



Millennium Cities Initiative
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Kumasi's Participation in the Regional Partnership to Promote Trade and Investment in Sub Sahara Africa Program

**Capstone Seminar
Columbia University**

Tuesday, October 29, 2013

Presentation by
Kumasi Team



History and Goals

- Traditionally Local administration only focused on the social sector development
- Government realized the importance of private sector **in creating jobs, revenue and an overall improvement of living standards of people**
- Introduced the Local Economic Development Program(LED) inline with a new local government structure (*LG 462, 2009*)
- However no clear structures were developed for the LED policy
- The city with support of MCI took the steps to develop the Kumasi Investment Initiative as a general framework for the attraction of investment

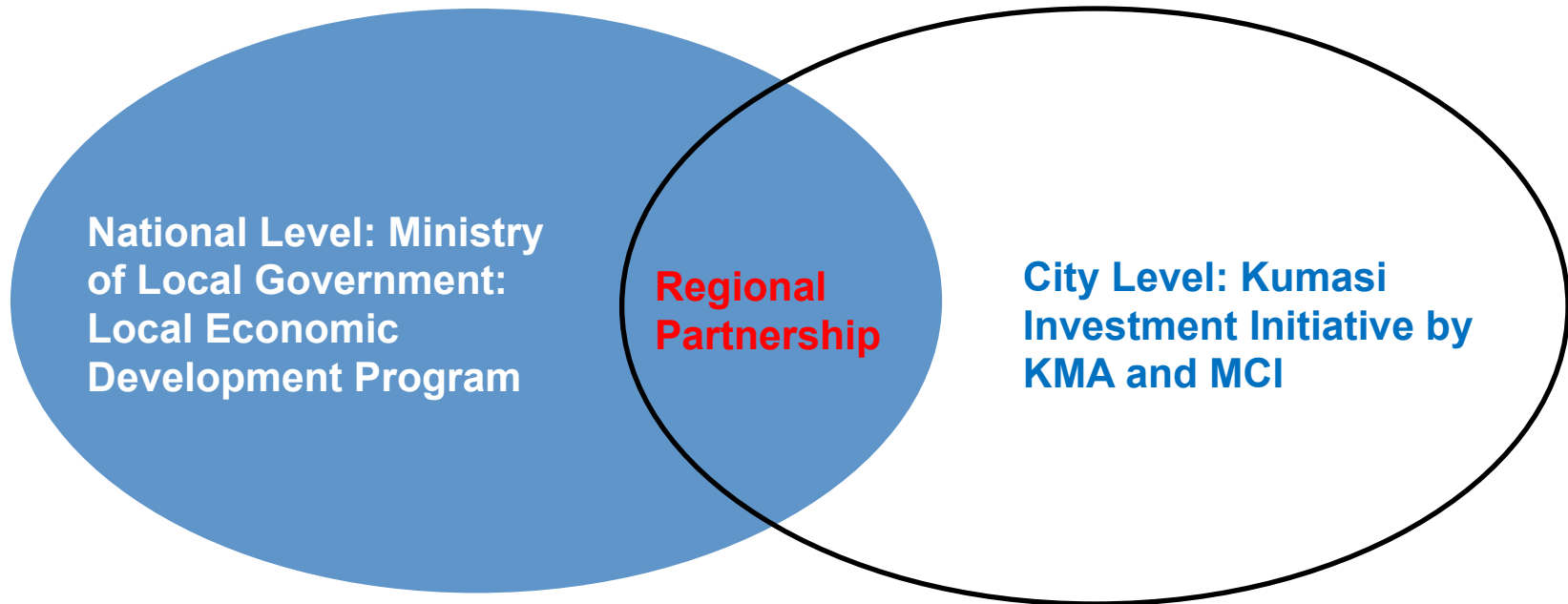


Regional Partnership Program

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Kumasi signed onto the Regional Partnership to promote trade and investment because it;

- *Provided complete structure for the Kumasi Investment Initiative*
- *Built on other activities undertaken by the City and MCI in the area of investment promotion (KPMG, UNIDO activities)*
- ***Linked the National Policy on private sector development and our Kumasi Investment initiative***





Activities

- Local Investment Promotion Expert(IPE) hired in May 2011.
- Guidance and mentorship from MCI team
- Kumasi City Investment Promotion Unit (KCIPU) established in January 2012
- An **Investment Technical Committee** has been working with city since January 2012.
- 2 Training workshops were organized for the Technical Committee (May and October 2012)
- An Investment Ombudsman was appointed in February 2012
- The city participated in 2 Diaspora Investment Days in Atlanta in 2011 and 2012



Activities Cont'd

- 2013 Investment Guide and brochure were developed
- Kumasi Investment Promotion website was launched in April 2013.
- Investment Profiles and Research
 - **Investment Profiles were developed for 7 sectors**
 - **2 joint venture profiles were developed**
 - **Research on the “Sustainable use of wood particles from Sokoban wood village”**
- 3 adhoc dialogue sessions were organised between the private sector and the city administration
- Local Investment Day organised in October 2013 attracting over 100 participants (Diplomatic Community, private sector associations, Government officials, Consultants, Financial institutions, potential investors, speakers and the media)



Outcomes

Information for Investor Decision Making

- City has concrete information (opportunities , socio-economic data and regulatory environment)

Increased Awareness of the city and its potentials

- Website has received hits from over 35 countries, over 40 inquires(on the profiled sectors) and 2 follow-up visits.
- Investment Road show attracting participants

Increased Capacity

KCIPU can develop other and update of investment materials and website

Coordination

- KCIPU provides a focal point of communication between the city and private sector

Public Private Dialogue

- Stage has been set for further dialogue between the city and private sector



Outcomes Cont'd

Investment Leads

- Growth Mosaic working with Bamboo Bikes to secure funding from Canada (**website**)
- Potential investors from Brazil engaging the city on the development of the Kumasi Central Market (**Investment Guides**)
- Investor from Atlanta enhancing the city on the development of an Aerotropolis (**participation in the Diaspora Day in Atlanta**)
- Jospong/Conti Group expressing interest in 4 of the profiled projects (**investment Road show**).

Investment Climate (Land)

- 700 acre land identified for real estate dialogue with the Manhyia Palace to streamline leases for investment
- KNUST land of 25 acres for various projects



Outcomes Cont'd

Trade Development

- Bamboo Bikes Limited a project of MCI's investment promotion activity has exported since 2011;
- Local market – 1,500 (full bikes)
- Germany – 100 (frames)
- Netherlands - 200 (frames)
- Norway – 250 (frames)
- Denmark – 100 (frames)

Partnerships

- Introduced the city to partnerships with international advisory services (KPMG, Growth Mosaic and Ernst and Young)



Lessons Learnt

- Investment promotion can improve standard of - job creation, revenue and a competitive environment
- Investment Promotion is a continuous and challenging activity which requires commitment and resources
- Leadership and institutionalization are a key its sustainability
- Continuous training of the key persons in charge of the investment unit is crucial
- Sustained and structured dialogue between the city and private sector is important
- Guidance and mentorship from Experts is needed however the city should play a led role in the implementation of initiatives



Way forward

KMA should have a concrete 3 year action plan detailing and the operations of the following;

- Follow-up on key leads generated
- Promotion of the investment opportunities to targeted investors (through the website, forums, consultant/advisory services and GIPC)
- Development of additional investment profiles
- Enhance communication on investment promotion and trade at the sub city, city and the national level (3 way communication)
- Strengthen the KCIPU to deliver by:
 - Allocating financial and human resources** (\$38,000 provided by KMA in Regional partnership)
 - Institutionalization, monitoring and evaluation**
- Engage in regular and structured dialogue sessions with the private sector



Support

- Technical Support for the KCIPU to help in effective promotion
- Additional funding support for the City's investment promotion activities



YE DA MOASE!!!!