

TERMS OF REFERENCE FOR
RECRUITMENT OF AN EMBEDDED SENIOR TRADE ADVISOR TO PROVIDE STRATEGIC
GUIDANCE AND SUPPORT TO THE MINISTRY OF TRADE AND INDUSTRY (MOTI):
GHANA ECONOMIC TRANSFORMATION PROJECT

Ref No.: - GH-MOFEP-452004-CS-INDV

1.0 Introduction

The World Bank is providing funding support to the Government of Ghana (GOG) for the implementation of the Ghana Economic Transformation Project. The overall development objective of the Project is to promote private investments and firm growth in non-resource-based sectors. The guiding principle of the Project is to promote and strengthen a growth model that is conducive to economic transformation, to achieve higher rates of investment and productivity growth across the economy, especially in non-resource-based sectors. The Project has four components, as follows:

Component 1 - Enabling investments: This Component focuses on improving the enabling business environment, investment attraction capacity, and the quality infrastructure support system for companies that want to invest and grow their businesses in Ghana. It further seeks to address gaps in trade policy and harness the opportunities and benefits of multilateral, regional and bilateral trade to enhance Ghana's industrial transformation.

Component 2 - Crowding-in investments: Promoting spatial and industrial planning and development: This Component focuses on enhancing the Government's programs in investment promotion and spatial development (including Special Economic Zones), thereby addressing the constraint to access quality industrial land in the country.

Component 3 - Accelerating Entrepreneurship and Micro Small and Medium Enterprise (MSME) growth: This Component supports entrepreneurship and MSME growth in non-resource-based sectors, addressing specifically the limited development of the MSME and entrepreneurship support ecosystem, including early-stage financing.

Component 4 – Project Management and Evaluation: This Component finances project management activities including fiduciary responsibilities, procurement, safeguards, communication and dissemination, as well as monitoring and evaluation of project implementation and its impact. This includes capacity building for the Project Coordinating Unit (PCU), the Economic Transformation Unit and the Resource Mobilization and Economic Relations Division (RMERD) within the Ministry of Finance (MOF).

2.0 Background Information

The Government of Ghana's vision for industrial transformation is to make Ghana the manufacturing hub of Africa, transforming Ghana into a high growth economy capable of creating decent jobs in significant numbers, that are wide spread and inclusive enough to achieve equitable growth and development. The Ghana Economic Transformation Project (GETP) has the overall objective of promoting a non-natural-resource based sectors. This is to be achieved through:

- Improvement in the overall business enabling environment, as measured by Ghana's improved investment climate and trade policy/facilitation effectiveness.
- Private sector investments leveraged through project activities, including investment to develop Special Economic Zones, and Industrial Parks.
- Early-stage or risk financing for SMEs and Start-Ups in non-resource sectors.

The guiding principles underlying GETP is to promote a strong growth model that is conducive to economic transformation and achieve higher rate of investment and productivity growth across the economy, especially in non-resource-based sectors.

Growth and increased productivity in the non-resource-based sectors can decrease macroeconomic volatility and its impact on equity in the country, while providing more and better employment opportunities that can raise income, reduce poverty and promote shared prosperity.

Government's primary responsibility is to provide the enabling business environment, investment attraction capacity, and the quality infrastructure support system for companies to invest and grow their businesses in Ghana. Improving the enabling business environment includes addressing gaps in trade policy/facilitation and building capacity to harness the opportunities and benefits of multilateral, regional and bilateral trade to enhance Ghana's industrial transformation.

The Trade Support sub-component focuses on assisting the Ministry of Trade and Industry to effectively implement its coordination role in updating trade policy, strengthening trade facilitation and export market access, particularly, relating to empowering SMEs, women and youth to harness the benefits of Intra-African Trade.

The Ministry coordinates the implementation of overall trade policy, trade facilitation and export development across several Ministries, Departments and Agencies (MDAs) and private sector organizations and service providers.

Ghana's current trade policy consist of clear and transparent policy guidelines for the implementation of Ghana's domestic and international trade agenda, based on prescriptions and targeted interventions in the following Policy Thematic Areas: Multilateral, Regional and Bilateral Trade, Trade Facilitation, Import-Export Management, Export Trade Development, Production Capacity for Domestic and Export Market, Internal Trade and Distribution, Standards, Competition and Consumer Protection and Intellectual Property Rights.

The Ministry has a range of trade policy implementing divisions and agencies, including but not limited to its specialized divisions, responsible for: (i) Multilateral, Regional and Bilateral Trade, (ii) Trade Facilitation, (iii) Export Trade Development, (iv) Internal Trade, and (v) Standards. In addition, the Ministry has Trade Offices in Ghana's overseas Missions in China, Brussels, Geneva, USA, UK, Japan, South Africa, Turkey, and Nigeria. In respect of trade related agencies, the Ministry oversees the activities of (i) Ghana International Trade Commission, (ii) Ghana Export Promotion Authority, (iii) National AfCFTA Coordination Office, (iv) Ghana Standards Authority, (v) Ghana Accreditation Service and (vi) Ghana Free Zones Authority and a trade-affiliated National Intellectual Property Office (under the Office of the Attorney-General).

The key trade coordination instruments include the National Trade Facilitation Committee, the National AfCFTA Steering Committee and the National Inter-Institutional Committee.

The Ministry is also responsible for strengthening trade relations globally in accordance with Ghana's membership of and obligations under the World Trade Organisation (WTO) and consistent with international multilateral and bilateral trade agreements ratified by the Parliament of Ghana. These include agreements with the Ghana/European Union Interim Economic Partnership Agreement (iEPA), Ghana/United Kingdom Trade Partnership Agreement (TPA), US Africa Growth and Opportunity Act (AGOA), and the African Continental Free Trade Agreement (AfCFTA).

Given the wide scope of policy clusters and the desire for best practice in building trade competitiveness within the context Ghana's development objectives, the Ministry is seeking the services of a Senior Trade expert with relevant development country experience to support the implementation of trade sub-component of the GETP as well as support analytical work, project development/implementation, training and capacity building of the Ministry and its stakeholders in Ghana.

3.0 Objective

The primary objective of engaging the services of a Senior Trade Advisor is to provide strategic guidance, expertise, and support to the Ministry of Trade and Industry (MOTI) and its stakeholders. This role aims to enhance the effectiveness of Ghana's trade policies, facilitate trade, and promote the country's industrial transformation.

4.0 Scope of Work

The scope of work will include but not limited to the following:

1. Policy Advisory and Development:

- Provide expert advice on the formulation, revision, and implementation of trade policy to ensure alignment with national development goals and international standards and best practices.
- Support the Ministry in coordinating the update and revision of the Ghana Trade Policy Framework, ensuring quality assurance for analytical inputs and policy recommendations proposed by the various trade policy review consultants engaged by the Ministry.
- Support the Ministry to monitor and evaluate the implementation of trade policies and programs in terms of their effectiveness, and propose adjustments as needed
- Comprehensively analyze existing and potential (new or emerging) trade agreements, and provide strategic guidance and recommendations, including assessing the potential benefits and risks of proposed trade agreements. Assist in drafting policy documents, guidelines, and strategic frameworks that support trade and industrialization.
- Prepare Trade Policy Implementation Plan and Result Framework to facilitate implementation of the updated National Trade Policy.

2. Trade Facilitation and Market Access:

- Develop and implement strategies to enhance trade facilitation, streamline customs processes, and reduce trade costs.
- Support the National Trade Facilitation Committee (NTFC) to strengthen its role to lead the full and effective implementation of the WTO Trade Facilitation Agreement (TFA).
- Support the Ministry in establishing a Coordinating Secretariat for the NTFC
- Develop policy recommendations for the trade facilitation component of the National Trade Policy review.
- Provide technical assistance to key implementing agencies for developing and implementing costed action plans.
- Help develop a five-year National Trade Facilitation programme to set up reforms and mobilize support.
- Develop a national trade facilitation strategy that integrates and budgets for digital trade, green trade, and trade for women and youth and the implementation of the TFA
- Develop a robust results-based monitoring system.
- Advise on measures to improve market access for Ghanaian products, both regionally and globally.

3. Capacity Building and Training:

- Design and facilitate capacity-building programs for the Ministry of Trade and Industry (MOTI) staff and other stakeholders.
- Conduct workshops and training sessions on trade policy, trade facilitation, Customs modernization & Border Management, market access, and export development and any other relevant trade related topics.

4.0 Deliverables

The Deliverables Reporting Schedule is presented as follows:

Table 1. Deliverables

SN	DESCRIPTION OF OUTPUT	NUMBER OF COPIES	PERIOD AFTER COMMENCEMENT
1	Inception Report indicating the methodology, workplan and Key Performance Indicators (KPI) among others on how the assignment will be carried out.	E-Copy	30 days after signing contract
2.	Monthly updates on activities (scope of work)	E-copy	Monthly
3.	Quarterly performance reports based on the agreed KPIs	E.copy	Quarterly
4.	Submission of draft final report for validation	E-Copy	Month 11
5.	Submission of final report	E-copy	End of Assignment

5.0 Payment Schedule

The consultant will be remunerated monthly subject to the submission of monthly reports.

6.0 Duration/Duty Station of the assignment

The initial duration of the assignment is Twelve (12) Months and is expected to commence at duty station (Accra) on 1st September 2024 or a date that shall be agreed between the Ministry and the Advisor. Upon agreement, the contract may be extended for a further 12 months but not beyond the closing of the GETP.

7.0 Supervision and reporting

The consultant will work under the supervision of the Chief Director (CD) of the Ministry of Trade and Industry and will be supported by the Trade Policy Technical Working Group and any other focal person(s) nominated by the CD.

8.0 Facilities to be provided by the client

The Ministry will provide the Consultant the following:

- i. Vehicle and Driver by the GETP Project
- ii. Office Space within the Ministry of Trade and Industry
- iii. A Schedule Officer to perform administrative duties including booking appointments and organizing meeting

9.0 Qualifications

- Advanced degree in International Trade, Economics, Public Policy, Law, Business Administration, or a related field.
- At least 10 years of experience in trade facilitation implementation, trade policy analysis, development, and implementation.
- A minimum of five (5) years' proven track record of leading and managing trade policy projects or related initiatives.
- A minimum of five (5) years' extensive experience working with government agencies, international organizations, and trade-related institutions.
- A minimum of five (5) years' significant experience in implementing trade facilitation reforms, Customs and border agency modernization, market access, and export development.
- A minimum of five (5) years familiarity with regional and international trade agreements negotiations, trade related global standards including recommendations developed by the WCO, UNECE and IPPC.