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WACOMP Programme Highlights

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Regional Component

Governance and Strategy Road Map is adopted by West African Women in Business



Leaders of the Federation of West African Businesswomen and Entrepreneurs (FEBWE) attended a workshop held in Lomé, Togo from 21 to 23 November

2022 to approve and certify the regional organisation's amended constitution. Once the new legal instruments are deposited with the relevant authorities in Nigeria which is the headquarters, and FEBWE is registered, the organization will have a solid ground for full operationalization as well as stakeholder engagement.

The president of FEBWE, Mrs. Candide Leguede also underscored her commitment to the ensuring women's participation in trade growth and the need to foster a spirit of entrepreneurship in women. Using a results-oriented approach, members also outlined goals to achieve a new Strategy supported by a robust business model during the workshop.

Technical Staff of ECOWAS TPO Network learn Result-Based management



To further learning on Project Cycle Management practices, the ECOWAS TPO Network's technical staff attended a five-day workshop on result-based management. The workshop took place from 31 October to 4 November 2022 in Abuja and aimed to provide the network's technical staff with skills in effective decision making, establish sustainable practices and increase efficiency for better service delivery. At the trainings' completion, staff were able to formulate, programme, implement, monitor & evaluate as well as report project achievements.

ICT businesses in West Africa report gains after tailored trainings



Small businesses that attended ICT trainings held in 2021 and 2022 provided feedback in a recent survey on milestones achieved after the training. The survey sought to evaluate how the trainings guided the ICT businesses to streamline work and management approaches, at least 28 SMEs provided feedback.

Nigeria based ICT business, Wonestack Limited indicated the training helped improve their market segmentation approaches, guided with evaluating export options and developing a plan for successful market entry. Web design and ICT logistics company TIC Togo reported it is finalising a contract to design a website for a company based in Burkina Faso. TIC Togo identified this opportunity after

taking part in the ICT trainings and thereafter attending the West Africa Connect virtual exhibition in November 2021.

West African textile and clothing businesses learn to secure financing



Small businesses in the textile and clothing industry seeking to expand their business opportunities attended an access to finance training. Held on 8, 10 and 15 November 2022, the training took business owners through key methods to successfully attain financing such as providing potential financiers with a detailed business plan and financial projections. For these business owners keen to expand, the training also indicated the various options to finance business endeavours including crowdfunding, microfinance, and bank loans.

The training also featured guest speakers from financial institutions with input on their experiences in financing business ventures, the expected requirements for businesses to secure financing and other aspects in the lending process.

National Components

Guinean small business gain insight on European market at Fruit Attraction trade fair



Ten Guinean small businesses working in the country's pineapple sector attended a Fruit Attraction trade fair with support from ITC. The trade fair gave the pineapple exporters an opportunity to improve their sales approach and attract international buyers with an improved understanding of their target market. The small businesses reported positive interactions with up to 190 contacts while showcasing their products and the pineapple varieties grown in the country. The fair took place on 4 to 6 October and was also attended by representatives of the Guinean Export Agency (AGUIPEX) and the Federation of Pineapple and Fruit Producers (FEPAPF).

Sierra Leone palm oil sector receives guidance to enter Senegal and USA markets



In its bid to expand export opportunities for palm oil products in Sierra Leone, the country's national WACOMP programme has published two market studies. The studies look at Senegal and the United States as prospective markets for palm oil products and provides exporters with pertinent information to successfully enter these markets.

The studies outline challenges being faced in the sector, for market entry in Senegal the study emphasises the need to form local partnerships with producers, improve productivity by investing in research and development as well as ensure skills building remains prioritised.

Niche market areas such as the country's cosmetics industry and the food production are also highlighted as potential regional market entry points. To achieve successful market entry in the US, exporters are encouraged to identify a niche market and get accredited to export to the country.

The studies are available below:

[Market study on Sierra Leone palm oil to Senegal](#)

[Market study on Sierra Leone palm oil to the US](#)

Sierra Leone eyes market opportunities for cassava products in Senegal



According to a study conducted by ITC's WACOMP Sierra Leone programme, cassava and its co-products can improve food security and diversify Senegal's agricultural sector. Cassava and its co-products are versatile, as flour it can be used by bakeries, while other value-added products make traditional foods such as gari, acheke as well as tapioca.

Traditional foods derived from cassava also create a demand for niche products and are potential markets for growth in the region. The study also indicates cassava can also be used as a feedstock for biofuels.

To successfully export to Senegal, entrepreneurs are encouraged to improve the quality of their products to meet market entry standards, invest in the production of value-added products, ensure good marketing and branding, and establish a reliable network with market representatives in Senegal.

The study is available [here](#).

A look at the Baronne de Guinea pineapple



Referred to as the “queen” of pineapples, the Baronne de Guinea is a pineapple variety that has been studied and explored for export by the WACOMP Guinea programme. The premium pineapple is native to West Africa and known for its bright yellow hue. It is characterised by its less acidic sweet taste and is prime for international markets. When exporting the Baronne de Guinea, exporters must ensure the fruit is stored in temperatures cool enough to avoid food waste. More on how this pineapple is grown, harvested, and exported [here](#).

To learn more about the West Africa Competitiveness Programme visit:

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