ghana Apparel Manufacturers
<b>AMU-</b>	Arab Maghreb Union
<b>BOG-</b>	Bank of Ghana
<b>CEO-</b>	Chief Executive Officer
<b>CEN-SAD-</b>	Community of Sahel-Saharan States
<b>COMESA-</b>	Common Market for Eastern and Northern
<b>EAC-</b>	East African Community
<b>ECCAS-</b>	Economic Community of Central African States
<b>ECOWAS-</b>	Economic Community of West African States
<b>ETLS-</b>	ECOWAS Trade Liberalization Scheme
<b>EU-</b>	European Union
<b>FAGE-</b>	Federation of Associations of Ghanaian Exporters
<b>GAVEX-</b>	Ghana Association of Vegetables Exporters
<b>GDP-</b>	Gross Domestic Product
<b>GEPA-</b>	Ghana Export Promotion Authority
<b>GEXIM-</b>	Ghana Export-Import Bank
<b>GRA-</b>	Ghana Revenue Authority
<b>GROCTEU -</b>	Ghana Root Crops and Tubers Exporters Union
<b>ICUMS-</b>	Integrated Customs Management System
<b>IGAD-</b>	Intergovernmental Authority on Development
<b>ITC-</b>	International Trade Centre
<b>KNUST-</b>	Kwame Nkrumah University of Science and Technology
<b>LOC-</b>	Letters of Commitment
<b>MOTI-</b>	Ministry of Trade and Industry
<b>MOU-</b>	Memorandum of Understanding
<b>NAHE-</b>	National Association of Handicraft Exporters
<b>NEDS-</b>	National Export Development Strategy
<b>NTEs-</b>	Non-Traditional Exports
<b>PPE-</b>	Personal Protective Equipment
<b>SADC-</b>	Southern African Development Community
<b>SPEG-</b>	Sea-Freight Pineapple Exporters of Ghana
<b>TEPC-</b>	Telecom Equipment and Services Export Promotion Council
<b>UEMOA-</b>	Union Economique et Monétaire Ouest Africaine
<b>UDS-</b>	University for Development Studies
<b>USD-</b>	United States Dollars



## MANDATE OF GEPA



The Ghana Export Promotion Authority (GEPA) serves as the National Export Trade Support Institution, dedicated to facilitating the growth and promotion of Ghana's exports. Established by an Act of Parliament (Act 396) in 1969, GEPA operates under the Ministry of Trade and Industry. Its primary mandate is to enhance Ghana's export sector by diversifying beyond traditional export products (such as unprocessed minerals, cocoa beans, timber logs, and electricity) to include non-traditional export products.

In pursuit of its mission, GEPA fulfils the following key functions:

**Product Development:** GEPA actively supports the creation and enhancement of export-ready products.

**Market Development:** The authority focuses on identifying and expanding market opportunities for Ghanaian exports globally.

**Market Intelligence Delivery:** GEPA disseminates relevant trade information to exporters, helping them make informed business decisions.

**Research:** The authority conducts research to inform export strategies and policies.

Capacity Building-Under the reputable Ghana Export School, GEPA trains potential and existing exporters to equip them with essential knowledge and skills related to export marketing fundamentals and networking opportunities. GEPA equally carries out advocacy role in the advancing the growth of Ghana's export trade development in the country.

Coordination of NEDS Implementation: GEPA collaborates with various stakeholders, including new and potential exporters, government institutions, private national entities, Ghanaian missions abroad, foreign missions in Ghana, donor organizations, and national and international trade promotion bodies, to drive the implementation of the National Export Development Strategy (NEDS).

By fostering collaboration and providing essential services, GEPA plays a crucial role in advancing Ghana's export agenda.



## DEFINITION OF CONCEPTS, DATA SOURCE, AND METHODOLOGY

### 2.1 Definitions of Concepts

#### Export

Export involves selling products or services produced in one country to buyers in another country. It can range from physical products like automobiles, electronics, and agricultural produce to intangible services such as consulting, software development, and tourism.

General exports consist of:

- a. Exports of domestic goods from any part of the statistical territory, including free zones and Customs warehouses.
- b. Re-exports of foreign goods from any part of the statistical territory, including free zones and Customs warehouses.
- c. Re-exports are exports of foreign goods which were previously recorded as imports.

#### Non-Traditional Exports (NTEs)

Defined as all products other than cocoa beans, logs and lumber, unprocessed gold, and other minerals and electricity. These include horticultural products, fish and seafood, prepared food and beverages, services, handicrafts, and other manufactured products.

#### Partner Country/Destination Country

This is the country of last known destination; thus, the country of last known destination is the final country the goods will be exported to.

#### Free on Board (FOB) Value

The FOB (Free on Board) value represents the worth of products at the border of the exporting nation. It serves as the basis for assessing export values.



## 2.2 Data Source

The main source of the Non-Traditional Exports (NTEs) data is from the Customs Division of the Ghana Revenue Authority and the data is accessible through the Integrated Customs Management System (ICUMS).

Additionally, filled Export return forms by exporters at the Customs designated borders currently not on the ICUMS platform are collected and included.

## 2.3 Methodology

This NTEs statistics compiled by the GEPA steadily follows the International Merchandise Trade Statistics (IMTS) Manual of the United Nations to ensure alignment with international standards. This is to ensure the NTEs statistic has consistency and comparability in its trade data, a requirement which is essential for accurate analysis and decision-making.

At the first stage, the raw export data from the primary sources is coded, and thoroughly checked for omissions, wrong placement of products under Harmonised Codes (HS) codes, and inconsistencies.

The second stage is a field data reconciliation activity which involves direct field engagement with export managers of key export companies. The reconciliation exercise further seeks to enhance the integrity of data produced by GEPA, with statistically acceptable levels of margin of error.

Finally, the data is analysed using various statistical tools to generate the necessary output in the form of graphs, tables and charts under various thematic areas.

### 2.3.1 Scope

The scope of the 2023 Statistics includes the compilation of all NTEs of Ghana in the year under review using the General Trade System. In the technical manual the alignment between the general trade system and Ghana's customs regulations is described in detail.

### 2.3.2 Valuation

In line with international guidelines, the free on board (FOB) value is used as custom value for exports. These are the final values that customs assessed as the value of the trade, which is approved by the traders as well.





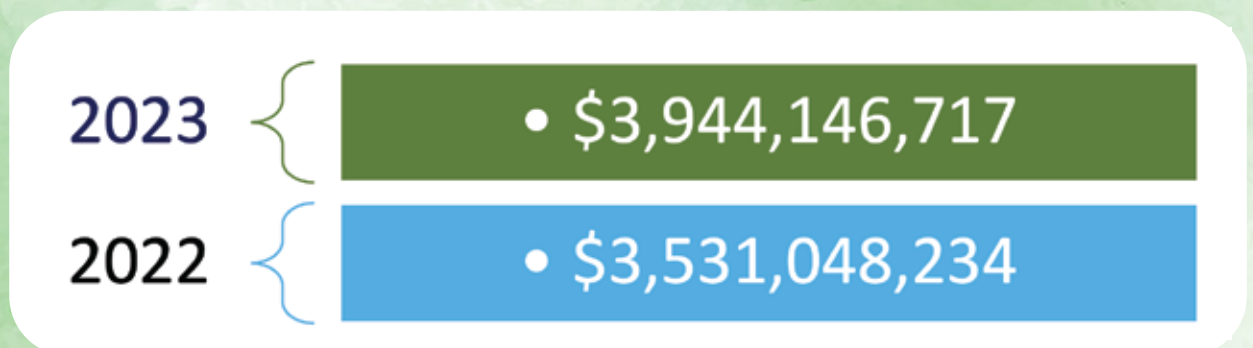
## NON-TRADITIONAL EXPORTS (NTEs) GENERAL PERFORMANCE

In 2023, Ghana's Non-Traditional Exports (NTEs) saw a significant rise, with the total value reaching an impressive US\$ 3,944,146,717. This marked a considerable increase from the US\$ 3,531,048,234 recorded in 2022. The growth rate for 2023 was an outstanding 11.75%, which was a notable improvement compared to the 6.68% growth rate recorded in 2022. This data clearly highlights the positive trajectory of Ghana's NTEs.

The driving force behind this expansion was the rise in exports of iron/steel circles, rods, sheets, and billets. Moreover, the positive trend reflects a combination of structural changes within Ghana's NTEs framework and the successful implementation of the National Export Development Strategy (NEDS) throughout the year.

Notably, the appreciation in the 2023 NTEs is closely linked to improved performance in the Manufactures/Semi-processed products and crafts (handicrafts) sectors.

**CHART 3.1: TOTAL NTEs PERFORMANCE FOR 2023 RELATIVE TO 2022 EARNINGS**



Source: GEPA (2023)

Ghana's Non-Traditional Exports (NTEs) have shown steady and consistent growth, contributing significantly to the country's total merchandise exports. Between 2019 and 2023, NTEs recorded an average annual growth rate of 7.19%, and by 2023, they accounted for 24.56% of Ghana's total merchandise exports.

The enhanced competitiveness of Ghanaian NTEs is attributed to streamlined export processes, including expedited processing of export consignments and the electronic issuance of permits and certificates of origin, transmitted seamlessly to export destination authorities.

Chart 3.2 illustrates the trend in non-traditional product exports from 2019 to 2023, providing a comparative analysis of NTEs and total national merchandise exports. This comparison aids in understanding the significant contribution of NTEs to Ghana's economy, reinforcing the government's commitment to diversification efforts.

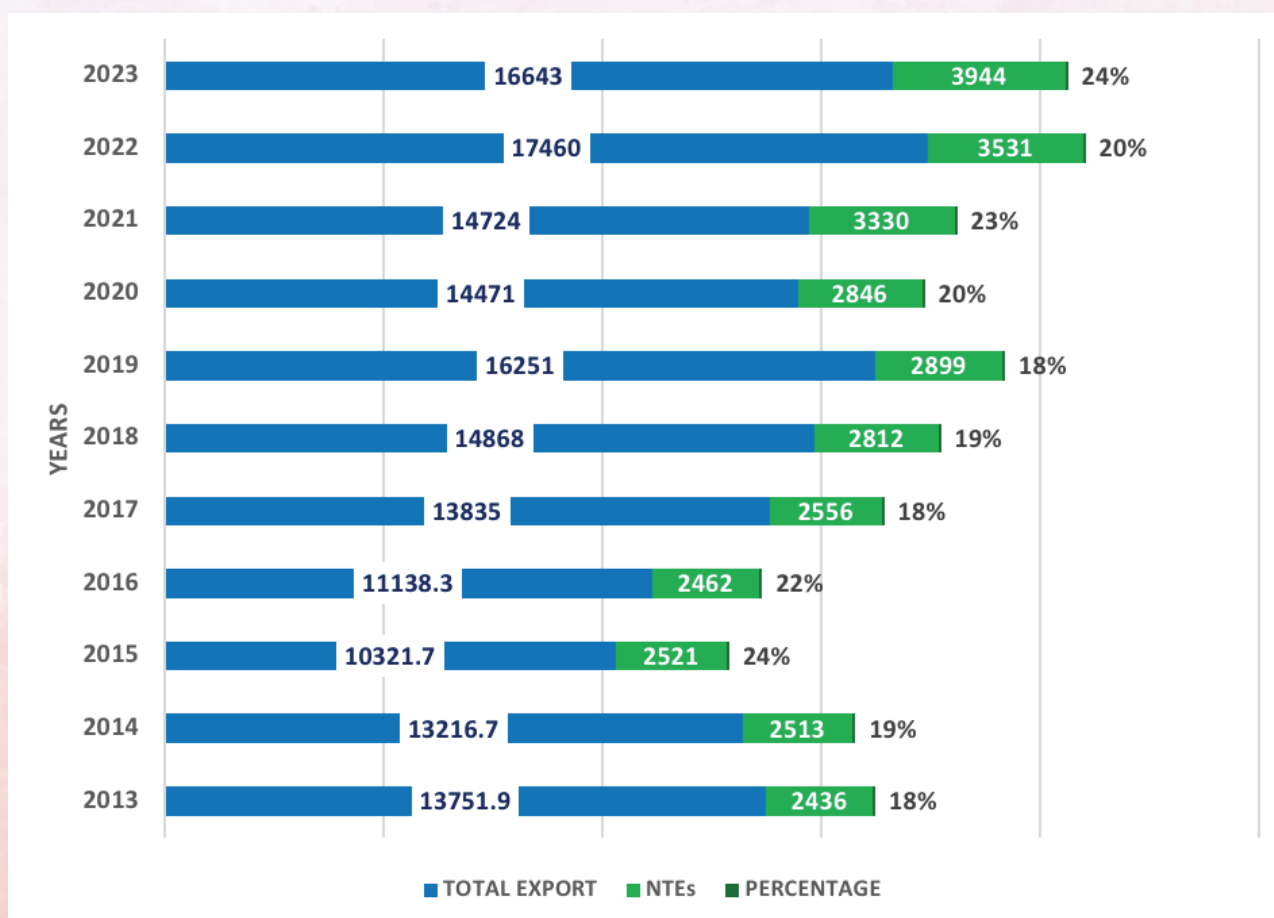
As NTEs continue to grow, stakeholders increasingly recognize the sector's vast potential to drive economic development. This recognition further promotes initiatives spearheaded by the Ghana Export Promotion Authority (GEPA).

In 2023, the annual Non-Traditional Exports (NTEs) of Ghana saw a significant appreciation compared to 2022, with a growth in their percentage contribution by 20%. By the end of December 2023, the total value of NTEs had reached US\$3.9 billion, while the total merchandise exports amounted to US\$16.66 billion.

The percentage contribution of NTEs to the total national exports has been on a rising trend over the years. It stood at 18% in 2019, 20% in 2020, 23% in 2021, and 20% in 2022. In 2023, this figure increased further to 24%, highlighting the growing importance of NTEs in Ghana's export landscape. This data underscores the increasing significance of NTEs in Ghana's economy.



**CHART 3.2: NTEs PERCENTAGE CONTRIBUTION TO TOTAL NATIONAL EXPORTS BETWEEN 2013-2023 (IN BILLIONS)**



Source: GEPA (2023)



## NTEs SUB-SECTOR PERFORMANCE

The Non-Traditional Exports (NTEs) sector in Ghana encompasses four (4) primary sub-sectors: Agriculture, Manufactures/Semi-Processed, Industrial Art & Craft (Handicrafts), and Services. However, the analysis primarily focuses on three of these sub-sectors, excluding services exports, despite their inclusion in the report's data.

Evaluating the export earnings performance of these sub-sectors is essential for assessing the impact of interventions by the Ghana Export Promotion Authority (GEPA) and other government entities. The statistical data indicates a consistent increase in earnings across the various sub-sectors, as illustrated in Table 4.1. Equally important is understanding the percentage contribution of each sub-sector to the overall NTEs.

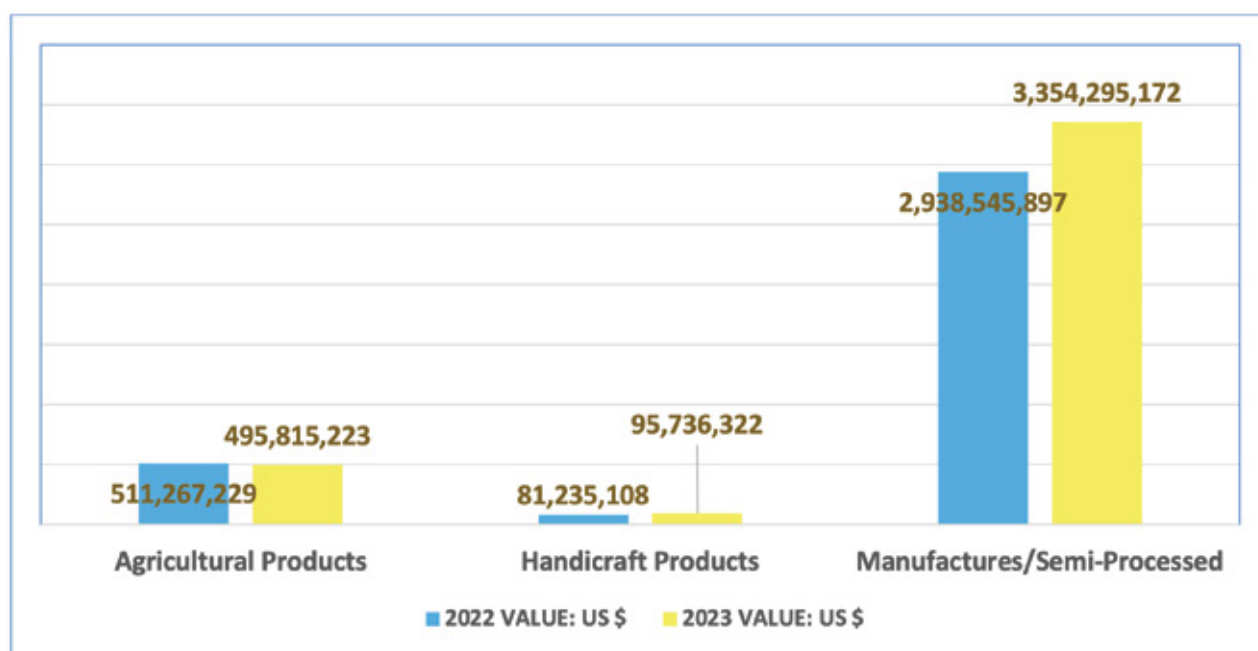
Notably, the Manufactures/Semi-Processed sub-sector played a significant role, contributing 85.01% to the NTEs portfolio. The Agricultural and Industrial Art & Craft (Handicrafts) sub-sectors contributed 12.57% and 2.43%, respectively. This sustained dominance of the manufactures and semi-processed sub-sector underscores the critical need for prioritizing value addition and industrialization initiatives by the government. Industry players' commitment to enhancing value within the Manufacturing sector directly correlates with increased export earnings.



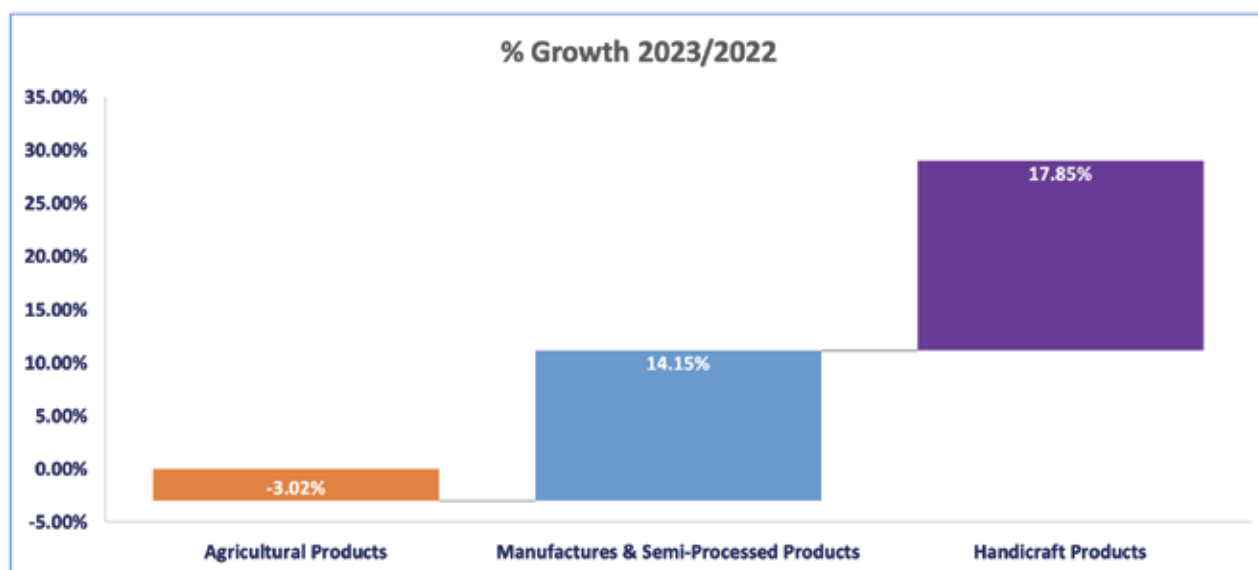
**TABLE 4.1: CONTRIBUTION OF SUB-SECTORS TO TOTAL NTEs IN 2023 VIS-A-VIS 2022**

Sector	2022(US \$)	2023(US \$)	% Growth	Contribution To Total NTEs
Agricultural	511,267,229	494,115,223	-3.02%	12.56
Handicrafts	81,235,108	95,736,322	17.85%	2.43
Manufactures & Semi-Processed	2,938,545,897	3,354,295,172	14.15%	85.00

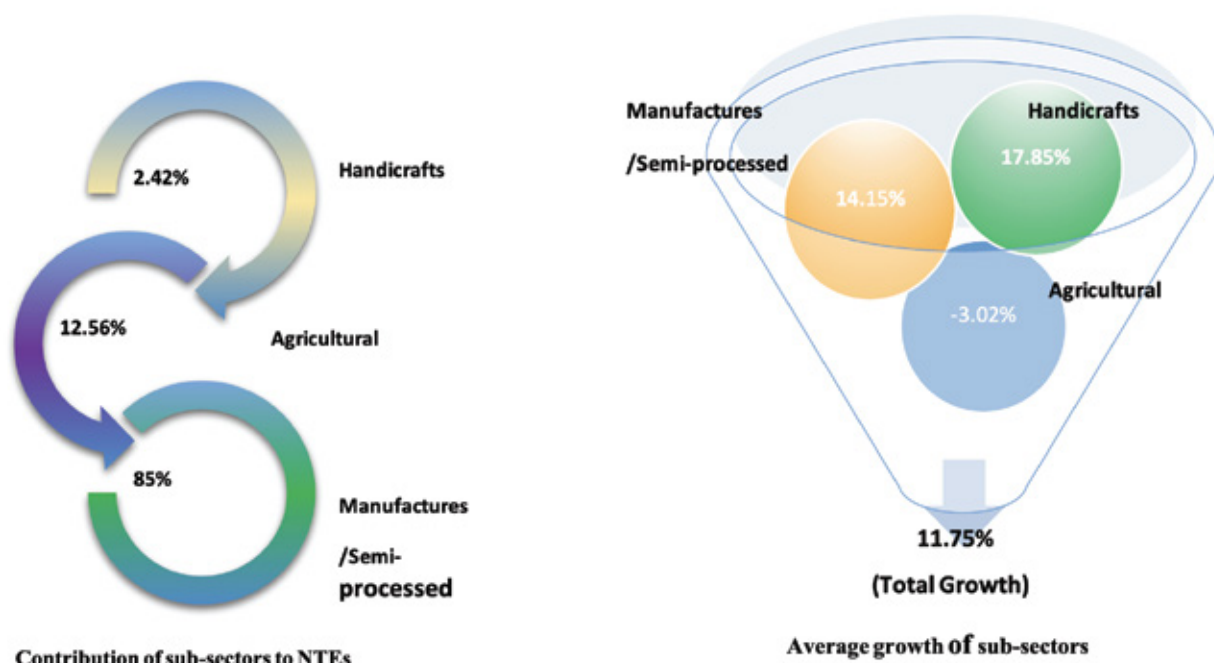
Source: GEPA (2023)

**CHART 4.1: GROWTH PATTERNS OF SUB-SECTORS IN 2023**

Source: GEPA (2023)



Source: GEPA (2023)



Source: GEPA (2023)

## PRODUCT PERFORMANCE



In the dynamic landscape of export markets, the top ten (10) products saw a mix of growth and decline. The total value of these leading products experienced a slight dip from \$2,150,085,426 in 2022 to \$2,119,953,439 in 2023, marking a marginal decrease of 0.01%.

The Iron/Steel Circles, Rods, Sheets, Billets category, typically grouped as a single product, emerged as the top Non-Traditional Export (NTE) earner in the year under review, surpassing the usual leader, Cocoa paste. This category saw an impressive growth of 78.13% from 2022 to 2023, due to a surge in demand and production, primarily driven by infrastructure and construction projects.

Articles of Plastics showed a growth of 14.33%, as a result of an increase in demand or production. This growth is attributed to the growing use of plastics in Sahelian countries, particularly Burkina Faso.

Canned Tuna exhibited a minimal growth of 0.41%, was mainly due to a stable market and consistent production levels. This stability is indicative of a steady demand for canned tuna products.

Shea (Karite) Oil showed a significant growth of 26.51%, pointing to an increase in demand and production. The growing popularity of natural skincare products likely contributed to this growth.

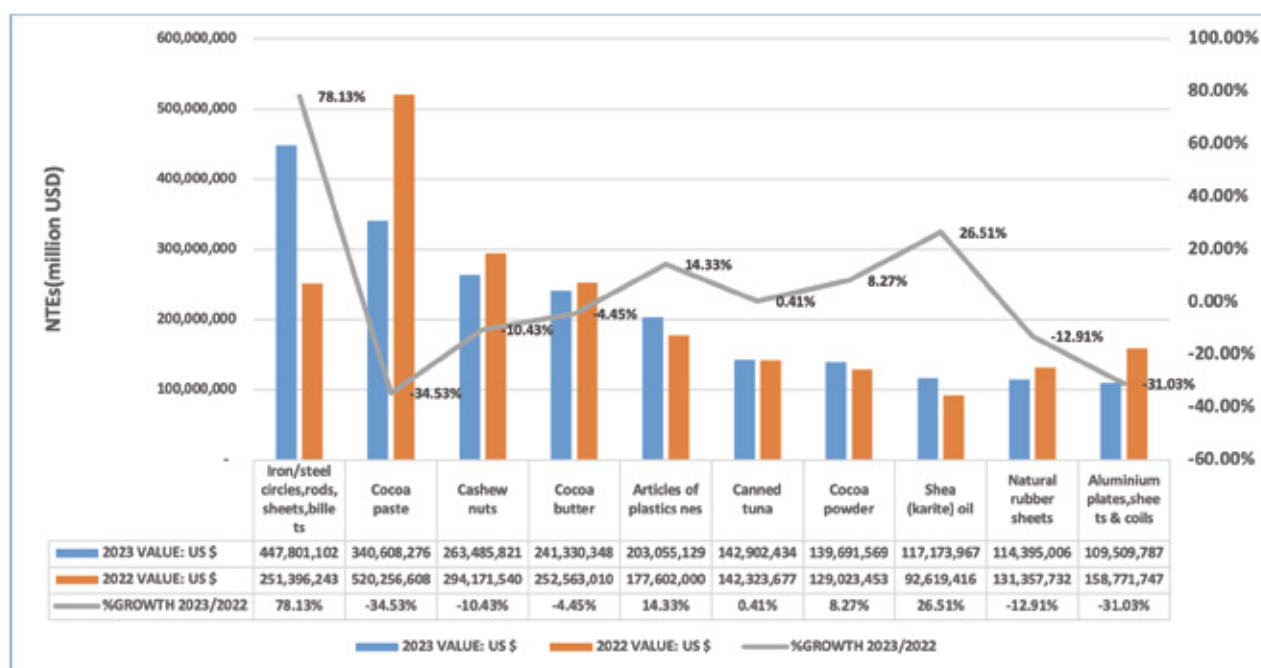
The Cocoa sector faced a notable decline due to challenges in the supply of cocoa beans during the production process. This decline is attributed to poor yield resulting from the impact of illegal mining (galamsey) on farmlands in the Cocoa growing communities.

Cashew Nuts experienced a moderate decline of 10.43%, indicating potential issues in the cashew nut market or production process. The global demand fluctuations and quality control issues accounted for the decline in the export earnings.

Natural Rubber Sheets also saw a decline of 12.91%, because of challenges or fluctuations in the natural rubber market. Changes in global rubber prices and competition from synthetic rubber alternatives influenced the product's demand.

Aluminium Plates, Sheets, and Coils experienced a significant decrease of 31.03%, attributable to major challenges or shifts in this market segment. This decline was influenced by shifts in consumer preferences towards alternative materials.

**CHART 5.1: TOP TEN (10) NTEs PRODUCTS IN 2023**



Source: GEPA (2023)





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**Location**

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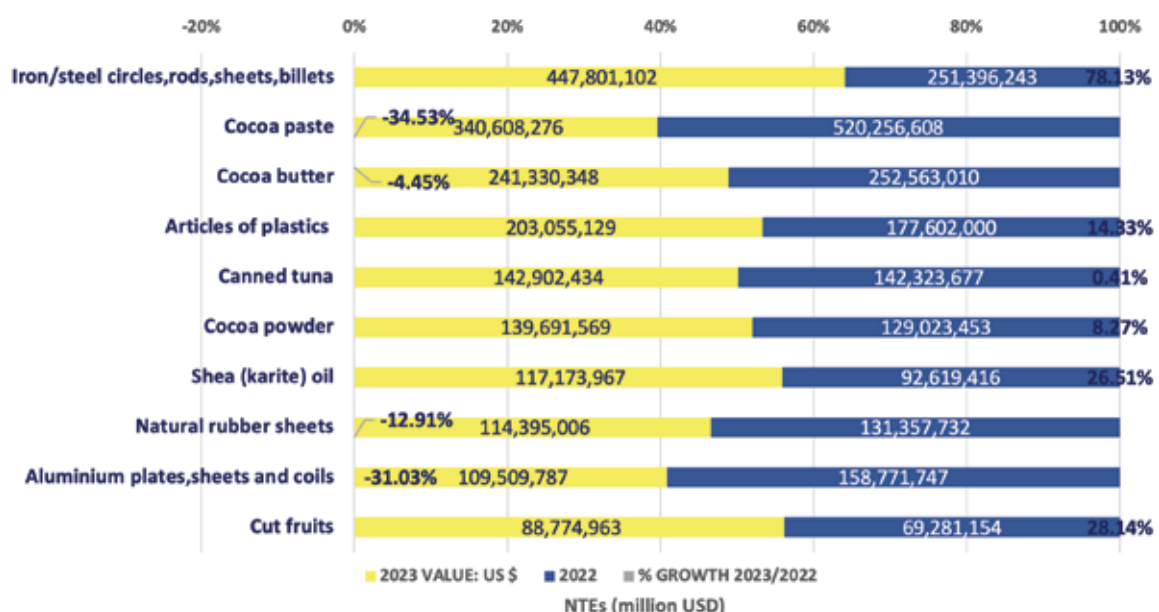


## MANUFACTURES / SEMI-PROCESSED SUB-SECTOR

The manufactures/semi-processed sub-sector continues to be the leading contributor to Ghana's Non-Traditional Exports (NTEs), accounting for a significant 85.04% of total NTE earnings. In 2023, the sub-sector's earnings reached US\$3,354,295,172, marking a substantial increase of 14.15% compared to US\$2,938,545,897 in 2022. This growth was largely linked to the performances of Iron/Steel circles, rods, sheets, billets, articles of plastic, shea oil, and cut fruit.

Given its major contribution and significant potential for expansion, the manufactures/semi-processed sub-sector is a key driver of economic growth. This highlights the need for initiatives like the National Export Development Strategy to further tap into the vast potential of this sector and promote sustained growth in the Non-traditional Exports arena.

**CHART 6.1: COMPARATIVE ANALYSIS OF THE TOP TEN (10) MANUFACTURES/ SEMI-PROCESSED PRODUCTS**



Source: GEPA (2023)

In broad terms, the processed cocoa sector saw a decrease of 19.98% in 2023 compared to 2022. However, cocoa powder, which is derived from cocoa cake, showed moderate growth of 8.27%, indicating a consistent increase in demand and production, and a corresponding decrease in cocoa cake production. This growth could be driven by the rising popularity of the health benefits associated with natural cocoa powder in the food and beverage industry.

Iron/Steel products performed remarkably well, with a growth rate of 78.13%. The factors that contributed to the remarkable growth are;

- High demand for these products
  - Increased production capacity by key players in the sector
  - Ongoing proactive trade facilitation activities by GEPA
  - Compliance with the protocols of the ECOWAS Trade Liberalization Scheme (ETLS) by most member states
- The major importers of Iron/Steel products are Burkina Faso, Mali, Togo, Niger, Guinea, and Cote D'ivoire, who benefit from the protocols under the ECOWAS Trade Liberalization Scheme (ETLS).

Articles of plastics saw a resurgence with a growth rate of 14.33%, indicating a recovery after disturbances in Burkina Faso. On the other hand, exports of natural rubber sheets decreased due to a drop in global prices, assuming all other factors remained constant.

Shea (Karite) oil exports experienced significant growth of 26.51% due to the ongoing entry of many players (exporters) into the Shea sector and increased value addition into various Shea-based products

There exists an inverse relationship between cocoa butter and Shea (Karite) oil, as a decrease in cocoa butter often triggers high demand for Shea (Karite) oil as a substitute.

Demand for canned tuna increased, driven by health-conscious consumers recognizing the numerous health benefits associated with seafood consumption.

Processed or cut fruits saw a significant increase of 28.14% in 2023 due to the rise in value-added fresh fruits. The high demand for processed fruits and the resulting high earnings have stimulated expansion by processing companies.

The noticeable decline in Aluminium plates/sheets of 31.01% indicates changes in consumer preferences and industrial demand patterns, such as a shift towards alternative materials and product substitutes, leading to a decrease in the demand for aluminium plates, sheets, and coils, and hence, a decrease in its exports.

# 70

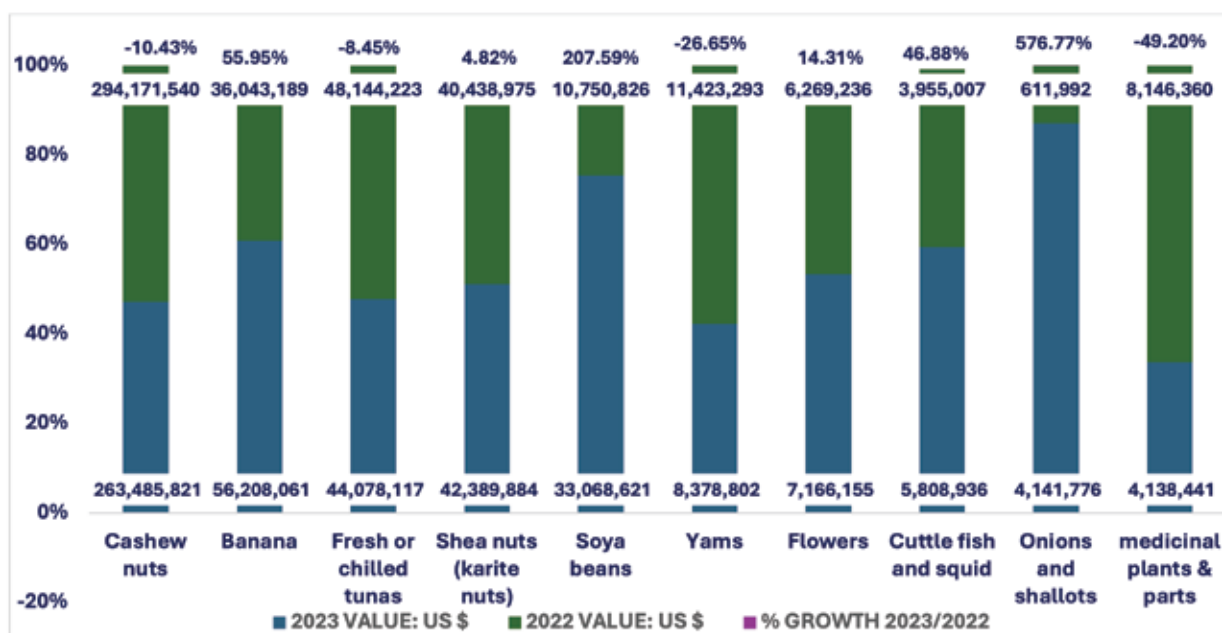
## AGRICULTURAL SUB-SECTOR



The performance of the Agricultural sub-sector in 2023 showed a decrease in its contribution to the total Non-Traditional Exports (NTEs) earnings. The earnings of this sub-sector fell from US\$ 511.27 million in 2022 to US\$496.82 million in 2023, marking a 3.02% drop in export revenue. This decline indicates a decrease in the value of agricultural exports for the year under review.

Despite the reduction in revenue, the Agricultural sub-sector continued to make a significant contribution to total NTE earnings, accounting for a 12.57% share in 2023. Thus, it remains a vital part of Ghana's export portfolio.

**CHART 7.1: COMPARATIVE ANALYSIS OF TOP TEN (10) AGRICULTURAL PRODUCTS**



Source: GEPA (2023)



In 2023, cashew nuts topped the list of agricultural produce earnings, contributing 53.14% to the total sub-sector earnings. However, its performance declined by 10.43% compared to 2022. This decline was largely due to fluctuations in global cashew demand and a decrease in consumer demand, influenced by changing dietary preferences and economic conditions in major importing countries.

Medicinal plants and parts saw a decrease due to a deliberate strategy by intermediary companies in Spain, India, and Switzerland to not patronize Voacanga. This was done to create an artificial scarcity in the international market, with the aim of driving up export prices for Voacanga and subsequently selling the active ingredient, Tabesonine, to large pharmaceutical companies.

Ghana's yam exports continued to face challenges, mainly due to exporters' failure to meet quality requirements, especially regarding high chemical residues. This resulted in a significant loss of yams intended for the export market in the year under review, emphasizing the need for farmers to adhere to quality standards and proper handling practices.

Soya beans experienced a rise in exports in 2023, driven by increased demand from the United States. This increase was mainly attributed to factors such as health trends, dietary shifts, industrial applications, globalization, and environmental considerations. The versatility and multiple uses of soya beans make it appealing in various markets, contributing to its increased demand and export value.

Banana exports saw a significant increase of 55.95% over the earnings in 2022. This growth was driven by an increase in the number of exporters in the industry. The rise in total export value indicates an increase in both production and market access for bananas, suggesting a positive trend for the banana export sector.

Flower exports improved in 2023 compared to 2022, with a total growth of 14.31% in export earnings. This growth was driven by the entry of new suppliers into the market, expanding the supply base. The improved performance of existing exporters also contributed to the overall increase in flower exports, indicating a favorable market environment for flower exports.



Shea nuts saw a rise in earnings during the period under review, driven by strong demand. Shea butter, a close alternative to cocoa butter, saw increased demand whenever cocoa prices surged in the futures market. This led to a shift in demand towards Shea butter, resulting in increased interest in Shea nuts. Notably, countries like Sweden, Kuwait, Turkey, Dubai, and Saudi Arabia incorporated Shea butter into their chocolate processing operations.

The export of onions and shallots saw a remarkable surge, with a growth rate of 576.77% compared to the previous period. This significant increase underscores a substantial expansion in both market demand and production capacity. There was notably heightened demand for shallots in the EU, driven by reduced production in India, a key producer and distributor to the EU market.





## INDUSTRIAL ART & CRAFT SUB-SECTOR

The export of handicraft products showed a positive trend, with a growth rate of 17.85% compared to 2022. This increase reflects a growing international appreciation and demand for handicraft products, as well as an uptick in tourists seeking unique souvenirs and handicrafts as keepsakes from their travels, contributing to the growth in exports.

GEPA has made concerted efforts to support and empower artisans and traditional craft communities, leading to increased production and market access for these products through training, marketing assistance, and participation in trade fairs and exhibitions. The ongoing improvement in product quality, design innovation, and adaptation to changing consumer preferences has enhanced the competitiveness of Ghana's handicrafts in the global market, driving export growth.

The specifics of the top ten (10) leading Industrial Art and Craft products are illustrated in Chart 8.1 below.

TABLE 8.1: TOP TEN (10) HANDICRAFT PRODUCTS

PRODUCT	2023 VALUE: US \$	2022 VALUE: US \$	% GROWTH 2023/2022
Ceramic products	92,511,935	75,536,318	22.47%
Basket ware	1,662,591	3,391,041	-50.97%
Mats	505,699	1,014,631	-50.16%
Traditional musical instruments	292,248	220,593	32.48%
Hides and skins	270,415	454,015	-40.44%
Handicraft items	171,515	41,239	315.90%
Paintings, drawings	108,893	334,753	-67.47%
Beads	95,760	133,349	-28.19%
Bamboo/cane furniture	47,607	4,953	861.18%
Statuettes	31,633	10,801	192.88%

Source: GEPA (2023)



The growth seen in the ceramic production within the Industrial Art & Craft sub-sector in 2023, compared to its performance in 2022, can be traced back to substantial investments made in ceramics in 2017. Three key companies, namely Wangkang (Ghana) Ceramic Ltd, Keda Limited, and Sentuo Ceramics invested heavily in expanding their factories and ceramic production during that period. This led to subsequent increases in exports in the following years. The primary export destinations for these ceramic products were Cote D'ivoire, Burkina Faso, Cameroon, Benin, Togo, and Mali.

The export value for basketware saw a sharp decline of 50.97%, dropping from \$3,391,041 in 2022 to \$1,662,591 in 2023. This significant decrease was due to a reduction in both demand and production capacity for basketware products during the review period. This decline was as a result of factors such as shifts in consumer preferences, increased competition from alternative materials or products, changes in market dynamics, and disruptions in the supply chain.

Similarly, the export value for mats saw a substantial decrease of 50.16%, falling from \$1,014,631 in 2022 to \$505,699 in 2023. This significant drop indicates a decrease in demand, leading to a reduction in the production of mats during the same period.

In 2023, bead earnings recorded a negative growth of 28.19% compared to 2022. This was due to the low adoption of innovative marketing strategies to promote authentic Ghanaian beads in targeted markets.

Despite the decline in earnings of some of the handicraft products, the sector as a whole saw an increased growth rate of 17.85%, indicating a healthy expansion in the handicrafts export sector. However, it's crucial for stakeholders to continue supporting the sector's sustainability and competitiveness to ensure its ongoing growth and contribution to local economies in the country.





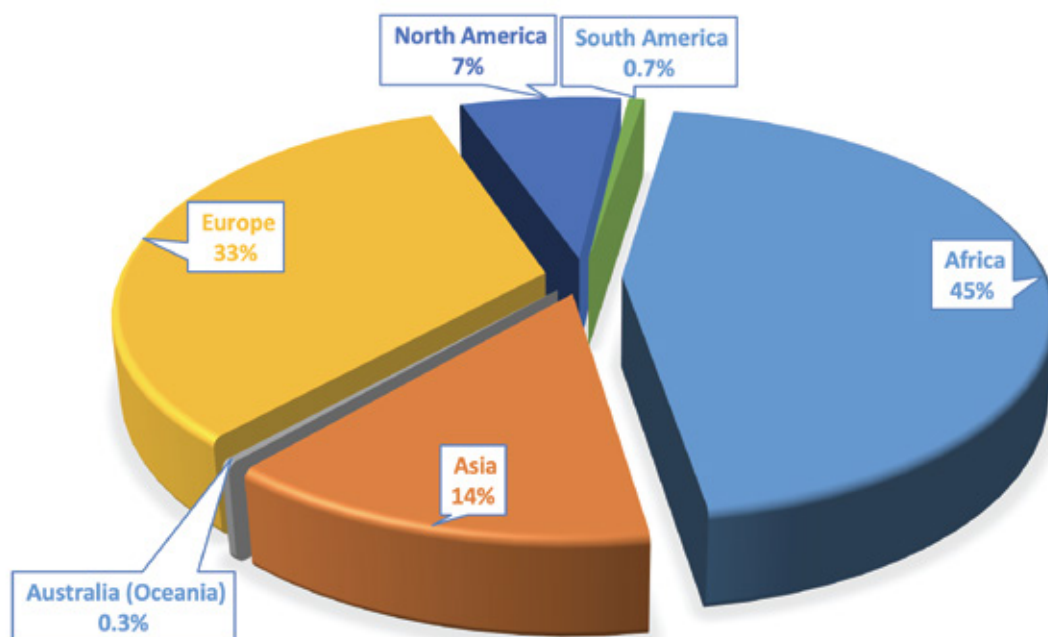


## NTEs MARKET PERFORMANCE

This analysis offers a geographical breakdown of exports for various products, highlighting where the bulk of export revenues are generated. In 2023, non-traditional export products from Ghana reached 155 countries across seven continents: Africa, Europe, Asia, North America, South America, and Australia (Oceania).

Africa accounted for the largest share of Ghana's Non-Traditional Exports (NTEs) at 45%, followed by Europe with a 33.00% share. Asia, with a 14% share, was the third-largest market for Ghana's NTEs, while North America held the fourth position with 7%. The remaining market shares of 1% and 0.33% were held by South America and Australia, respectively.

**CHART 9.1: SHARE OF GHANA'S NTEs MARKET BY CONTINENT**

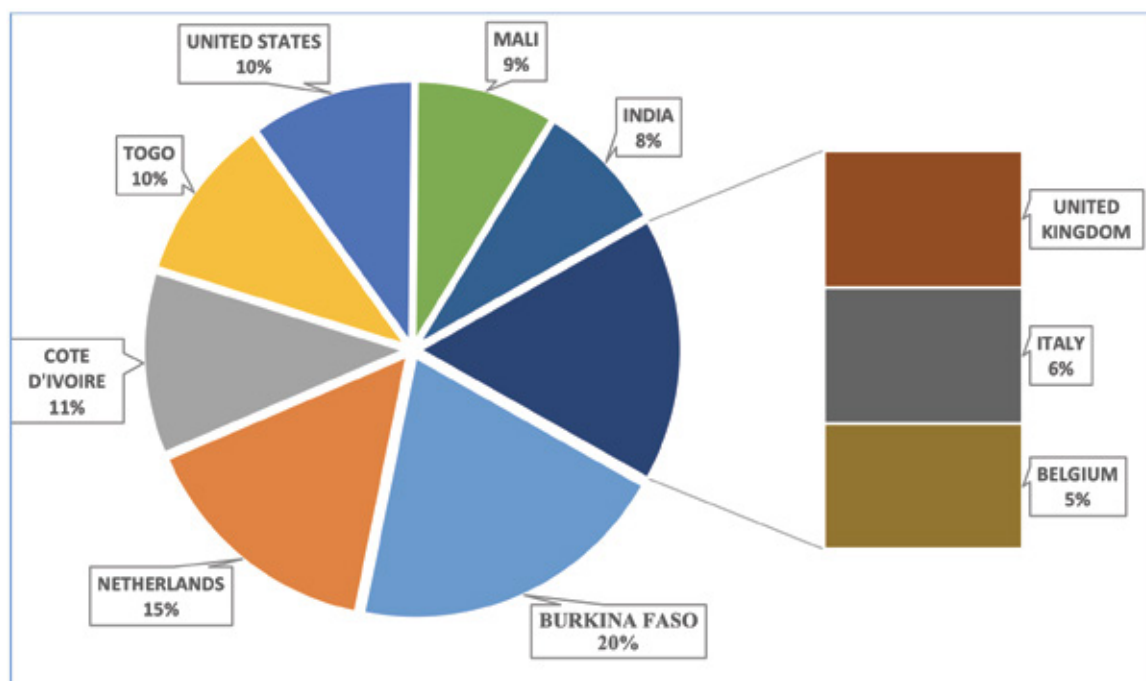


Source: GEPA (2023)

### 9.1: TOP TEN (10) LEADING NTEs MARKET DESTINATIONS

In 2023, Burkina Faso emerged as the top market destination for Non-Traditional Exports (NTEs), accounting for 20% of NTEs. The Netherlands followed closely, absorbing 15% of NTEs. Other ECOWAS countries, including Togo, Cote D'Ivoire, and Mali, made up 30% of the top ten market destinations for NTEs. The remaining market shares were distributed among North America (10%), India (8%), Italy (6%), Belgium (6%), and the UK (6%). This distribution underscores the diverse and global reach of Ghana's NTEs.

**CHART 9.2: TOP TEN (10) LEADING NTEs MARKET DESTINATIONS**



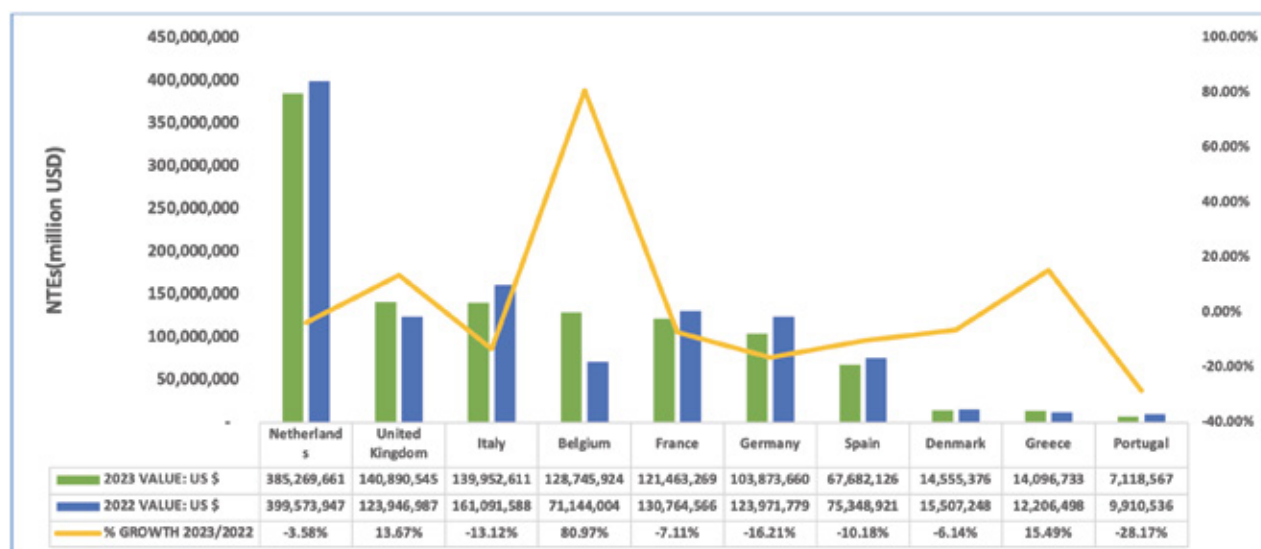
Source: GEPA (2023)

## 9.2: TOP TEN (10) LEADING NTEs MARKET DESTINATIONS IN EUROPE

In 2023, the Netherlands emerged as the leading European and UK market for Ghana's Non-Traditional Exports (NTEs), recording earnings of US\$ 385,269,661 million, a decrease of 3.58% compared to 2022.

The United Kingdom was the second leading market in Europe for NTEs, absorbing NTEs worth US\$ 140,890,545 million in 2023, which represents an increase of 13.68% over the 2022 performance. Italy, ranking third in 2023, contributed a value of US\$ 139,952,611 million, marking a negative growth of 13.12% from 2022. The remaining market destinations within this category are depicted in the bar chart below.

**CHART 9.3: TOP TEN (10) LEADING NTEs MARKET DESTINATIONS IN EUROPE**



Source: GEPA (2023)

## 9.3: GHANA'S NTEs TO THE AfCFTA MARKET

The African Continental Free Trade Area (AfCFTA) is an initiative outlined in the African Continental Free Trade Agreement among 54 of the 55 African Union nations. The free-trade area is the largest in the world in terms of participating countries since the formation of the World Trade Organization.

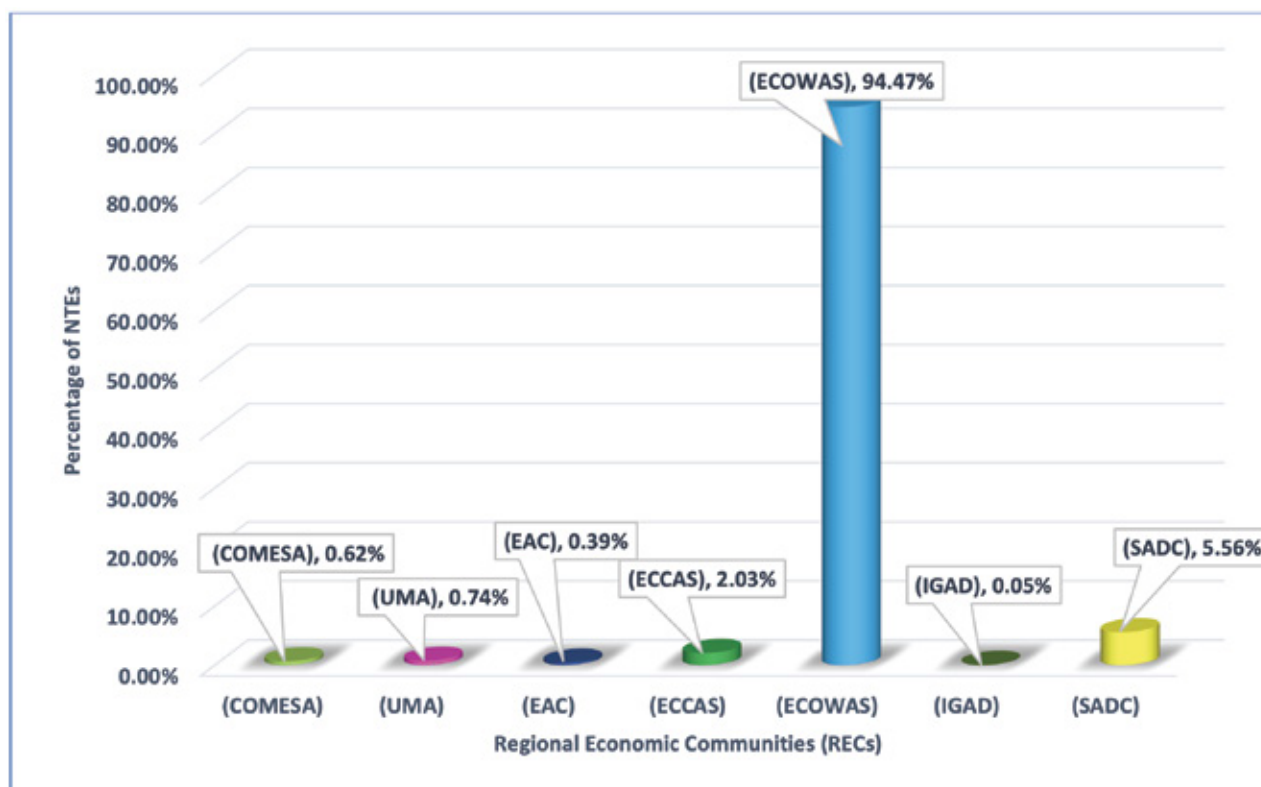


The African Continental Free Trade Area (AfCFTA) aims to create a single continental market for goods and services, with free movement of business, persons and investments, enhancing competitiveness at the industry and enterprise level through exploiting opportunities for scale production, continental market access and better reallocation of resources and expanding intra-African trade through better harmonization and coordination of trade liberalization and facilitation and instruments across the Regional Economic Communities (RECs) and across Africa in general.

It is therefore expedient to assess how Ghana's NTEs is performing in the various Regional Economic Communities (RECs) within the Africa Free Trade Area especially on the backdrop of the implementation of the National Export Development Strategy (NEDS)

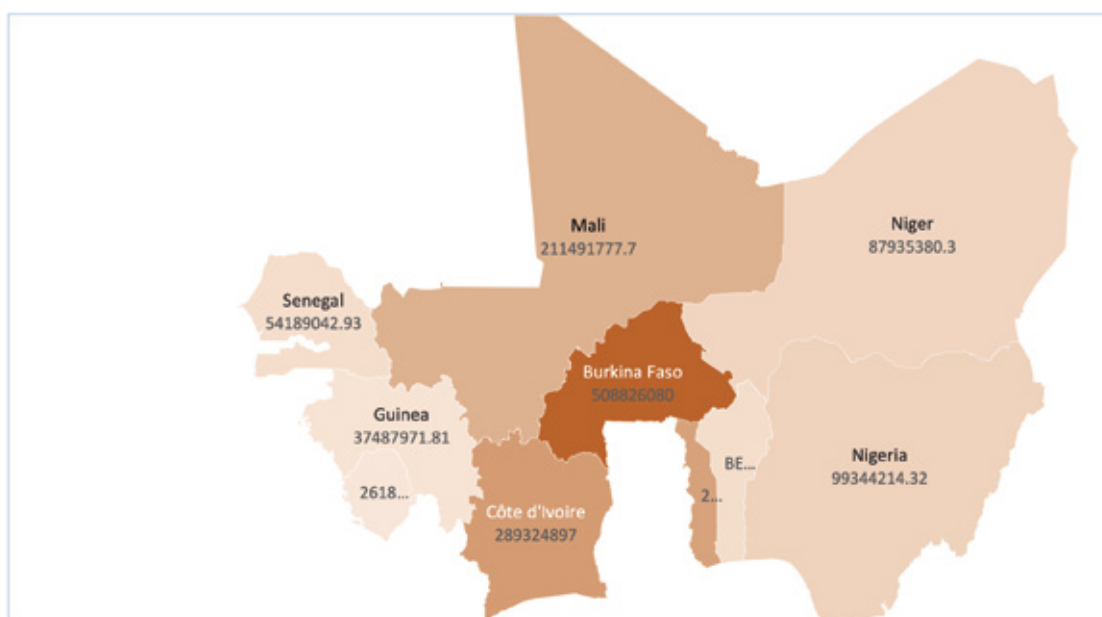
From the chart below, it's evident that the Economic Community of West African States (ECOWAS) dominates the AfCFTA market for NTEs with a substantial share of 94.47%. The other regional economic communities, namely Economic Community of Central African States (ECCAS), Southern African Development Community (SADC), Arab Maghreb Union (UMA), Common Market for Eastern and Southern Africa (COMESA), East African Community (EAC), and Intergovernmental Authority on Development (IGAD), have smaller shares, ranging from 0.05% to 2.03%. This highlights the concentration of NTEs within the ECOWAS region under the AfCFTA framework indicating the importance of intra-regional trade within West Africa and suggests potential areas for further cooperation and integration efforts to maximize the benefits of AfCFTA across the continent.



**CHART 9.4: GHANA'S NTEs TO THE AfCFTA MARKET**

Source: GEPA (2023)

The ECOWAS market analysis reveals significant growth in trade, with Burkina Faso emerging as the top consumer, showing an increase to USD 508,826,080 from USD 425,008,924 in the previous year. Cotee Ivoire also displayed a notable rise with its consumption jumping from USD 150,392,544 in 2022 to USD 289,324,897 in 2023. Overall, the ECOWAS sub-region saw an expansion largely driven by a surge in the export of plastic articles to Burkina Faso and neighbouring countries. This positive trend underscores the region's growing demand and the effectiveness of export strategies in place.

**CHART 9.5: TOP TEN (10) LEADING NTEs MARKET DESTINATIONS IN ECOWAS**

Source: GEPA (2023)



## EXPORTER PERFORMANCE

During the specified period, 1702 companies engaged in exporting 604 non-traditional products to 154 countries. Notably, the earnings from 80 exporting companies contributing 80% of the total non-traditional exports for the year under review.





# 11

## TRADE IN SERVICES

Whilst efforts are underway to mainstream trade in services data in the NTE data system, GEPA continues to provide support to the sector and is constantly seeking avenues to promote the sector in external markets. During the year under consideration, GEPA focused on the IT and IT enabled services, education and the export of human capital to selected countries.

### IT Enabled Services

GEPA collaborated with the International Trade Centre to deliver on a project germane to the growth of the IT sector. Under the NTF V project, the two collaborators brought together SMEs in IT to empower them with the requisite skills in International Competitive Bidding. The principal objective of the capacity-building programme was to assist these concerns to bid and win contracts both locally and internationally. Two cohorts totalling more about 60 SMEs were taken through the training.







### Education Service Exports

During the year under the review, GEPA brought together private and public institutions offering language course and tutorials to foreign students in Ghana to deliberate on modalities for achieving extensive impact and proper data collection in the sector. The meeting was also meant strengthen the association of private institutions that offer language immersion programmes in Ghana. In all about 20 language education centres attended the meeting.

### Human Capital Exports

As part of the effort to provide jobs for the youth and increase services exports, GEPA initiated discussions with key establishments in the Gulf with the view to exporting Ghanaians with skills in various fields to countries like Qatar, Saudi Arabia, Emirate and Bahrain. In furtherance, GEPA on the sidelines of the 2023 Doha Expo engaged Qatar Ministry of Labour to fashion out a strategic way of sending Ghanaians to Qatar in a structured and coordinated manner. Discussions are still on going.

# 12

## 2024 OUTLOOK

The Non-Traditional Exports (NTEs) Sector remained propelled by value-added products such as cocoa derivatives and services throughout the year. However, the full potential of these value-added products has yet to be fully realized. To ensure the anticipated growth of NTEs, the Ghana Export Promotion Authority (GEPA) outlines several key strategies for 2024, in addition to ongoing interventions:

- Continuous implementation of the National Export Development Strategy (NEDS)
- Organizing the Maiden Edition of the Adinkra International Arts and Craft Show 2024, with participation expected from various countries across the globe.
- Establishment of Trade Houses in targeted Regional Markets in ECOWAS, Southern Africa and Europe
- Continuous implementation of the Supply Based Expansion programme for the selected Value Chains
- Participation in highly prioritized International Trade Fairs and Missions abroad with high gains
- Implementation of robust value-addition campaigns and programmes, involving increased investments in agro-processing and other productive sectors.
- Collaborating with tertiary institutions in Ghana to launch a student recruitment drive in strategic markets in Africa.
- Collaborating with stakeholders in the Medical Tourism sector to conduct a medical outreach programme in strategic markets.
- Conducting an AfCFTA market access survey of 500 selected companies in Ghana by the end of 2023.
- Undertaking market research/study tours of 5 selected African markets by the end of 2024 to gather crucial market intelligence aimed at enhancing existing gains.



# AGRICULTURE

## Product Market Destinations

CASHEW NUTS	BANANA	SHEA NUTS (KARITE NUTS)	SOYA BEANS	YAMS
India	France	India	United States	United Kingdom
Viet Nam	Belgium	Denmark	India	United States
Netherlands	United Kingdom	Russian Federation	Turkey	Belgium
United States	Senegal	Turkey	Canada	Italy
China	Italy	Taiwan	Singapore	France
Germany	Burkina Faso	United States	Pakistan	Netherlands
United Arab Emirates	South Africa	Egypt	Nepal	Canada
Brazil	Togo	United Arab Emirates	Cote D'Ivoire	Spain
Canada	French Guiana	Germany	Viet Nam	South Africa
Singapore	Netherlands	United Kingdom	Australia	United Arab Emirates
FRESH OR CHILLED TUNAS	CUTTLE FISH AND SQUID	FLOWERS	ONIONS AND SHALLOTS	MEDICINAL PLANTS & PARTS
China	Spain	Netherlands	Cote D'Ivoire	China
United Arab Emirates	China	Kenya	United Kingdom	Italy
France	Italy	Socialist Ethiopia	United States	Spain
Italy	Morocco	Republic Of Zimbabwe	Netherlands	Japan
Portugal	France	Chile	Canada	India
Spain		Canada	Bermuda	Peru
Republic Of Korea		Italy		(Blank)
Tunisia		United states		United States
Egypt		United kingdom		Belgium
Canada		France		Netherlands

# HANDICRAFTS

CERAMIC PRODUCTS	BASKETWARE	MATS	TRADITIONAL MUSICAL INSTRUMENTS	HIDES AND SKINS
Cote D'Ivoire	United States	United States	Germany	China
Burkina Faso	United Kingdom	Netherlands	United States	Georgia
Cameroon	Australia	United Kingdom	Saudi Arabia	Hong Kong
Benin	Netherlands	Germany	France	Peru
Togo	China	Denmark	United Kingdom	Egypt
Mali	Germany	Canada	South Africa	India
Peru	Lithuania	Spain	Austria	Denmark
Guinea	Canada	France	Poland	United States
Senegal	France	Taiwan	Canada	Switzerland
Sierra Leone		Finland	Australia	Canada
HANDICRAFT ITEMS NES	PAINTINGS, DRAWINGS	BEADS	BAMBOO/CANE FURNITURE	STATUETTES
Spain	United Arab Emirates	United States	Trinidad And Tobago	Denmark
United States	United States	Germany	Spain	Saudi Arabia
Cote D'Ivoire	United Kingdom	Netherlands	Sierra Leone	(Blank)
China	Belgium	South Africa	Burkina Faso	Spain
Nigeria	France	China	Senegal	United Kingdom
United Arab Emirates	South Africa	United Arab Emirates	Niger	United States
Australia	Nigeria	Denmark	United States	India
Hong Kong	Switzerland	Kenya	South Africa	Germany
Cyprus	Kyrgyzstan	Italy	Togo	France
United Kingdom	Netherlands	United Kingdom	Czech Republic	Nigeria

# MANUFACTURES

IRON/STEEL CIRCLES, RODS, SHEETS, BILLETS	COCOA PASTE	COCOA BUTTER	ARTICLES OF PLASTICS NES	CANNED TUNA
Burkina Faso	Netherlands	Netherlands	Burkina Faso	United Kingdom
Mali	Estonia	France	Togo	Germany
Togo	United States	Germany	Cote D'Ivoire	Italy
Niger	Poland	United States	Mali	France
Guinea	Spain	Italy	Benin	Netherlands
Cote D'Ivoire	France	Spain	Saudi Arabia	Belgium
Benin	Japan	Estonia	Liberia	Spain
Senegal	United Arab Emirates	Mali	Niger	Ireland
Gambia	China	Indonesia	Guinea	Togo
China	India	Belgium		Portugal
COCOA POWDER	SHEA (KARITE) OIL	ALUMINIUM PLATES, SHEETS AND COILS	NATURAL RUBBER SHEETS	CUT FRUITS
Netherlands	Belgium	Italy	United States	United Kingdom
United States	Malaysia	Netherlands	Malaysia	Germany
Nigeria	Netherlands	Japan	Spain	Netherlands
China	Canada	Malaysia	China	Belgium
Italy	Togo	Indonesia	France	Switzerland
Japan	France	China	Canada	United States
United Arab Emirates	Niger	Togo	Italy	Italy
Mexico	Senegal	Slovenia	India	Israel
Egypt	Germany	Mali	Latvia	Turkey
Canada	United States	Burkina Faso	Netherlands	New Zealand



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