GHANA NATIONAL AWARDS FOR EXPORT ACHIEVEMENT
-MOTIVATING THE GHANAIAN EXPORTER FOR INCREASED EXPORT REVENUE

PRESENTATION
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AT
THE 7TH WORLD CONFERENCE OF TRADE PROMOTION ORGANIZATIONS, THE HAGUE, THE NETHERLANDS

14TH OCTOBER 2008
THE NATIONAL AWARDS FOR EXPORT ACHIEVEMENT

BACKGROUND

• Conceived and organized consistently since 1989

• Constitutes part of a national agenda to grow the NTE sector through export diversification.

• Indeed, from a low NTEs revenue base of $2m in 1985, the sector has expanded to generate $1.2 billion in 2007 representing 27.7% of Ghana’s total export revenue.
DESTINATION OF NON-TRADITIONAL EXPORTS
JANUARY TO DECEMBER 2007

- ECOWAS: 31.36%
- European Union: 46.55%
- Emerging Economies: 10.48%
- Other Developed Countries: 9.25%
- Other African Countries: 2.36%
Trend in Total Non-Traditional Export Earnings, 1997 to 2007
OBJECTIVES OF THE AWARDS

• To formally recognize the contribution of exporters in the NTE sector to the economic prosperity of Ghana
• To commend exporters for exporting quality products and for breaking new grounds
• To encourage higher levels of performance by exporters
• To sustain the interest of exporters in the export trade as a viable business activity
• To raise export consciousness among the Ghanaian business community in general
• To increase and sustain national awareness of exports generally.
Criterias for Selection of Award Winners

- Significant increases in export sales over the past two fiscal years
- Proven ability to introduce new products and services onto the international markets
- Ratio of repatriation to export sales
- Ability to hold or expand markets in the face of strong market competition
- Distinct innovation that leads to export expansion and or increase in export sales
- Proven corporate social responsibility
AWARD WINNERS SELECTION COMMITTEE

An 8-member committee made up of representatives of the following institutions:

- Ministry of Trade, Industry, PSD & PSI
- Federation of Associations of Ghanaian Exporters
- Association of Ghana Industries
- The Bank of Ghana
- The Ghana National Chamber of Commerce and Industry
AWARD WINNERS SELECTION
COMMITTEE (CONT’D)

• The Ghana Community Network Services Ltd
• The Export Development and Investment Fund
• The Ministry of Food and Agriculture
• The Ghana Export Promotion Council serves as a Technical Advisor to the Committee
The event is funded solely from sponsorships
AWARDS CATEGORIES

- Platinum Award

- This Award category recognizes export companies that have been retired from the scheme after three consecutive years but still performing creditably
• Gold Award

- This recognizes exporters with the highest total score in a product group with export proceeds exceeding $200,000 and have repatriated at least 75% of exported amount in the year under consideration.
• Silver Award

This recognizes the second best exporter with earnings in the product group exceeding $200,000 and have repatriated at least 50% of exported amount in the year under consideration.
• Special Award
- This is conferred on a company that showed appreciable diversification in a number of products exported.
AWARDS CATEGORIES (CONT’D)

- Exporter of the Year
  - This is the highest award and is conferred on the exporter with the highest overall earnings in the year under consideration.
PRE-EVENT PROMOTIONS

- The Exporters Forum
- The Sponsors Night
- Media Publicity
MAI N EVENT
« THE AWARDS NI GHT »

• Attendance of the event is by invitation

• Invited Guests List

- The President of the Republic is usually the Special Guest of Honour
MAIN EVENT (CONT’D)

Speeches

- The Executive Secretary
- The Chairman of the Governing Council of GEPC
- The Minister of Trade
- The Special Guest of Honour
Conferment of Awards

- Since inception of the Awards, over seven hundred awards have been conferred on deserving exporters

- The Climax is the award of the “Exporter of the Year”
MAIN EVENT (CONT'D)

- Testimony by a Past Award Winner
- Reception
IMPACT OF THE AWARDS EVENTS

- Enhancement of recognition of companies’ success and business excellence
- Positive impact on the businesses of award winners both domestically and internationally
- Projects the image of award winners and enhances their access to finance from banks
IMPACT OF THE AWARDS EVENTS (Cont’d)

• The events have generated public interest and awareness on the importance of exports and projects positively the image of exporters.

• Ghanaian banks and other financial institutions are noted to use the event as a marketing tool and are quick to associate themselves with the events.

• The event enhances the chances of Award winners to attract business partners from abroad.
CHALLENGES FACING THE SCHEME

• Unwillingness of some companies to provide full information on their operations and export data

• Raising sponsorship for the events have been challenging
CONCLUSION

- The National Awards for Export Achievement have over the years contributed significantly to the constant increases in NTE revenue in Ghana.

- The events have contributed to the general awareness among the Ghanaian public about the activities of the GEPC and drawn constant attention to the need for export.
The Awards event has become a Benchmark for other institutions in Ghana who organize similar events.
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END OF PRESENTATION

• THANK YOU