

## NON-TRADITIONAL EXPORT (NTE) PERFORMANCE 2019: THE ECOWAS MARKET



With a population of about 370 million, and a GDP estimated at US\$ 615 billion, the ECOWAS market is one of the largest and important economic blocs and market destinations for Ghana's NTEs. NTE products were exported to all the other 15 member countries including Mauritania during the year under review.

Consistently over the last 10 years, the ECOWAS has garnered the 2nd position to the EU's number one, in terms of Non-Traditional Exports, with exception of 2013 and 2016 when the West African economic grouping emerged as the leading market for Ghana's NTEs.

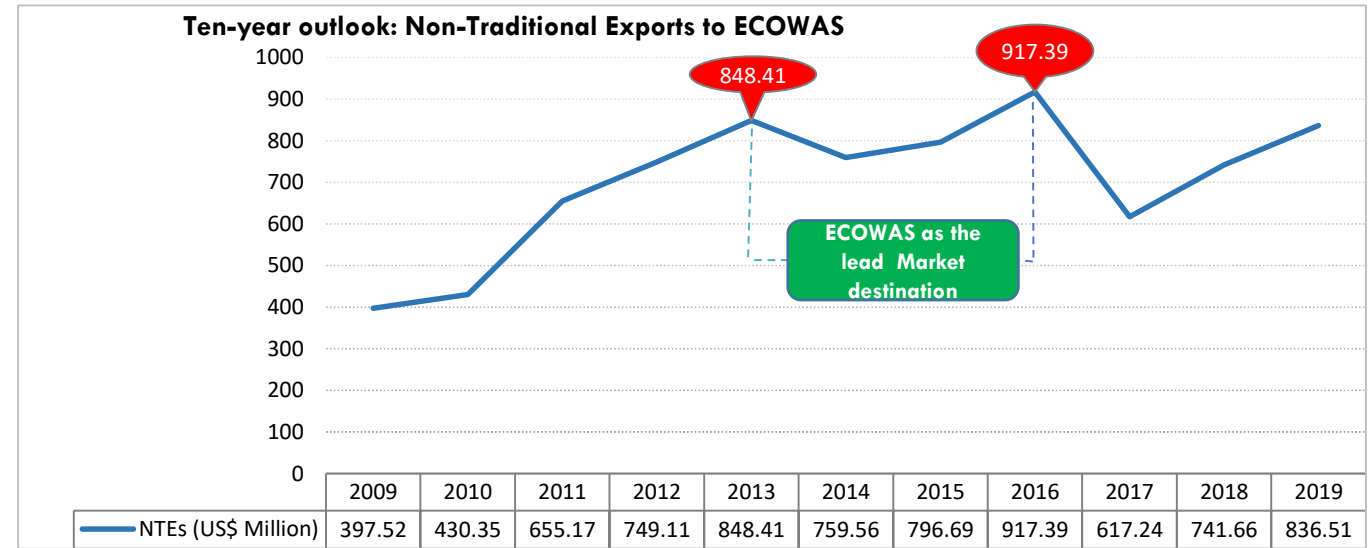
In 2019, Ghana exported a total of about US\$ 836,511,513 worth of NTEs to the ECOWAS, consisting mainly of manufactured/processed products. The earnings represent 28.85% of the total NTE earnings globally. The figure recorded an increase of 12.79% over the 2018 figure of US\$ 741,661,288.

Globally, of the 10 leading markets for NTEs in 2019, ECOWAS registered 3 countries - Burkina Faso, Togo and Senegal. Furthermore, ECOWAS was the largest market for 3 of the top 10 NTE products in 2019, namely, Articles of plastic (NES), Palm Olein, and Iron/Steel circles, rods, sheets billets.

Exports to ECOWAS have been positively affected by the implementation of the ECOWAS Protocol on originating Industrial products which inter alia allows products manufactured within the Bloc to enjoy duty free and quota free access to the ECOWAS market.

The protocol known as the ECOWAS Trade Liberalization Scheme (ETLS) has been a major boost to Ghanaian exports of processed/manufactured products to the ECOWAS. As of 2019, there were about 625 manufacturing concerns with more than 1,000 products registered under the Scheme.

The ECOWAS still has an untapped potential worth about US\$ 518 million for Ghanaian exporters to explore. **(Source: ITC Export Potential Map)**



Burkina Faso came up as the lead importing country in ECOWAS and Africa for NTEs. It maintained its position as the top importer in 2019 from 2016 through 2017 and 2018. Togo and Senegal were the second and third lead importing countries in ECOWAS and Africa respectively. Burkina Faso contributed 26.26% of the total top ten earnings with Guinea (the tenth) contributing 0.78%. Average import value by the 10 top importing ECOWAS States in 2019 stood at US\$82.86 million relative to US\$73.57 million in 2018. This shows an increase of 12.79% in average import value of the top ten ECOWAS States.

### Top Ten Leading Destination Markets in ECOWAS, 2019 (US\$ Million)

Country/ Rank	#1 Burkina Faso	#2 Togo	#3 Senegal	#4 Cote d'Ivoire	#5 Mali	#6 Nigeria	#7 Niger	#8 Benin	#9 Mauritania	#10 Guinea
Imports 2019	217.57	199.593	85.235	74.663	73.789	60.620	51.622	42.369	16.677	6.461
Imports 2018	238.163	163.316	17.966	63.507	84.274	69.798	46.867	40.792	0.152244	6.433
% Growth	-8.65%	22.21%	374.44%	17.57%	-12.44%	-13.15%	10.14%	3.87%	1,0854.35%	0.43%