



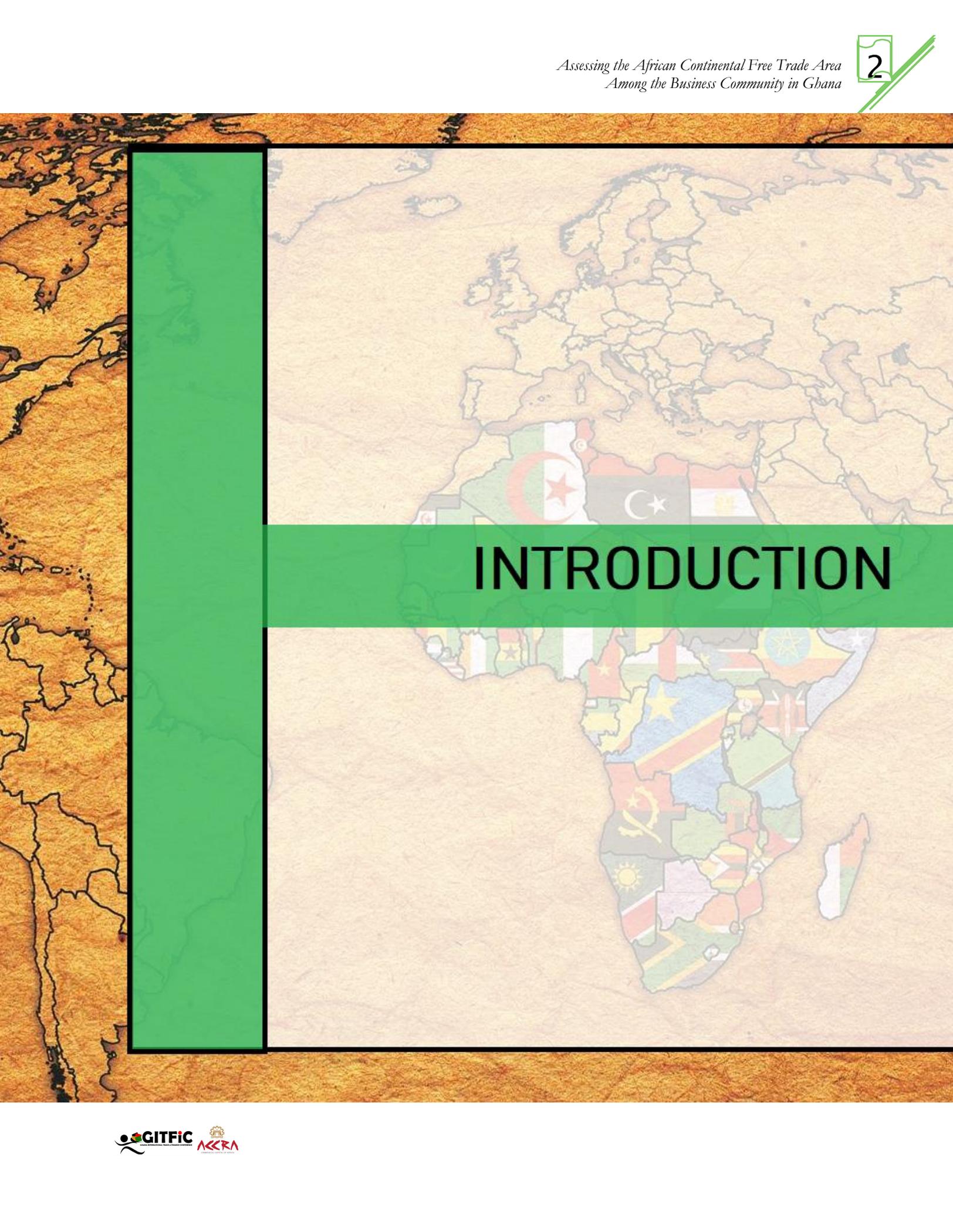
# Assessing The AfCFTA Among The Business Community in Ghana

AGITFiC Field Survey Report - 2022



[www.gitfic.com](http://www.gitfic.com)

<https://gitfic.com/conference-communique/>



# INTRODUCTION

# 1.0 Executive Summary

The African Continental Free Trade Area (AfCFTA) was established in 2018 as an economic vehicle to enhance the welfare and prosperity of African citizens. With intra-African trade still very low at less than 20%, the advent of the AfCFTA is regarded as a springboard to position in the league of global trade powerhouses.

In furtherance of the vision of the Ghana International Trade and Conference (GITFiC) in serving key stakeholders in trade and industry, a field survey on the AfCFTA was undertaken within a period of twelve weeks from February 2022 to April 2022. This survey was carried out in six regions of Ghana, to collect and assess views of the business community in regard to the framework of the AfCFTA, and the designation of Accra as the “commercial capital of Africa”.

A total of 4800 questionnaires were administered to business enterprises in six sampled regions of Ghana. A non-disguised questionnaire containing close-ended and open-ended questions was developed to elicit the perspectives of respondents. The responses were ranked on a blend of the Likert scale and semantic differential scale.

The survey adopted a qualitative survey approach. A multi stage sampling approach was used in the collection of data, with a high sense of ethical consideration. A total of 2572 questionnaires was used for the analysis.

The survey found that 34% of respondents have not heard about the AfCFTA. The majority of respondents (18.86%) gained information about the AfCFTA from the radio and television. A high rate of 66.5% of respondents indicated that the implementation of the AfCFTA would have a beneficial effect on their business.

Over 90% of respondents stated that the sensitization of the AfCFTA would be relevant to ensure that Ghana harnesses the optimal benefits under the preferences presented by the continental liberalised market.

It is hoped that the findings of this field survey would serve as veritable reference for policy makers and key players in the AfCFTA ecosystem.



# Outline Of Report

<i>Outline of Report</i> .....	4
<i>List of Figures</i> .....	5
<i>List of Tables</i> .....	5
<i>List of Appendices</i> .....	5
1.0. Executive Summary.....	3
2.0 Background .....	6
2.1 Journey So Far By GITFiC.....	7
2.2 Relevance of the Survey.....	7
3.0. Methodology .....	11
3.1 Survey Design .....	11
3.1 Brief Profile of sampled regions.....	11
3.3 Sample size .....	15
3.4 Pretesting of the Survey Instrument.....	19
3.5 Method of Data Collection .....	14
3.5.1. Canvassing.....	14
3.5.2 Sampling Techniques .....	14
3.5.3 Survey Instrument and Data Sources.....	15
3.6 Ethical Consideration .....	17
3.7 Reliability of Survey Instrument.....	17
3.8 Period of Field Survey.....	17
3.9 Verification and Analysis of Data.....	17
3.10 Test of Survey Data (Wilcoxon Signed Rank Test).....	18
3.11 Protest and Response Rate.....	19
4.0 Findings and Discussion.....	21
5.0 Conclusion .....	27

## **List of Tables**

*Table 1: Total Questionnaires Administered to Regions*

*Table 2: Socio-Demographic Characteristics*

*Table 3: Source of Knowing About AfCFTA*

*Table 4: Views on Effect of AfCFTA on Business*

## **List of Figures**

*Figure 1: Population Distribution By Region*

*Figure 2: Nature of Business Among Respondents*

*Figure 3: Respondents' Views of AfCFTA Effect on Business*

*Figure 4: Respondents' Views on Relevance of Sensitization of AfCFTA*

*Figure 5: Respondents' Views on Whether AfCFTA is Achievable*

*Figure 6: Respondents' Views on Accra as Commercial Capital of Africa*

## 2.1 Background

**W**hen the African Heads of State and Government met at the extraordinary African Union (AU) summit in March 2018 at Kigali, Rwanda, the primary focus for signing and adoption of the Agreement establishing the African Continental Free Trade Area (AfCFTA) was to create an economic vehicle for enhanced welfare and prosperity for African citizens.

With intra-African trade still very low at less than 20%, the advent of the AfCFTA has received substantial interest and set forth a renewed sense of optimism and conviction that seeks to propel Africa into the league of global trade powerhouses.

The AfCFTA is an enhanced aspect of economic integration which seeks to create a consolidated market with the liberalization of trade and elimination of import duties for the over 1.3 billion people on the continent. Although the AfCFTA commenced trading in January 2021, six months after the initial proposed date due to the disruptions occasioned by the global pandemic COVID-19, the milestone achieved is enough evidence that the future is indeed bright.

The Agreement underpinning the AfCFTA stipulates that State Parties progressively eliminate import duties or charges on goods originating from the territory of any other State Party in accordance with their Schedules of Tariff Concessions. The period of liberalization is expected to cover 10 years, with special consideration given to Least Developed Countries (LDCs) to undertake within 13 years.

The enabling Agreement came into force in January 2019 when the minimum thresholds of 22 ratifications were received from the contracting parties. As at the end of July 2022, a total of 43 countries, out of the 54 state parties, have deposited their instruments of ratification – Morocco is the 43<sup>rd</sup> country to submit ratification.

The African Continental Free Trade Agreement (AfCFTA) is one of the largest free trade areas in the world and intends to boost cross-border trade and propel industrialisation among its 55

countries. The Protocols underpinning the AfCFTA Agreement are expected to be negotiated and implemented over phases. The Phase I covers Trade in Goods; Trade in Services; Dispute Settlement Mechanism; Customs and Trade Facilitation. Phase II would see the implementation of the Protocols on Intellectual Property Rights; Competition Policy; Investment; Digital Trade.

The AfCFTA Agreement is accompanied by Annexes to the Protocols which contains specifics on the processes on the various aspects of the Agreement. The AfCFTA is also guided by some governing principles such as adopting differentiated integration approach, principle of *acquis* etc.

The commitment of Ghana to the AfCFTA has been visible in all aspects. Apart from hosting the Permanent Secretariat of the AfCFTA, Ghana was one of the first countries to sign and ratify the AfCFTA Treaty.

Quite recently, specifically on 2<sup>nd</sup> July, 2022, the government of Ghana through its Ministry of Trade and Industry, launched a national policy framework and action plan to co-ordinate the efforts towards ensuring that Ghana harnesses the full benefits under the AfCFTA. It is instructive to point out that this new framework adds layer to the already project undertaken by the National Development Planning Commission (NDPC).

The fundamental aspect of Ghana's vision for the AfCFTA is about the active participation of the private sector and particularly the informal sector. Indeed, the opportunity now beckons for Ghana to expand her trade frontiers and ensure that our domestic industries tap into resources in other African countries in the areas of agriculture, finance, technology etc.

Now, in 2020, at the 4<sup>th</sup> Ghana International Trade and Finance Conference (GITFiC) in Accra, a milestone was achieved when the then Senior Minister, Hon. Osafo-Maafo (represented H.E the President of the Republic of Ghana) with the support of the then Mayor of Accra and top executives of industry in Ghana, formally announced the designation of "Accra as the Commercial Capital of Africa".

This remarkable move highlighted the readiness of Accra to welcome players of trade and industry, trade financiers, logisticians, manufacturers and investors to ensure that the key benefits of the intra-African trade are directly felt by Ghanaians.



With Accra already as a host of AfCFTA Secretariat, the branding will enhance Ghana's image and propel the nation towards becoming a regional trade and the commercial gateway to Africa. This is a vision which is shared by the (Ghana) Minister for Trade and Industry who re-echoed the need for Ghana to leverage on the trade and investment opportunities that AfCFTA presents.

## **2.2 Journey So Far By The GITFiC**

Prior to this survey research, the GITFiC with the support of governmental agencies and stakeholders in the private sector has undertaken engagements and sessions on the ideals of AfCFTA in various fora, attended by key players in the trade and industry, finance, trade-finance and the logistics ecosystem. Reference could be made to the Sensitization workshops organized in 2021 across Ghana, which saw resource persons and experts engaging traders, opinion leaders about the importance of AfCFTA. Find more details here; <https://gitfic.com/regional-seminars-on-afcfta/>

## **2.3 Relevance of the Survey**

The private sector has been touted as the “*engine of growth*”. This old cliché can only be given true meaning if there is consistent focus on the micro, small, medium, large enterprises of Ghana and Africa. This study contributes to available literature by empirically assessing the views of the MSMLEs in Ghana with regard to the AfCFTA. The empirical findings could serve as a reference for policy makers and implementors in Ghana and across the African continent.

The following research questions were formulated to guide the survey;

- What is the level of sensitization on AfCFTA among the business enterprises in Ghana?
- What are the perspectives of the business community about the effect of the AfCFTA?
- What is the view of the business enterprises about Accra's designation as the gateway to trade in Accra.

# Methodology



# Methodology

## 3.1. Survey Design

This study adopted a qualitative survey design, due to the close-ended and ordinal form of responses elicited. A qualitative survey research seeks to find reasons for a particular situation, unlike quantitative research which looks at precise measurements. The inferential statistic aspect of the qualitative research would be applied on the findings. This approach is particularly useful as the data collected and findings would be applied to the population as recommended by G. Marshall & L. Jonker, (2011) who described the inferential statistics as a way of inferring from the data that can be applied to a wider sample.

## 3.2 Brief Profile of Sampled Regions

### Greater Accra Region

The Greater Accra Region contains the national capital city of Accra and as a result, a lot of social infrastructure and amenities along with a few tourist attractions can be found in the region. In terms of road transportation, the Greater Accra region is served by national highways. The nature of economic activity is mixed; sales and general work on one hand, and agriculture and animal husbandry on the other. It is the host of the Secretariat of the African Continental Free Trade Area (AfCFTA) and the most populous region in Ghana.

### Ashanti Region

The region lies in the southern half of the country and occupies 24,389 sq. km. or 10.2 percent of the total land area of Ghana. The more or less central location of the region is strategic for transportation and distribution networks for goods and services in the country and beyond. The region has two major seasons; the major season is from April to mid-August and the minor season is from September to November.

In terms of the economically active population employed in the region, agriculture including forestry but little fishing is their leading economic activity (30.5%). It is followed by wholesale and retail trade (25.4 %), manufacturing (10.5%) and accommodation and food services 6.1%.

### **Eastern Region**

The Eastern Region lies between latitudes 6 and 7 degrees North and longitude 1.30 West 0.30 degrees East. It is the sixth largest region with a land area of 19,323 kilometres square. The topography of the region is quite diverse with low lying areas around the valley of the Volta River and Lake and one of the highest reliefs, the Akwapim-Togo- Ranges. Cocoa is a major traditional cash crop produced in the region while pineapple has been the main non-traditional commercially grown food crop. Trade and service sectors have been vibrant in the region.

### **Northern Region**

The Northern region, which occupies an area of about 70,384 square kilometres is the largest region in Ghana in terms of land mass. The majority of people in the region are engaged in agriculture. The crops that they produce include yam, maize, millet, guinea corn, rice, groundnuts, beans, soya beans and cowpea. The region has a Bulk Oil Storage & Transport (BOST) company which supplies the northern part of the country with petroleum products.

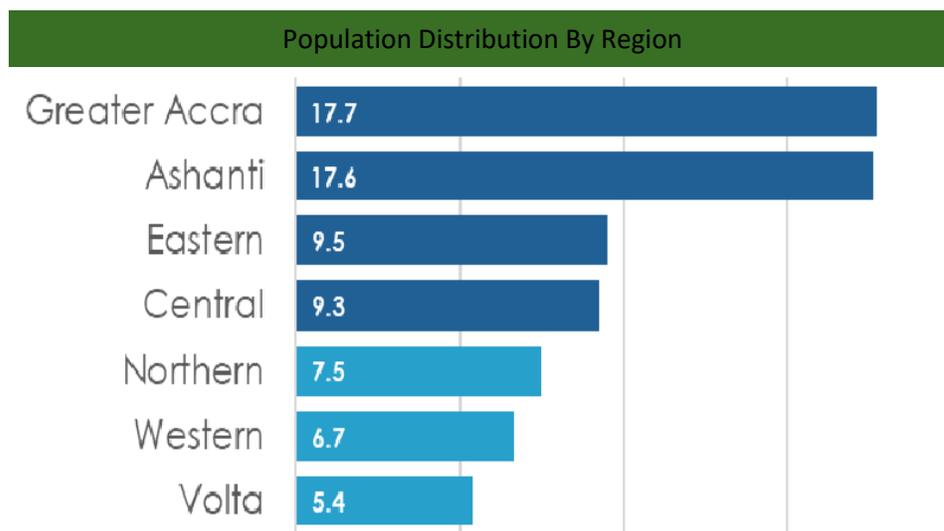
### **Volta Region**

The region derived its name from the Volta River, which virtually separates it from the rest of the country. The region is unique in the sense that it is the longest of the regions and has all the ecological zones and ethnic groups found in Ghana living in it as indigenes. As in the other regions in Ghana, the Volta Region has a decentralized political and administrative system. The region has substantial agricultural resources, which include large expanses of land of which an estimated 1,028,500 hectares are suitable for the cultivation of crops and rearing of animals.

### **Western Region.**

The Western Region has large economic resources. It is the highest producer of cocoa in the country contributing to over 50 percent of the total national production. It is also the highest producer of timber and the second highest producer of gold after Ashanti Region. Other economic activities undertaken outside agricultural are industrial. The major industrial activity in the Region is the Petroleum industry (oil and gas exploration and production).

**Figure 1** descriptively shows the highest population distribution by region for the six sampled regions.



Source: Ghana Statistical Service, 2020<sup>1</sup>

### 3.3 Sample Size

This refers to the actual number of members, individuals or cases selected from the target population. There are 16 regions in Ghana, but due to constraints of time, effort and resources it became virtually impossible for the study to cover all the regions of Ghana. According to Miller (1991), a study based on representative sample is often better than a larger sample or a whole population, for there is no need interviewing large numbers of people saying the same thing. In this regard, this survey was undertaken in six regions of Ghana with 4800 questionnaires administered through a field survey and through the internet.

<sup>1</sup>Ghana 2021 Population and Housing Census – General Report Volume 3A



### **3.4 Pre-Testing of the Survey Instrument**

The survey adopted the questionnaire as its main research instrument. In order to design a robust survey questionnaire, the study undertook an undeclared pre-testing survey on three (3) micro enterprises in Accra. An undeclared pre-testing is similar to the actual survey as it involves using a sample which has no idea that they are being sampled for a pre-test survey (Babonea & Voicu (2009). The participating enterprises under the pre-testing exercise were asked to provide comments on the length and time taken to complete a questionnaire. The feedback enabled the rephrasing of difficult terminologies which improved clarity to the questionnaire.

### **3.5 Method of Data Collection**

#### **3.5.1 Canvassing**

The target respondents for this survey were the business enterprises in Ghana. To facilitate collection of data, trained enumerators and supervisors undertook a prior familiarisation of the areas which had a concentration of business firms. This is view of the fact that many regional cities in Ghana have been zoned into industrial, commercial and residential areas.

#### **3.5.2 Sampling Techniques**

The study adopted a multi stage sampling technique. Quota sampling was used to administer the questionnaires to business enterprises. The business enterprises were categorized into Micro, Small, Medium and Large firms, with each category given a specific quota on the number of questionnaires administered. Firms with 1-5 employees were classified as Micro enterprises; firms with 5-10 employees were classified as Small Enterprises; firms with more than 10 employees were classified as Medium Enterprises; firms with over 20 employees were classified as Large Enterprises. This categorization is a slight variation of the model proposed by the National MSMEs Policy of Ghana.

A desk research undertaken through the internet identified some firms which are sited in the sampled study areas. Using a purposive sampling, 100 firms were selected and administered with questionnaires through on-line means. Participating micro, small, medium and large firms were



requested to have the questionnaire completed by the proprietor, directors, senior-level/management-level officers from our outfit.

To facilitate the survey research, twenty-four enumerators were given training on the method of data collection and interview techniques. These enumerators were placed under the supervision of a principal researcher who guided the deployment and data collection exercise.

Enumerators were assigned with a total of 4800 questionnaires to administer across the sampled six regions. A breakdown of the total number of questionnaires allocated to each sampled region is featured in Table 1.0 below;

<b>TOTAL QUESTIONNAIRES ADMINISTERED</b>		
<b>Responsibility</b>	<b>Region</b>	<b>No. of Questionnaires administered</b>
Enumerator Group 1	Gt. Accra	1200
Enumerator Group 2	Ashanti	1200
Enumerator Group 3	Western	1200
Enumerator Group 4	Volta	600
	Eastern	600
Enumerator Group 5		
Enumerator Group 6	Northern	1200
		4800

**Table 1.0** -- Source: GITFiC Survey, 2022

### **3.5.3 Survey Instrument and Data Sources**

The research was a field survey which collected primary data from proprietors of enterprises and senior-level managers of firms across six regions in Ghana. The main survey instrument employed was the structured non-disguised questionnaire containing 13 items eliciting perspectives on the AfCFTA and the adoption of Accra (Ghana) as the Commercial capital of the Africa as declared by the Ghana International Trade & Finance Conference (GITFiC) in October 2020 with full support of government and the industry titans. The utilization of a questionnaire is



due to its quickness in terms of administration and ability to improve response rate (Check and Schutt, 2012).

To give high quality responses, an in-person interview which involved a social interaction between the interviewer and respondent was used as a form of survey research instrument. Enumerators were trained to employ in-person interviews to enable participants understand the questionnaire clearly and assist respondents who were unable to read or understand the items contained in the questionnaire.

The research-administered questionnaire is structured into two parts. Part A of the questionnaire related to questions on the socio-demographic characteristics of the respondents as well as their respective “views on the AfCFTA”. Part B intended to solicit the views of the business community in respect of “Accra as the commercial capital of Africa”.

The questionnaire comprised both close-ended and open-ended questions. Close ended questions require the respondents to select their preference among explicit choices. Open ended questions are questions which allow respondents to provide their own answers in their own words. The responses were designed through a blend of the Likert scale and semantic differential scale; (strongly agree; agree; disagree; strongly disagree). The questionnaire took an average of fifteen minutes to complete. Secondary data utilised in this research work were retrieved from published articles and journals, working papers and relevant internet sources.

### **3.6 Ethical Consideration**

This field survey utilized all the necessary ethical considerations in the collection of data. The introductory part of the questionnaire gave background information about the intent of the survey. The consent of the respondents was sought before the administering of a questionnaire, while aspects of confidentiality was duly respected.



### **3.7 Reliability of Questionnaire**

The internal consistency and reliability of the questionnaire was evaluated through the Cronbach Alpha (Cronbach's  $\alpha$ ). The reliability output of 0.78 is interpreted as acceptable. A Cronbach alpha is an internal consistency of a test or scale, and is expressed as a number between 0 and 1. It indicates how reliably or precisely a questionnaire or test measures a true value. The higher the reliability value, the fewer its measurement errors.

### **3.8 Period of Sample data collection**

The questionnaire was administered within a period of twelve weeks from February 2022 to April 2022. This study was undertaken at a time when the AfCFTA was commemorating its one year of commencement of the first phase of trading in goods and services.

### **3.9 Verification and Analysis of Data**

After the enumerators submitted their field data to the principal researcher at the GITFiC secretariat, a verification exercise was undertaken over a period of three weeks. This verification involved an independent team using a random sampling to select some firms who were asked to affirm the responses supplied in the completed questionnaire. More than 2,500 firms were called by GITFiC's call agents for verification.

The data collected from the field survey was manually sorted, collated and then harmonized before being coded into the Stata 14.2 econometric software. This software was used to carry out the statistical tests and adjust the parameters of the research sample in line with the study population. The Microsoft Excel software was also used in the analysis.

The outcome of the data analysis is summarised with descriptive statistical tools such as bar graphs, pie charts and complemented with statistics on mean, median and standard deviations.



### 3.10 Test of the Survey Data - Wilcoxon signed rank test

Since this survey adopted the inferential statistical approach, it is imperative that a test is carried on the sample survey data, particularly on the basis of its normality distribution. The Wilcoxon signed rank test was chosen as the appropriate testing mechanism because of its advantage of being used on data which involves ordinal data and contains ranked scale of responses.

The Wilcoxon signed rank test is a non-parametric test that uses a set of matched samples to compare the characteristics of populations. This test does not require the population to be normally distributed and is utilized even on ordinal data.

$$H_0 : E_{GA} = E_{ASH} = E_N = E_E = E_V \dots\dots\dots (1)$$

$$H_1 : E_{GA} \neq E_{ASH} \neq E_N \neq E_E \neq E_V \dots\dots\dots (2)$$

$$n = 2572$$

$$\alpha = 0.05$$

$WC_{estimate} < WC_{rank\ table} :$

*Reject  $H_0$  (null hypothesis) --- The data of the regions are not identically distributed.*

$WC_{estimate} > WC_{rank\ table}$

*Accept  $H_0$  (null hypothesis)*

*The data of the regions are identically distributed.*

The analysis of the data using the Wilcoxon signed rank test, under normal approximation for larger samples, there is no statistical difference among the data distribution of the sampled regions.

### 3.11 Protest and Response Rate

Enumerators faced some challenges in the gathering of data for this research. Some identified respondents misconstrued the AfCFTA project as a ploy to gather information for tax identification purposes, in spite of the research team's clarifications. Nonetheless, an acceptable level of responses was gathered in the completed questionnaires for the analysis and recommendations.



# Findings & Discussion

# Findings & Discussion

## 4.1 Findings and Discussion

This section of the report presents the analysis of the data and a discussion of the study results. The data findings are descriptively shown with statistical tools such as bar graph, pie charts and outcomes such as mean and standard deviation. Table 2. shows that 66.6% of respondents were males, compared to 33.4% of females.

A. Socio – Demographic Characteristics		
N= 2572		
Gender	Response Total	Response Percent
Female	876	33.4%
Male	1696	66.6%
Region Of Respondents		
Gt. Accra	583	
Ashanti	519	
Eastern	388	
Northern	257	
Volta	219	
Western	606	

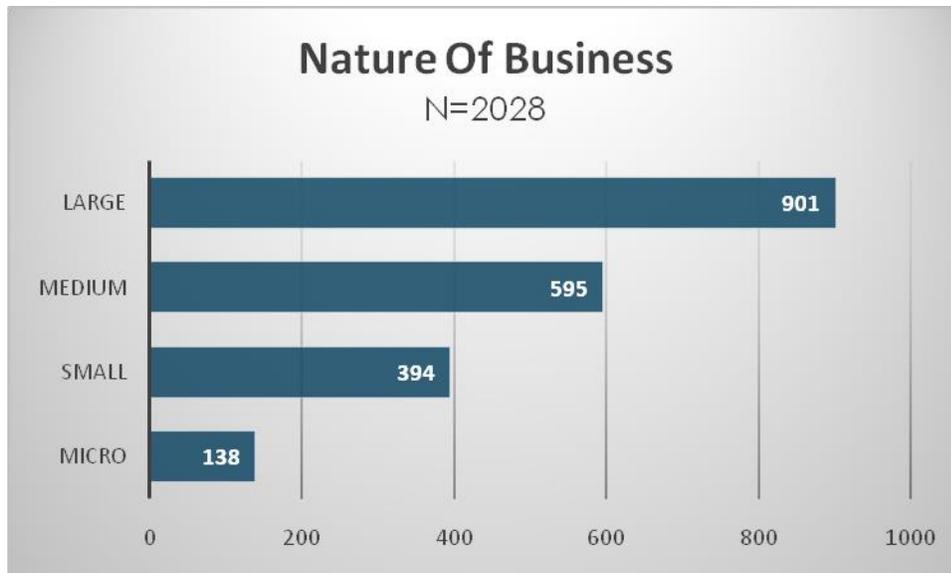
Table 2

Source: GITFiC Field Survey, 2022

## B. Nature of Business Among Respondents

The target group for this study was the business community (enterprises) in Ghana. A total of 2028 enterprises described their nature of business. The results show that most of the business enterprises (901) interviewed were large sized. Based on our model, these are firms which have more than 20 workers. In the sampled regions, 6.8% (138 enterprises) are described as Micro-sized.

**Figure 2:**



Source: GITFiC Field Survey, 2022

### C.Sensitization Level of Respondents about AfCFTA

The survey shows that among the sampled business enterprises in Ghana, an average of 34% did not know or had not heard about the AfCFTA. This finding represents over one-third of respondents.

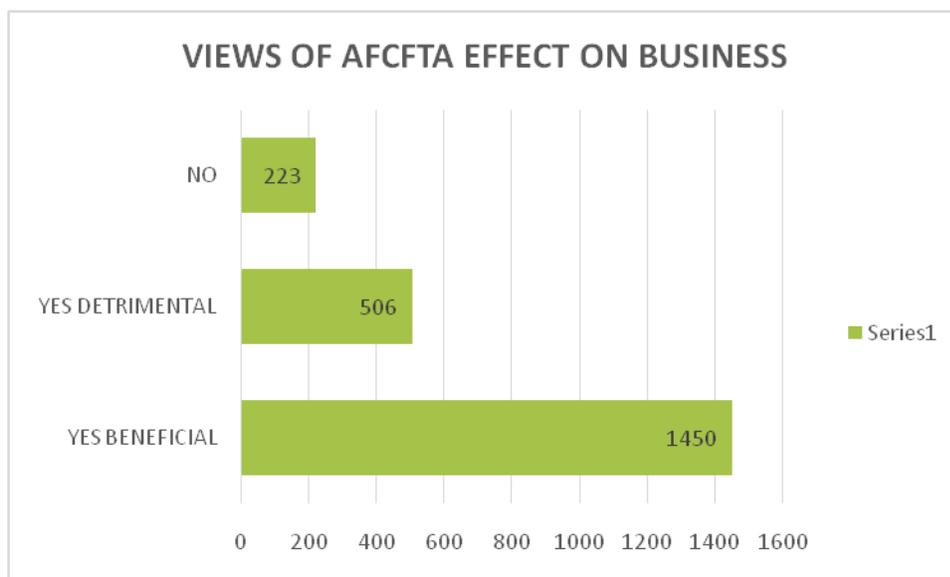
In terms of ranking, the main source of information on the AfCFTA was from the radio and television (18.86%), followed closely by the internet (17.46%) being the source of information about the AfCFTA. The findings give enough grounds for the sensitization programmes relating to the AfCFTA to be enhanced.

**Table 3:Source of Knowing About AfCFTA**

<b>Have You Heard About TheAfCFTA? N= 2131</b>		
<b>Answer Choice</b>	<b>Response Total</b>	<b>Response Percent</b>
Yes, from radio, television	402	18.86%
Yes, from Newspaper/Magazine	294	13.79%
Yes, from the internet	372	17.46%
Yes, from a friend/work colleague	223	10.46%
Yes, other sources	110	5.16%
No	730	34.26%
<b>Total</b>	<b>2131</b>	<b>100%</b>

Source: GITFiC Field Survey, 2022

**D. Do you think AfCFTA will have an effect on your business? N=2179**



Source: GITFiC Field Survey, 2022

Fig. 3

<b>Table 4: VIEWS ON EFFECT OF AfCFTA ON BUSINESS N= 2179</b>			
<b>Region</b>	<b>Yes Beneficial</b>	<b>Yes Detrimental</b>	<b>No</b>
Gt. Accra	327	101	51
Ashanti	278	114	75
Western	363	179	34
Eastern	302	39	25
Volta	111	25	27
Northern	69	48	11
<b>Total</b> N = 2179	<b>1450</b>	<b>506</b>	<b>223</b>
	<b>66.5%</b>	<b>23.2%</b>	<b>10.2%</b>

Source: GITFiC Field Survey, 2022

Figure 3 and Table 4 above describe the responses collected from business enterprises in relation to the possible effect of AfCFTA on their businesses. A very high number of respondents (1956) indicated that the AfCFTA would have an effect on their businesses. Out of this number, 1450 respondents stated that it would have a beneficial effect on their business, while 506 respondents think it would be detrimental to Ghanaian enterprises. Overall, about 10.2% of respondents indicated that the AfCFTA would not be beneficial nor detrimental to their business.

**E. Do you think sensitizing the business community about AfCFTA is relevant?**

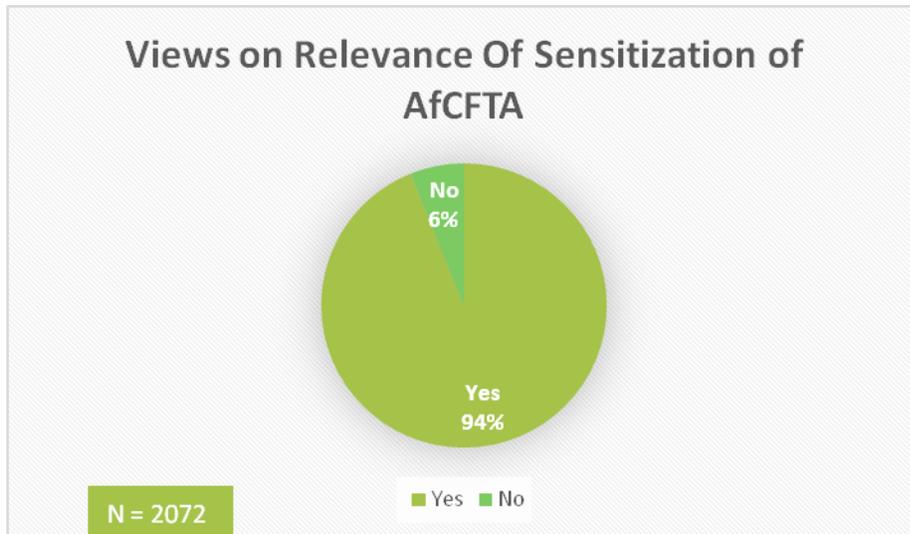
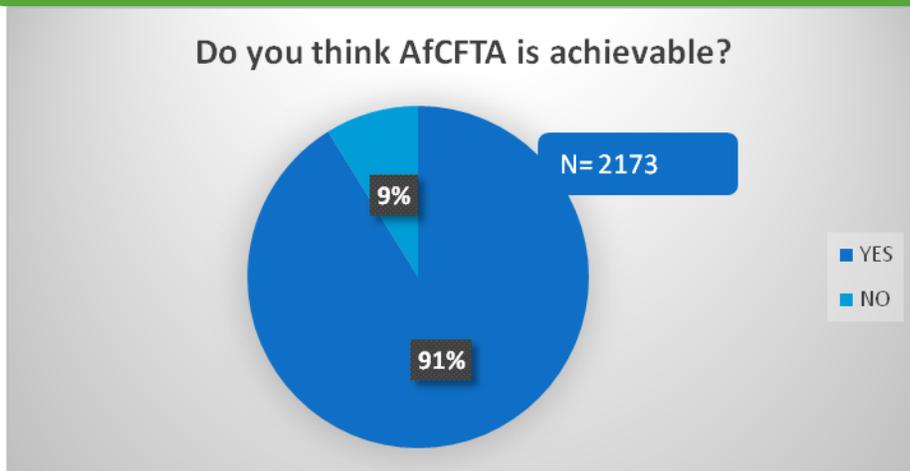


Figure 4. Source: GITFiC Field Survey, 2022

The study established that an overwhelming majority of 94% out of the 2072 respondents thinks that it is relevant that the business enterprises in Ghana get sensitized on the framework of the AfCFTA. Only 127 respondents representing 6% of respondents did not see the need for any sensitization. The net effect of this finding is that the actors in the trading community would need to be equipped with the relevant know-how on the practical processes and opportunities available as the frontiers of trade are expanded under AfCFTA.

**F. Do you think AfCFTA is achievable?**

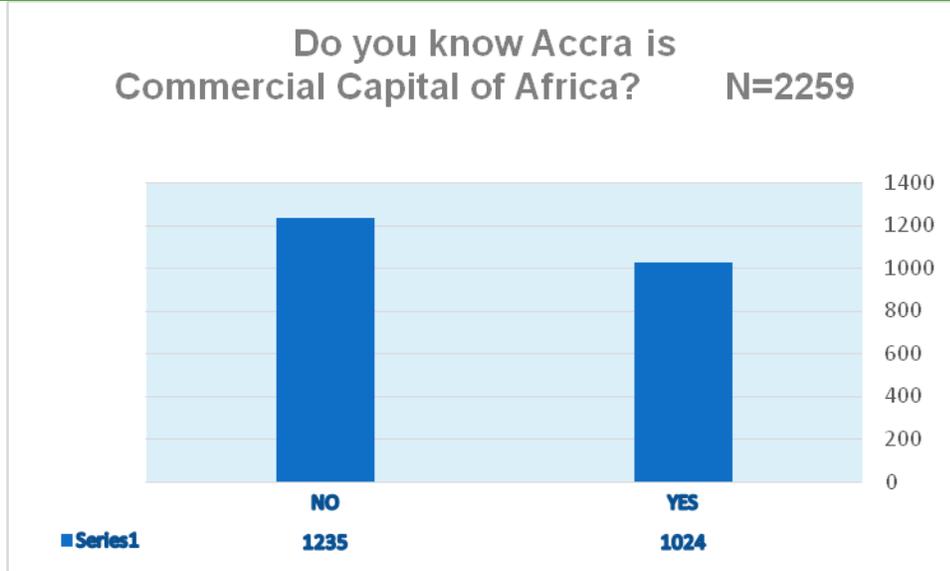


Source: GITFiC Field Survey, 2022

Fig. 5

The survey established that a large majority (91%) of the respondents think that the vision of the AfCFTA is achievable. This sense of optimism is very crucial to ensuring that the business enterprises harness the benefits of the continental agreement.

**G. Do you know Accra is the commercial capital of Africa?**



Source: GITFiC Field Survey, 2022

Fig. 6

Figure 6 shows that a slightly majority of respondents did not know that Accra, the capital of Ghana, is regarded as the commercial capital of Africa. Out of the 2259 interviewees who provided responses to this question, less than half of the sampled enterprises have heard about Accra designated as the commercial capital of Africa. A strategic model would need to be developed to address this somewhat low rate of sensitization.

# Conclusion

## 5.1 Conclusion

The results arising from this survey lends empirical evidence to the heightened need for an active and enhanced level of sensitization on the framework of the AfCFTA for the business community (enterprises) in Ghana. To add layer to the vision of GITFiC as a nexus serving both private and public enterprises and entities, the GITFiC takes the opportunity to inform the business community of Africa about its comprehensive handbook on AfCFTA which would be launched in Accra – Commercial Capital of Africa on 20<sup>th</sup> September, 2022.

We are glad to state that this Handbook contains detailed and simplified information on the framework of the AfCFTA, and particularly delves into key topics such as the Rules of Origin and Trade Remedies etc, as pertains in the field of international trade.

The handbook has gone under reviews from key stakeholder institutions including the African Union under the Economic Development Department and under the auspices of His Excellency Albert M. Muchanga; Commissioner – Trade, Industry, Tourism and Mining.

The handbook has earned a video endorsement from H.E Muchanga. Details can be viewed here; [www.gitfic.com/afcfta-book](http://www.gitfic.com/afcfta-book)

For the team at GITFiC, we have consistently maintained that the active sensitization and participation of all actors in the consolidated trading space would give true meaning to the AfCFTA project. In fact, the AfCFTA ought not to be reserved for a theory-oriented class of people. A trader in Lilongwe should be able to exchange goods and services with a partner in Accra with little difficulty.

We reiterated at our recent 6<sup>th</sup> Conference on Trade and Finance on the need for traders to be equipped and empowered with information on the AfCFTA to ensure that trade would be expanded across the board.



## APPENDIX I

### QUESTIONNAIRE ON THE AfCFTA – GITFIC SURVEY 2022

**1. Have you heard about the African Continental Free Trade Area (AfCFTA)?**

- No, never heard of it  Yes, from radio, television  Yes, from  
Newspaper/Magazine   
Yes, from the internet  Yes, from a friend/work colleague  Yes, other source; specify  
.....

**2. How would you describe your business/enterprise?**

- Micro trading  Small scale enterprise  Medium scale enterprise  Large scale  
enterprise

**3. Do you think the AfCFTA will have an effect on your business?**

- No  Yes, detrimental  Yes, beneficial

**4. Do you think AfCFTA would affect the continent's productivity positively?**

- Yes  No

**5. Do you think that the continent needs a single trade policy that would make trading easier and cost effective?**

- Yes  No

**6. Do you think the AfCFTA is achievable?**

- Yes  No

**7. Do you think sensitizing the business community about the AfCFTA is relevant?**

- Yes  No

**VIEWS ON ACCRA AS THE COMMERCIAL CAPITAL OF AFRICA**

**1. Do you know the AfCFTA Secretariat is situated in Accra?**

- Yes  No

**2. Do you know that Accra is now the commercial capital of Africa?**

- Yes  No

**3. Accra has been declared as the commercial capital of Africa, do you agree?**

- Strongly Agree  Agree  Disagree  Strongly Disagree

**4. If you agree, state briefly in three sentences what your reasons are;**



.....  
.....  
.....

5. If you disagree, state briefly in three sentences what your reasons are;

.....  
.....  
.....

6. Do you think that the establishment of the AfCFTA Secretariat in Accra would benefit Ghana's economy?

Yes [ ]

No [ ]

COMPANY NAME	NAME OF CONTACT	PHONE NUMBER	EMAIL ADDRESS	LOCATION
1.				
2.				

The entire management and staff of The Ghana International Trade and Finance Conference (GITFiC) will like to thank you for engaging with our field enumerators and taking part in this National Survey.

We will keep you informed and updated on the results.

Kindly tick the box if you agree to us updating you frequently on our programs and business opportunities



**Contact:**

**Ghana International Trade and Finance Conference**

**3<sup>rd</sup> Floor, Divine Plaza, Meridian Road,**

**00008, Tema- Ghana**

**+233-303209055**

END