



THE WATH FACTOR



WEST AFRICA TRADE HUB *CENTRE DE COMMERCE EN AFRIQUE DE L'OUEST* CENTRO O COMERCIO NA AFRICA OCIDENTAL



Issue 26

March 2006

Where Health Meets Trade: Building SPS Capacity in West Africa



The recent discovery of bird flu in Nigeria and Niger has thrown a spotlight on an area much neglected in West Africa: sanitary-phytosanitary standards or SPS. But even before bird flu entered the picture, the West Africa Trade Hub was working with regional organizations to improve food and animal health standards across the region. As well as a health issue, SPS is crucial to the ability of any country to export food and agricultural products.

Many Under Same Roof a Model for Export Success



On a continent teeming with tiny businesses, meeting the demands of an international export market is often unrealistic. But some West African enterprises are bridging the gap by bringing related producers together under one roof or one label. When successful, such an organizational structure provides training, quality control and some financial security for the producers. But it also allows buyers to "one-stop shop," finding high volume in a short amount of time.

Burkina Faso Seeks AGOA Textile Visa



Burkina Faso is on track to become the 10th country in West Africa with a textile visa for the US, allowing them to ship apparel duty-free under the Africa Growth and Opportunity Act (AGOA). Burkina became eligible for AGOA more than a year ago, but a textile visa requires extra steps to prevent illegal transshipment, or the shipment of products made elsewhere from an AGOA-eligible country.

Approaching the Giant: WA fish companies prepare for tradeshow

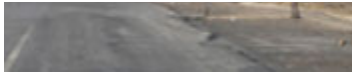


Twenty-one West African fish and seafood exporters attended a training session organized by the West Africa Trade Hub/Dakar. The February 6-7 session prepared West African fish and seafood companies to successfully participate in the International Boston Seafood Show on March 12-14. The West African coast is home to some of the world's finest fish and seafood. But most of the region's fish and seafood companies currently export to Europe and other African countries rather than the US.

What's Happening Around the Hub



WATH/Accra's Andy Cook, Kossi Pass Dahoui and Veronica Samey participated in the first IRTG steering-committee meeting on Feb. 13 in Bolgatanga, Ghana, near the major border crossing between Ghana and Burkina Faso. The IRTG, or Improved Road-Transport Governance,



will set up an information system on bribes and delays that truckers encounter on West Africa's principal trucking corridors. Jeremy Strauss represented USAID/West Africa Regional Program and participated alongside representatives of ECOWAS, UEMOA, and the World-Bank financed ALCO project, as well as delegates from the governments of Burkina Faso, Ghana and Mali and from shippers' organizations. A field trip to the border allowed frank discussion with truck drivers about corruption.



Nine West African apparel companies from Ghana, Sierra Leone and Senegal traveled to Las Vegas, USA for the February 2006 ASAP Global Sourcing Show. Although foot traffic was lighter than in years past, serious buyers returned to place new and repeat orders with WATH manufacturers. The exhibitors made 178 contacts at the show. One company received a new order for \$50,000 worth of apparel per month, and another company garnered an incredible 10 orders.

Mark Your Calendars

March 12-14 *International Boston Seafood Show*
Boston, USA

www.bostonseafood.com

April 7-9 *Style-Fest 2006: Adding Value to the Fashion Trade in West Africa*
Accra, Ghana

www.styleafrica.net

April 27-May 3 *High Point Furniture Show*
High Point, NC USA

www.highpointmarket.org

May 7-9 *Fancy Food Show*
Chicago, USA

www.specialtyfood.com