

REGIONAL COMPONENT

WEST AFRICA COMPETITIVENESS PROGRAMME



ABOUT WACOMP

The West Africa Competitiveness Programme (WACOMP) aims to support a number of selected value chains at national and regional level to promote structural transformation and better access to regional and international markets, while taking into account social and environmental concerns.

Its overall objective is to strengthen competitiveness of West African countries and enhance their integration into the regional and international trading system.

Specifically, the programme will work to:

- Improve the performance, growth and contribution to industry, regional trade and exports of selected value chains, and
- Improve the business climate at national and regional levels.

The WACOMP consists of one regional component and sixteen national components (15 ECOWAS Member States and Mauritania).

WACOMP REGIONAL COMPONENT

The International Trade Centre (ITC) is an implementing agency of the WACOMP programme along with United Nations Industrial Development Organization (UNIDO) in collaboration with the ECOWAS commission. WACOMP regional aims to:

- Ensure trade support institutions are well equipped to provide tailored services to businesses and improved interaction through a network for these institutions and their regional counterparts
- Prioritise environmental concerns by improving infrastructure in the region
- Establish policies that prioritise and grow competitive industries
- Set up the Regional Competitiveness Observatory tool, to assist with monitoring and analysing the market scope of specific West African products.
- Reinforce the regional bodies involved in the programme (i.e. ECOWAS, UEMOA) in areas of management, coordination and monitoring as project participants through their national member representation.

Funded by the European Union



Implemented by





ITC's ROLE

As an implementing agency of WACOMP, ITC will introduce technological tools to improve regional data information, harness trade market intelligence and provide trade solutions.

Place a focus on expanding the service delivery mechanisms of trade and investment support institutions and support the formation of a regional network for trade and investment promotion organisations to harness knowledge.

Support the establishment of the ECOWAS Business Council to contribute towards the policymaking process by supplementing the ECOWAS Commission with views from the region's private sector.

WACOMP will;

- introduce technological tools to monitor and increase trade performance in the region along with establishing a competitive business climate for West African countries using the Trade Map Tool, the Trade Obstacles Alert Mechanism and a web portal providing insight on selected products market capabilities
- improve the skills and capacities of MSMEs and entrepreneurs by providing enhanced support to trade and investment support institutions
- furnish investors with information on potential areas for investment by creating local investment guides and agro-food investment profiles for identified product sectors

PROGRAMME BENEFICIARIES

The programme aims to facilitate enhanced performance along with growth in industry, regional trade and export potential to impact:

- ECOWAS Commission and ECOWAS regional business associations
- Business support organisations
- ECOWAS trade and investment promotion organisations
- Trade and investment support institutions
- Regional sector associations
- Micro, small and medium-sized enterprises
- Stakeholders along sector value chains, including women and youth

PROGRAMME COUNTRIES

WACOMP countries comprise the 15 member regional group of the Economic Community of West African States (ECOWAS) including Mauritania. Member States constitute Cabo Verde, The Gambia, Ghana, Guinea, Liberia, Nigeria and Sierra Leone; as well as the West African Economic and Monetary Union (UEMOA) states - Benin, Burkina Faso, Côte d'Ivoire, Guinea-Bissau, Mali, Niger, Senegal, and Togo.

ABOUT ITC

The International Trade Centre (ITC) is the joint agency of the United Nations and the World Trade Organization. ITC helps small and medium-sized enterprises in developing and emerging economies to be more competitive in global markets.



Contact: Aissatou Diallo, Regional Portfolio Manager
diallo@intracen.org, +41-22 730 0284

Street address: ITC, 54-56, rue de Montbrillant, 1202 Geneva, Switzerland
Postal address: ITC, Palais des Nations, 1211 Geneva 10, Switzerland
Internet: www.intracen.org/WACOMP