



## REPUBLIC OF GHANA

### MINISTRY OF FINANCE

### GHANA ECONOMIC TRANSFORMATION PROJECT

#### TERMS OF REFERENCE

#### RECRUITMENT OF A SENIOR CONSULTANT TO STRENGTHEN MARKET ACCESS MECHANISMS AND CAPACITY TO PARTICIPATE IN THE AfCFTA

Ref No.: - GH-MOFEP-452006-CS-INDV

#### A. BACKGROUND

The African Continental Free Trade Area (AfCFTA) Agreement represents a significant milestone towards the economic integration of Africa. It aims to create a single market for goods and services, facilitating the free movement of businesspersons and investments across Africa. The National AfCFTA Coordination Office (NCO) was established in March 2020 under the Ministry of Trade and Industry (MoTI) to facilitate Ghana's Participation in this ambitious initiative by building capacity to leverage the opportunities created under AfCFTA. This requires the capacity building of various stakeholders, including government institutions and officials, and private sector participants.

The Ghana Government, through the Ministry of Finance, is implementing the Ghana Economic Transformation Project (GETP) with support from the World Bank. The project seeks to promote private investments and firm growth in non-resource-based sectors. Component 1 of the project "Enabling Investments" focuses on improving the enabling business environment, capacity to attract investment, and quality infrastructure support system for companies interested in investing and growing their businesses in Ghana. Sub-Component 1.4 (Support MoTI to implement trade treaties and commitments under those treaties) aims to assist MoTI to operationalise the AfCFTA Agreement within the framework of support for policy and regulatory reforms under new trade treaties.

The Government seeks to leverage opportunities that the AfCFTA Agreement provides to boost Ghana's trade with Africa, anchored on the export of manufactured goods, improved import substitution, and provision of value-adding services. To this end a "*National Policy Framework and Action Plan (NPFAP) for Boosting Trade with Africa*" was launched in August 2022 to provide a vehicle for harnessing and maximizing the potential benefits of the Agreement. It is envisaged that the successful implementation of the NPFAP would enable Ghanaian stakeholders, led by the private sector, to capitalize on market access opportunities across the

continent to drive economic activity and growth, promote Ghanaian goods and services, on the continent and drive industrialization and create jobs.

The essence of the AfCFTA Agreement is to facilitate intra-African trade. In this regard, Ghana's approach to implementation prioritizes private sector 'readiness' towards harnessing benefits from the continental market by creating support mechanisms to facilitate access to the AfCFTA market. A critical element of this is to address gaps in awareness, knowledge and understanding that hinder entrepreneurs from fully capitalizing on opportunities, and support enterprises to navigate the complexities and challenges of AfCFTA.

To this end, the NCO launched a flagship Market Expansion Program (MEP) in 2021, designed as an ongoing activity that provides enterprise-level facilitation to companies to enable them access the African market. Under the MEP, the market-readiness of companies is assessed, and enterprise-level audits are undertaken to establish needs and what it would take for the companies to scale up their operations to access African markets. Identified companies are supported through various mechanisms, including linkages with programmes by, or solutions from various trade and investment development support and promotion initiatives which are aimed at facilitating and supporting efforts by enterprises to scale up operations, expand or become part of value chains for exports into Africa, diversify export operations to include African markets, or embark on exporting into specific African markets under the AfCFTA. Support includes assistance to micro-, small-, and medium-scale enterprises, as well as some large companies and also women and youth-led enterprises with the potential to grow and enter the African market, to become market-ready by facilitating the necessary regulatory compliance as well as meeting quality standards, and product certification.

Where resources permit, enterprises that are deemed market-ready may be facilitated to enter targeted markets within the framework of AfCFTA's Guided Trade Initiative (GTI) with the objective of exposing eligible entrepreneurs or businesses to markets of participating countries, assisting in positioning businesses to be competitive, and creating meaningful and sustainable opportunities for enterprises that are able to capitalize and build on the opportunities. Market entry expeditions offer managed and purpose-driven forays into AfCFTA markets, providing enterprises with a direct and immersive experience to explore opportunities for business expansion. Furthermore, they foster exposure to market prospects and empower enterprises for successful participation in AfCFTA.

The Ministry of Trade and Industry under the GETP is seeking the services of an expert with the requisite qualification, experience, and competencies for the position of Senior Consultant – Enterprise Support to guide NCO's activities towards empowering Ghanaian enterprises to participate effectively in the AfCFTA, and advise the Minister responsible for the implementation of the AfCFTA Agreement on the process.

## **B. OBJECTIVES OF THE ASSIGNMENT**

The objective of the assignment is to strengthen the capabilities of the NCO to design and implement a comprehensive support programme for Ghanaian enterprises to effectively harness the benefits of the AfCFTA. Specifically, the consultant will provide leadership in developing frameworks, processes, and tools for AfCFTA market readiness assessments for enterprises.

Furthermore, the consultant will oversee and guide capacity building for enterprises to participate in the AfCFTA focusing on strengthening the knowledge and skills of enterprises that prepare them to capitalize on opportunities and provide support to access African markets. The consultant will also facilitate and coordinate effective engagement between trade-support and regulatory institutions, on the one hand, and the private sector on the other, to ease the complexities of cross-border trade.

## **C. SCOPE OF WORK**

The Senior Consultant – Enterprise Support will be responsible for the following tasks:

### **C.1 Support for Market Access**

- i. Oversee and coordinate the implementation of the Market Expansion Program in close collaboration with the relevant units within MoTI;
- ii. Provide guidance in engagements with enterprises to identify companies with potential to grow and enter the African market;
- iii. Design and develop a comprehensive framework and toolkit for enterprise profiling and market-readiness assessment and enterprise support capacity building;
- iv. Lead the development of a capacity-building strategy tailored to the needs of enterprises, incorporating training modules and toolkit address market-readiness, regulatory compliance, and market access strategies.
- v. Spearhead the implementation of market-readiness support programmes for targeted companies to enter the AfCFTA market, including targeted training programs for companies;
- vi. Facilitate the issuance of AfCFTA Certificate of Origins to compliant Ghanaian Enterprises.
- vii. Facilitate collaboration with, and networking among trade-support, regulatory institutions, and other relevant stakeholders to facilitate trading under AfCFTA;
- viii. Facilitate capacity building for MoTI/NCO staff for implementing AfCFTA and support enterprises to participate in the AfCFTA.
- ix. Provide inputs for Government policy formulation, decision making and for adaptation of existing enterprise development programmes to align with opportunities under the AfCFTA Agreement.

## C.2 Monitoring and Impact Assessment

- i. Provide technical guidance for, and oversee the development and implementation of a monitoring and evaluation framework to assess the effectiveness and impacts of enterprise support and market access activities;
- ii. Prepare regular progress reports on the implementation of market access activities undertaken, challenges faced, and adapt implementation programmes as necessary based on feedback and observed outcomes;
- iii. Provide guidance in capturing and documenting experiences and learning from enterprise support and market access activities;
- iv. Prepare periodic briefs and reports to the Minister with recommendations for future enterprise support capacity building initiatives.

## D. REPORTS/OUTPUTS/DELIVERABLES /PAYMENT

The consultant is expected to deliver the following:

Output/Outcome	Q3 '24	Q4 '24	Q1 '25	Q2 '25	Q3 '25	Q4 '25
<b>Inception Report:</b> Methodology and work plan based on the Scope of Work		X				
<b>C.1: Support for Market Access</b>						
Detailed export readiness assessment reports for Ghanaian companies.		X	X			
A comprehensive capacity-building strategy tailored to the needs of enterprises including training modules, and toolkits		X	X			
Issuance of AfCFTA Certificates of Origin to compliant enterprises.		X	X	X	X	X
Policy inputs and recommendations for enhancing AfCFTA-related programs.				X	X	X
<b>C.2: Monitoring and Impact Assessment</b>						
A comprehensive monitoring and evaluation framework.		X				
Regular progress reports documenting the implementation of AfCFTA activities.		X	X	X	X	X
Periodic reports to the Minister with actionable recommendations for future initiatives.			X			X
<b>Completion Report</b>						
<b>Final Report on the Consultancy:</b> Comprehensive report summarizing achievements, challenges, and recommendations for future AfCFTA-related activities.						X

## **E. RENUMERATION**

The Senior Consultant will be remunerated on a monthly basis at the lumpsum fee rate for Senior Consultants agreed with the GET Project.

Payments will be made upon receipt and acceptance of monthly progress reports.

Request for payments shall be accompanied by an invoice and any deliverable(s) that are due.

## **F. DURATION OF THE ASSIGNMENT**

The duration of this assignment will be twelve (12) calendar months. The assignment is renewable upon satisfactory performance and NCO's need for the consultant's services.

The assignment shall be carried out over the period of October 2024 until September 2025.

## **G. LOCATION OF THE ASSIGNMENT**

The Senior Consultant will be based at the offices of the NCO, Africa Trade House Accra

## **H. FACILITIES TO BE PROVIDED BY CLIENT**

The National AfCFTA Coordination Office shall provide an appropriate office for the Senior Consultant.

It is envisaged that the assignment will involve field visits. In this regard, transportation will be provided for such visits based on the agreed work plan.

Logistics relating to the effective execution of the assignment will be provided by the NCO. Authorised eligible expenses incurred in the execution of the assignment will be covered as appropriate, based on detailed work plans and schedules agreed upon, and in conformity with World Bank procedures.

## **I. REPORTING**

The consultant will report to the Minister through the Chief Director, Ministry of Trade and Industry.

## **J. QUALIFICATION AND EXPERIENCE**

The Senior Consultant should possess the following qualifications and experience:

- Advanced degree in Economics, Business Administration, Organizational Development, Enterprise Development, or a related field of study;
- At least fifteen (15) years' post-qualification working experience in both the public and private sectors;
- At least ten (10) years' experience working with international organizations or African inter-governmental institutions, with in-depth knowledge of regional integration, trade related matters and diplomacy;
- Demonstrated proven skills of similar work, particularly in relation to trade, enterprise support and programme coordination;
- Must have a proven knowledge of the Policy Framework and Action Plan for operationalizing the AfCFTA Agreement in Ghana;
- Must demonstrate a proven record in deep understanding of the AfCFTA Agreement and its implementation processes, including market access and the Guided Trade Initiative;
- Must have proven understanding of the African Union Agenda 2063, regional integration, and demonstrate in-depth knowledge and understanding of African development challenges;
- Ability to engage effectively with a wide range of stakeholders, including development partners;