

NOVEMBER 2021

GHANA: KNOW YOUR MARKET



AMAP Industry Package

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WHAT TO EXPECT

In this AMAP Industry Package, we will walk you through what to expect and anticipate in the Ghanaian Market, helping you to prepare for export. As target market of the Africa METS Accelerator Program, Ghana is one of the continents most active resource-based economies with a concentrated, large-scale mining sector. This document will provide you with valuable market information as well as help aid your next steps into becoming export ready.

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THE AFRICA METS ACCELERATOR PROGRAM MODEL

The Pathway to Africa

The Africa METS Accelerator Program

With the support of Global Victoria, the Australia Africa Chamber of Commerce will provide your business with a personalised toolkit on how to enter African markets.

Know your market

1

Know your client

2

Business matching
+ trade missions

3

1. Know the market

Through targeted webinars, get the info from experts and learn whether these markets are right for you.

Country profiles



Assess the risk

Determine Export-Readiness



2. Know the client

Through **business roundtables** hear from the industry itself about the demands and trends.



Learn industry demands

Identify Opportunity



3. Make the connection

Get strategizing support and business mentoring, and meet with prospective clients in B2B meetings.

Mentoring from experts



Supply chain support

Meet the right people



COUNTRY FOCUS



GHANA



BOTSWANA



SOUTH AFRICA

OVERVIEW



COUNTRY PROFILE

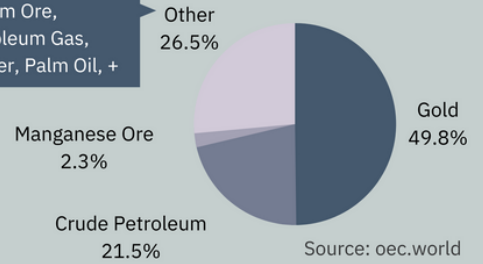
Capital: Accra
 Currency: Ghanaian Cedi
 Population: 29.3m (July 2020 est.)
 Language: English, Asante Twi, Ewe, Fante, + More
 GDP per capita: US \$2,328.5 (2020)

MINING IS VALUED AT USD 8.89B AND ACCOUNTS FOR 11.7% OF GHANA'S GDP IN 2021



GHANIAN EXPORTS 2019: \$21.7B (USD)

Refined Petroleum, Cocoa Beans, Aluminium Ore, Quicklime, Petroleum Gas, Tree Nuts, Timber, Palm Oil, +



ROUGHLY **23**
LARGE SCALE
MINES

OVER **300**
REGISTERED SMALL SCALE
MINING GROUPS

DIVE INTO DETAILS

- Large-scale mines are mostly foreign owned with only one mine owned by a Ghanaian.
- Small-scale mining is mostly surface or alluvial mining, and is the preserve of Ghanaians.
- Mining support service companies are allowed to provide services to small-scale mining companies.

Source: Austrade



AREAS OF RISK

- Underlying structural imbalances that create cyclical risks for businesses.
- Marco pressures creating specific risks for mining sector operators.
- Community tensions

Source: Songhai

ALL THAT GLITTERS IS MORE THAN GOLD

Market diversification opportunities include:

- Bauxite-Aluminium Industry
- Manganese Industry
- Exploration Technology
- Value-Adding Processing Partnerships
- Refineries
- Power and Downstream Products
- Fatigue and Safety Management
- Data Management Tools
- Automation and System Controls
- Sustainability Projects



Source: Austrade, AACC

“**2ND MOST ATTRACTIVE MARKET IN SUB-SAHARAN AFRICA**”

“**BEST PERFORMING MINING JURISDICTION IN AFRICA**”

Source: The Fraser Institute, Fitch

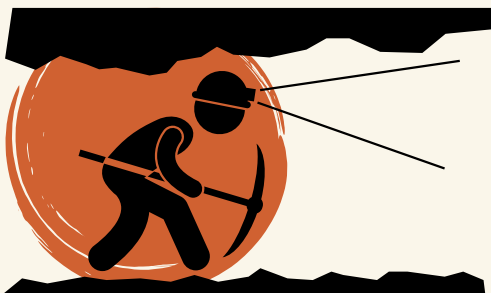


AUSTRALIA AFRICA
CHAMBER OF COMMERCE

Sources
 Australian African Chamber of Commerce
 Austrade Australia
 Songhai Advisory
 Observatory of Economic Complexity
 The Fraser Institute
 Fitch Ratings

COMPANY SELF-ASSESSMENT CHECKLIST

| | |
|--|--|
| Have you asked yourself why are you planning on exporting overseas? Does exporting fit into your long-term business goals? | |
| Do your current production practices support export activities? Which areas will require the most research? | |
| Have you considered which particular sectors/areas in the METS industries you aim to export to Ghana? Will this be a comprehensive or a limited selection of your products/services? | |
| Have you identified which channels and marketing will support your export endeavours? Are these platforms and resources easily accessible? | |
| What can you determine from your domestic customer base to inform your potential customers/clients in Ghana? | |
| Have you assessed your current/potential production-line schedule and delivery deadlines? | |
| What are your key objectives? Increasing profit margins? Broader customer base? New market access? Competitive advantage? Solution for excess production capacity? | |
| Depending on your company type, are there particular international requirements you need to be aware of? Any industry principles or standards to consider? | |
| Do you need to create a SWOT analysis for a simpler assessment? | |



GOING UNDERGROUND

Although open-cut mining is more common across Ghana, underground mining is gaining interest, and the market is open to new technologies and equipment to help reduce the cost, increase efficiency, be more environmentally friendly and improve safety.

FIRST PORT OF CALL:

VIC Government: [\[link\]](#)



RESOURCES

['Are you ready to export?' Quiz \(Austrade\)](#) [\[link\]](#)

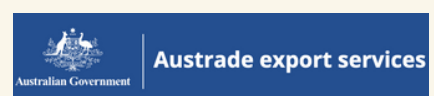
['Are you ready to go global?' Quiz \(Global Victoria\)](#) [\[link\]](#)

[AACC SWOT Analysis Template](#) [\[link\]](#)

[AACC PESTLE Analysis Template](#) [\[link\]](#)

[OECD Guidelines for Multinational Enterprises](#) [\[link\]](#)

Austrade: [\[link\]](#)



National Government: [\[link\]](#)



MARKET AND PRODUCT ANALYSIS CHECKLIST

| | |
|---|--|
| Have you determined the market demand for your products/services? Do you have accounts from first-hand/second-hand experience, or have you already made industry connections to help you assess this? | |
| How familiar are you with the existing tariff and quote schedule in Ghana? Are you able to create a Calculations Schedule for your intended export product/service? | |
| Do you have an appropriate sales pitch for your export product/service, intended for your target market? Do you need to add a new foreign language to your website and marketing material? | |
| What are domestic standards required for your export product/service? Are these compatible with AUST or ISO? | |
| Does your product need to change to be acceptable in your target market? | |
| Have you assessed the IP protection for your product/service? | |

RESOURCES

- [Market Insights: Ghana \(Austrade\)](#) 
- [Mining Technology - News Outlet](#) 
- [IBIS World - Mining in Australia Industry Reports](#) 
- [African Underground Mining Services Limited \(Export Finance Australia Case Example\)](#) 
- [Standards Australia](#) 
- [IP Global Australia \(IP Australia\)](#) 
- [World Intellectual Property Organisation](#) 
- [MACIG The Official Mining In Africa Country Investment Guide 2020](#) 
- [AACC AMAP Hub](#) 

IMPORTANT!

Ghana has a multiple regulations that, as an exporter, you will need to be aware of for compliance. Namely, regulations in Local Content (2012 LI2173) and procurement systems based off company ownership (i.e. 100% Ghanaian owned firms or internationally incorporated).

Minerals Commission (Ghana):
[General \(2012 LI2173\)](#)
[Support Services \(2012 LI2174\)](#)

OPPORTUNITIES - PROMOTE SUPPLY CHAIN RESILIENCE



Activated Carbon
\$6m per year (Ghana)



Caustic Soda
\$14m per year (Ghana)



Grinding Media
\$25m per year (Ghana)



Engineering & Fabrication



IN-COUNTRY RESOURCES



Minerals Commission Ghana

- > Minerals and Mining Act 2006 (703) [last updated 2015 (995)]
- > Technical Regulations
- > Mining Policy and Legislation
- > Inspection and Compliance Support
- > Licensing and Permits
- > Industry Reports



Ministry of Lands and Natural Resources

- > Precious Minerals Marketing Company (PMMC)
- > Ghana Geological Survey Authority
- > Minerals Development Fund
- > Ghana Integrated Aluminum Development Corporation (GIADEC)
- > Ghana Integrated Iron and Steel Development Corporation (GIISDEC)
- > Ghana Landscape Restoration and Small Scale Mining Project (GLRSSMP)

[Ghana Revenue Authority](#) 

[Environmental Protection Agency](#) 

FOCUS AREAS FOR IMPROVING COMPLIANCE

Core Mining:

- > Drill & Blast
- > Grade Control
- > Load and Haul (Circle Times Optimisation)

Processing:




- > Crushing
- > Milling
- > Trash Screening
- > Pumps
- > Water Treatment
- > Elution
- > Electrowinning

Energy Management:

- > Electricity Reduction (Energy Saving)
- > Fuel Burn Rate Reduction (Diesel and Gas Optimisation)

CONSIDER CULTURE

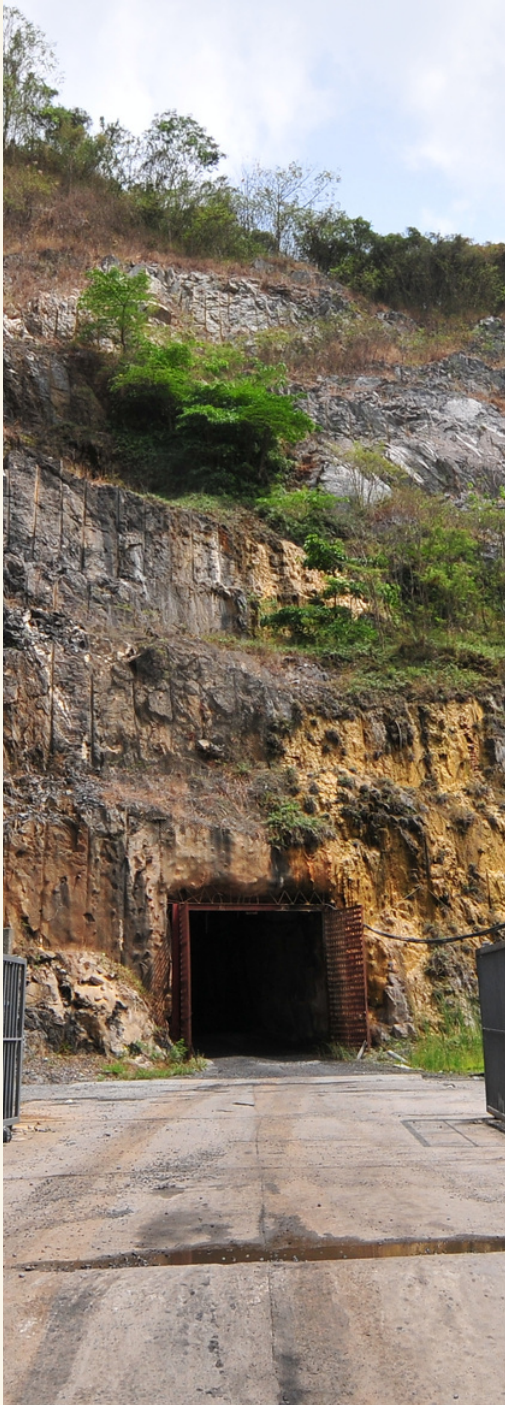
Doing business and investing in Ghana reports:

- > [PWC](#) 
- > [Deloitte](#) 
- > [KPMG](#) 

BUILDING NETWORKS & ASSETS

CHECKLIST

| | |
|---|--|
| Do you anticipate needing to send personnel to Ghana to aid your exporting endeavours? Are you familiar with Ghana’s visa requirements for overseas work? Do your personnel need to consider pre-departure medical appointments/outbound labour rights/costs of living? | |
| Could you send a delegate/delegation to Ghana and conduct a market visit? Can you make relevant promotional materials ready for distribution? | |
| Are there any pending Free Trade Agreements, government funds/initiatives/programs, or private sponsorship opportunities which can help you gain access to your target market? | |



RESOURCES

- [Smartraveller: Ghana](#) 
- [Ghana High Commission \(Cannberra’s Consular Service\)](#) 
- [Global Trade Professionals Alliance \(GTPA\)](#) 
- [Get ready to export \(Global Victoria\)](#) 
- [Export Market Development Grants \(Austrade\)](#) 
- [Supporting Business and Innovation \(Department of Industry, Science, Energy and Resources\)](#) 
- [TradeStart Services \(Austrade\)](#) 
- [Entrepreneurs' Programme \(Commonwealth Government\)](#) 
- [Linkage Program \(Australian Research Council\)](#) 
- [Australian Business Grants \(Commonwealth Government\)](#) 

LOOKING TO MAKE ONE-ON-ONE CONNECTIONS? MAKE YOURSELF AN **AACC MEMBER!** 



AUSTRALIA AFRICA
CHAMBER OF COMMERCE



EVENTS & NETWORKS




Export Skills Program
Developing your capabilities through the full export lifecycle

NOW TAKING APPLICATIONS FOR 2021! [↗](#)

- > Export 101 Training
- > eCommerce Training
- > Virtual Trade Mission Training
- > Freight Training



Control Risks
RISKMAP
22

TUESDAY 16 NOV 2021 9.30 GMT -
WEDNESDAY 17 NOV 2021 10.00 GMT [↗](#)

- > Security, political, operational, reputational, cyber and terrorism risks
- > Asia Pacific: recovery and the 'new normal'
- > Reviving Africa's pre-pandemic growth trajectory
- > Post-pandemic digital transformation and rethinking risk



IMARC
INTERNATIONAL MINING AND RESOURCES CONFERENCE+EXPO
25-27 OCTOBER 2021

NEW DATES & LOCATION!
MONDAY 31 JAN 2022 - WEDNESDAY 2 FEB 2022 [↗](#)

- > Hybrid Event, online and in-person @ The Melbourne Showgrounds

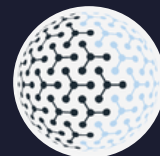
GET IN TOUCH



GHANA NATIONAL CHAMBER OF COMMERCE AND INDUSTRY



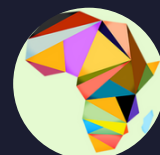
AUSTRALIA-AFRICA MINERALS AND ENERGY GROUP



GLOBAL TRADE PROFESSIONALS ALLIANCE



INVEST AFRICA



UWA AFRICA RESEARCH & ENGAGEMENT CENTRE



AFRICAN MINING SERVICES



INVESTING IN AFRICA EXPO



AFRICAN MINING NETWORK

NEXT STEPS

CHECKLIST

| | |
|---|--|
| Do you have enough information and the right resources to write up an Export Action Plan? | |
| Are you registered to attend the next webinar in the Ghana AMAP program? Are there any specific questions you can prepare in the meantime for this event? | |

RESOURCES

[Example Export Action Plan \(Austrade\)](#) 

[Example Export Action Plan \(Open To Export UK\)](#) 

[Example Export Action Plan \(International Trade Administration USA\)](#) 

[How To Export \(Australian Border Force\)](#) 

[Commerce Plus \(Trade and Transport Community\)](#) 

[International Federation of Freight Forwarders Associations](#) 

[Transport Security \(Department of Home Affairs Australia\)](#) 



**KEEP UP TO DATE
WITH OUR NEXT
EVENTS AND
WEBINARS**



Next in the Africa METS Accelerator Program Series...

Ghana: Know Your Customer



After gaining an understanding of the market, participants will be invited to participate in industry-led roundtables, focusing on trends and demands specific to mining operations in-country. The purpose of these discussions is to:

- Help you understand the demands and trends driving the sector
- Guide you in identifying whether their product or service is right

CONTACTS & FOLLOW-UP

Whether you are looking to watch a recording of our *Ghana: Know Your Market* Workshop, or just want to get in touch about your interest in accessing the Ghanaian market, we are happy to talk!

You can find our recordings on our YouTube Channel, as well as updates for our next installment in the AMAP Program across our Social Media.



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