

Handcraft

Export Guide



USAID
FROM THE AMERICAN PEOPLE



Introduction

Exporting from West Africa to world markets is challenging and rewarding.



Exporters must follow different sets of laws that apply in both the country of origin and the destination country. These laws regulate numerous aspects relevant to exporters, from how certain products must be labeled for shipment to how they must be packaged. Beyond the laws, exporting successfully requires knowledge of the destination market.

USAID's West Africa Trade Hub offers exporters information and advice on exporting in a series of export guides for each of its six value chains: specialty foods, fish & seafood, cashew, shea, apparel and home décor and fashion accessories, or handcrafts.

In addition to this guide, the Trade Hub's website, www.watradehub.com, and its other publications clarify and explain what it takes to successfully export goods to world markets.

I trust you will find this guide useful and informative, and I invite you to send us your questions about exporting -- or any other aspect of doing business in West Africa!

Sincerely,

Vanessa Adams

Director

West Africa Trade Hub

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I. Developing your product

Understanding your market and competition

In order to be able to develop products that will sell, it's helpful to do an analysis of the market and the competition. This will help the producer to know how to make products that the buyers want to buy.

A simple market survey is very easy and effective. The first step is to identify your target market niche. Identify the 4 P's of Marketing for this market:

- Product – what product is the market looking for?
- Price – what is the typical price of the products for this particular market niche? Consider consumer, wholesale and FOB prices.
- Place - where is the product distributed/sold and how? Consider if the typical client is a wholesaler, a retailer, a designer, or an agent.
- Promotion – how are products in this market advertised and promoted? Consider different channels: trade shows, web & email, print ads, catalogs, etc.

Second, make a note of the following for products in your target market:

- Color trends
- Product trends
- Services and logistics typically offered with the products
- Typical shipping costs from your competitors' countries of origin
- Typical order volumes and minimum order quantities

Identifying these market and product characteristics before beginning product development will help you develop the right product faster.

Collecting ideas and inspiration

The first stage in product development is collecting ideas and inspirations.

- Participate in trade shows to see what buyers are interested in buying
- Familiarize yourself with current trends on the target market e.g. by looking through recent issues of home décor and interior design magazines and Internet searches
- Ask buyers directly what they are looking out for
- Keep a sketch book where you record your product ideas (you don't have to be an artist to scribble down a product idea).
- Cut and paste pictures of products or other inspirations from magazines.
- Take pictures or sketch things you see (sometimes the best ideas are found in your everyday environment).



Developing the idea

The next stage is to develop your product idea. Product development is the key to sustainability in the crafts sector. Each product has a life cycle. There will come a time where the demand for a product will decline. In order to stay in business, artisans have to continuously develop new products. Every artisan has to create his or her own product development strategy. Some may be in a position to do it themselves, while others may have to think of finding a designer to work with. Here are the basic steps:

Step 1 - Make a mock-up

- Try to make simple, small-scale 3-dimensional models of your product ideas using readily available materials, e.g., cardboard, sticks, clay, wire etc.

This will help you visualize and evaluate the idea, and make changes before moving on to the more expensive prototype stage.

Step 2 - Make a prototype

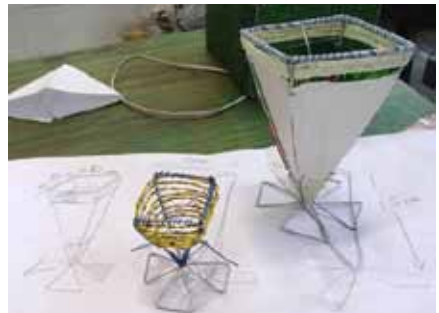
- Develop first prototypes of your products.
- The first full-scale prototypes can be made using cheap materials. This is enough to evaluate the product idea further.
- This also a stage where you can test certain aspects of your product.
- Finally, work up a first real prototype using the intended materials and bringing the product to the desired finish.
- Evaluate and test!

If the product has a functional use—for example, a piece of furniture—use it yourself or give it to others to try out.

- Make changes if necessary!

Step 3 - Develop a product line or product family

- After developing a new product idea, try to develop a product line.
- A product line consist of different products that all use similar design elements and as such are seen to be part of a product family.
- Product lines allow you to exploit your design idea and apply it to other products.
- This allows you to spread the cost of product development across several products!
- The other advantage is that you are not only selling a single product but a product line consisting of several products.
- Many buyers are looking for product lines to buy as these are easier to sell than single items!



Step 4 - Calculate the cost of product development

Product development is an investment! Make sure to factor this into your pricing.

- How much have you invested in product development in terms of time and prototypes?
- How much did it cost to hire a designer to develop a product for you?

Step 5 - Develop production systems for each product

This is one of the most critical phases of product development. The idea is to carefully develop production systems for each product to enable you to reproduce your prototype in the required quantity and, most of all, in the required quality.

- Do a trial run of production to identify potential problems.
- Eliminate aspects of a design that are difficult or too expensive to produce.
- Develop simple production aids– e.g., jigs, templates–to ensure efficient and consistent production.
- Develop simple product specifications sheets for each product that list things like dimensions, color, materials, motifs or patterns, critical quality points, etc.



CALCULATING THE COST: AN EXAMPLE

Let's assume you paid a designer \$150 for the design of a new product. In addition, you spent approximately \$150 to develop the models, prototypes, do trial production runs, etc. This means your cost of product development is \$300.

How many pieces of the product do you expect to sell over the next few years?

Let's say 1000 pieces. So, your cost of product development per item is $\$300/1000$ pieces, or 30 cents per piece.

Now let's say your production cost (excluding your product development cost) = \$10.

Cost of production (\$10) + product development cost (\$0.30) = Total product cost (\$10.30)

In other words, since 30 cents of \$10.00 = 3%, you could say your cost of product development equals 3% of production cost.

Note that this is not yet your FOB price!

See the Trade Hub's Finance Export Guide for further information on calculating your FOB price.

II. Marketing your products

Once you have developed a product, it's time to tell the world about it. The product needs to be marketed so that potential buyers become aware of and fully appreciate its best qualities. This includes developing the right price for the product and developing ways to sell the product (advertising).

Step 1 - Presenting your products

There are various easy ways to promote your new products:

- Participate in trade shows
- Post information and pictures of your product on the Internet (websites and direct emailing)
- Design and produce publicity materials to present and describe your product: brochures, catalogs, magazine advertising, CD-ROMs, etc.
- Hire an agent and sales representative who will promote your product



Step 2 - Costing and pricing

Pricing your products is very important. Care has to be taken not to overprice or under-price the product. You have to take into account a many things to identify a price consumers will be willing and able to pay for a product, including the price of competitors' products, the perceived quality of the product and the type of consumer your product will appeal to (for example someone more affluent or someone with an average or small salary). See the Trade Hub's Finance Export Guide for a sample pricing template.

Producers should quote FOB (free on board) prices only! Note that this includes production, packaging, transport, export handling, and documentation.

Note: although the Trade Hub cannot design your marketing materials, we will be happy to review and provide feedback on your materials free of charge.

III. Preparing to export

Step 1 - Estimate your production capacity

Your production capacity is the maximum number of products you are able to produce in a given time, using your production infrastructure and maintaining the quality of the product. It's crucial to know your production capacity in order to negotiate order quantities and lead-times.

Factor into your capacity estimate: labor management (absenteeism), acquisition of raw materials, quality control, drying times and other contingencies (power outages, rain).



Step 2 - Develop packing and packaging

- Determine how products can be efficiently packed.
- Packaging should protect pieces adequately during shipment. Ensure that there is extra protection for vulnerable parts of a product, for example, protrusions and corners. This applies especially to corners of furniture items.
- Do drop testing
- Develop a system of packing units and package sizes. Choose packing dimensions that will fit most efficiently into a shipping container.
- Develop packing details – content, dimensions, volume, and weight.

IV. Negotiating an order

This is the most crucial phase of an order. Negotiating is the key to any business deal. Buyers are not doing you a favor, nor should you do the buyer a favor. Both parties want to profit from the transaction.

Step 1 - Negotiate the price

Always negotiate prices in relation to order quantities. Are there any extra costs you may incur? Major U.S. buyers may require that you cover additional costs yourself! For example, Target Corporation's conditions include:

- Export agency charges
- 10% new stock
- 5% defective merchandise
- 1% for 30-day letter of credit (LC)
- Packaging
- Dry bags
- Production and shipping of labels
- Insurance
- Quality control testing, including all courier charges (DHL, FedEx)
- Production samples, including all courier charges
- Participation at training sessions (these may require you to travel abroad at your own expense)



Step 2 - Study contract terms and conditions

- This fine print may hold the key to profitability for a business or explain why a deal may fall apart. Know or develop your own terms and conditions:
 - Terms of payment
 - Terms of delivery
- For example, in an ownership clause, items remain your property until fully paid for. This is crucial if your buyer files bankruptcy before they have paid in full for your products.
- Learn to carefully study the terms and conditions of your buyer. Value these terms. This will quickly guide you in prioritizing the terms and deciding which are unacceptable.
- Look out for any terms or conditions regarding exclusivity, and be sure to limit these requirements to specific products and specific time frames.
- Dispute and renegotiate terms you cannot agree to!

Step 3 - Written agreements

Put all agreements in writing and have them signed by both parties. Even if agreements are reached orally, make sure to formulate these in writing and have your buyer sign them.

Keep all emails and contracts in a separate file – you may need them if trouble arises!

Step 4 - Understanding your buyer - Who are they and who does what?

Who is your buyer? Invest the time to do some research and learn more about them. Do they really exist? Where are they based? How are they organized? What is their core business? What is their reputation? Much of this research can be done through visiting their website on the Internet. Speak to other companies that have done business with this buyer before.

Try as early as possible to understand the hierarchy and division of labor in your buyer's company. Who is responsible for what? Who has the authority to make decisions? Who is your contact person?

Step 5 - Pre-financing orders

Pre-financing an order may be accomplished via:

- Using your own funds
- Advance payment from the buyer
- Bank loan
- Social investment fund

Remember, banks are businesses that aim to make a profit. They are not doing you a favor. Don't be afraid to negotiate, especially in regards to miscellaneous charges the bank may be asking you to pay.

- Learn to negotiate lending terms (LC, OC, etc.). Loans in hard or local currency:
 - What are the implications?
 - What are the current interest rates?
 - What are the current exchange rates?
- Solicit offers from various banks. Even if you decide to stay with your bank, this will strengthen your bargaining position.
- Inquire whether there are donor or government loans you can apply for at more favorable interest rates. You often have to explicitly ask for these, as most banks would rather sell you their higher lending rates.
- Keep your financial statements up to date, as you will be required to show these.
- Another issue to consider may be any securities you have and whether you are willing to use those securities to guarantee your production loan?
- Read more about lending and payment terms in the Finance Export Guide, available online at www.watradehub.com.

V. Executing the order

Executing an order is the stage that most people think of when they think of exporting. In reality it involves multiple steps to complete successfully.

Step 1 - Acquiring the raw materials

Surprisingly, the importance of raw material acquisition is often underestimated; it is one of the chief causes of waste and quality problems in production. Raw material acquisition is the key to quality production! For example, most five-star restaurant chefs go to the markets themselves to buy the food products they need for the day!

- Take time to estimate quantities of raw materials and inputs required for the production of an order.
- Buy in large quantities and use this as a bargaining tool to obtain discounts.
- Research and learn about your raw material sources and market requirement: i.e. wood legality, lead content etc.

Many companies resort to buying small quantities, and then running back to buy more as stock runs out. The cost of this style of procurement is often underestimated and results from:

- Higher prices for smaller quantities.
- Extra transport cost for frequent shopping trips.
- Higher labor charge for those involved with buying.
- Inefficiency due to interruptions in production.



Step 2 - Storage and distribution of raw materials and production inputs

This is another major source of waste and loss during production.

- Store raw materials properly.
- Distribute materials carefully. For example, tie the distribution of materials to expected productivity.
- Keep track of the distribution of materials. Step 3 - Production organization
- Organize your production efficiently; evaluate your production systems continuously and improve or adapt where necessary.
- Introduce production aids – jigs, templates, etc., to ensure consistency in production and avoid waste.
- Develop production lines.
- A lot of waste and damage occurs through improper handling of semi-processed pieces. The rule is: The less handling and movement of an item during production, the better.

Step 4 - Production supervision

Develop systems for supervising production.

Step 5 - Production monitoring

Develop systems with which you can project your production targets as well as continuously monitor progress. For example, use Production Monitoring Sheets.

Step 6 - Quality control

- Do quality control at all stages of production and not only at the end.
- Develop quality control checklists with key quality points for each product.

Step 7 - Drying (especially of wood products)



In many cases, wood drying kilns are designed to dry beams and boards for production. A peculiar need in the African handicrafts sector is the need to dry semi-processed (carved) items, as many carvers prefer to carve the wood when it is wet.

Kiln design must therefore be adapted to accommodate smaller volumes of products, as well as larger numbers of individual items (this requires more shelving space within the kilns).

PRODUCTION MONITORING SHEET

Product Name	Quantity	Process	Start Date	End Date	Artisan Involved	Status
Baba drums	200	carving	21-Mar-09	31-Mar-09	Kofi	80%
		sanding	31-Mar-09	5-Apr-09	Emmanuel, Samuel, Adwoa	
		finishing	5-Apr-09	10-Apr-09	Kwame, Dela, Issa	
		drying	10-Apr-09	13-Apr-09	Abena	
		packaging	14-Apr-09	14-Apr-09	Mawusi, Adwoa	
		Shipping	17-Apr-09	18-Apr-09	Maesk	
Ahene Beads	2000	grinding	31-Mar-09	15-Apr-09	Stephen, Kwabena, Fanny, Saul	21%
		baking	15-Apr-09	30-Apr-09	Tetteh	
		designing	30-Apr-09	13-May-09	Isaac	

- Invest in appropriate and effective wood drying systems. These can often be constructed in a simple way.
- Invest in a good moisture meter and check moisture content regularly.
- Make sure all products are dried properly. When products are not properly dried, molds can grow on the items and buyers may reject them.

Note: The Trade Hub has moisture meters that Hub-assisted companies may borrow.

Step 8 - Storage space

Provide for adequate space or shelving for the storage of semi-processed and finished products. Make sure these are well ventilated!

Step 9 - Financial controlling

- Keep constant track of expenditures.
- Document all expenses.
- Use petty cash vouchers.

Step 10 - Communication with buyers

Develop good communication practices. Keep buyers informed about your production progress. This will foster their confidence in you. Building relationships is critical! Send regular reports and discuss problems as early as possible. This gives buyers the chance to offer advice or help resolve problems or delays in production.



VI. Export Procedures

Shipping and exporting products requires correct documentation, proper packing and labeling and good communication.

Step 1 - Collate and organize your documentation

A specific set of documents are necessary for the export of all handicrafts items. Make sure to state when export documents need to be handed over to the buyer in your terms of payment!

Certificate of Origin or GSP Form A

- Packing List
- Commercial Invoice (should list the HTS code and any applicable duty exemption, material composition and scientific names of any animal or plant materials – see Annex)



Additional documents may be required depending on the nature of the product:

- AGOA Textile Visa stamp (for textile products eligible for duty exemption under AGOA – see Category 9 Guide)
- Fumigation Certificate (for wood products and wood packaging materials)
- Product testing report or certificate (for example, a lead testing certificate)
- Additional documents verifying the origin of wood products
- Any other documents requested by the buyer

When do you hand over shipping documents to the buyer? Make sure this is stated clearly in the terms of payment.

Procedure for documentation

Prepare a commercial invoice, which includes a description of and declaration of the value of the goods. The information should summarize the packing lists attached to each box, explaining what's inside each one.

Prepare a certificate of origin -- textile or general (non-textile) after obtaining the form from the national chamber of commerce or customs office.

Send the products to the shipping line, which will prepare a bill of lading or airway bill for the products.

After you've completed this process, customs will give clearance for the shipment.

Step 2 - Correctly pack and label your products

Select the right packaging materials. Try to use standardized boxes for packing. This will help you obtain

better discounts from your box suppliers. Most of all, it allows you and your buyer to generate precise volume estimates for an order. In this way orders can be structured to efficiently fill a container.

- Develop packing units per item and encourage your buyers to buy in these units.
- Protect items sufficiently! The main purpose of transport packaging is to protect the product from damage during shipment.
- Wrap or protect each item that goes in the box separately so that they do not rub or scratch against each other during shipment.
- Provide extra padding for sensitive or protruding parts e.g., corners of table tops.
- Always use boxes that are a few centimeters larger than the item to be packed. This is referred to as "floating packaging." Fill out and pad the spaces around the item. This ensures that even if the box is damaged, there is still adequate protection for the product.
- Packing and adequately protecting products is the exporter's responsibility. Few buyers will pay for products that were damaged in shipping even if someone else is responsible for the damage.



Step 3 - Properly label your boxes

- Make sure to label boxes properly.
- Each box should have a label and ideally should carry the following information:
 - Box number and total number of boxes in shipment, e.g. box 1/5 (meaning this is the first of five boxes)
 - Consignee
 - Producer
 - Type of products packed in the box (Item, size color, etc.)
 - Product codes
 - Exact number of products in the box
 - Gross and net weight
 - "Made in (country of origin). Example: "Made in Ghana"

Note: All this information should reflect in your packing list! Your buyer should be able to precisely locate any particular item without having to open each and every box.

Step 4 - Pack the shipping container or pack the airfreight container

Shipping container

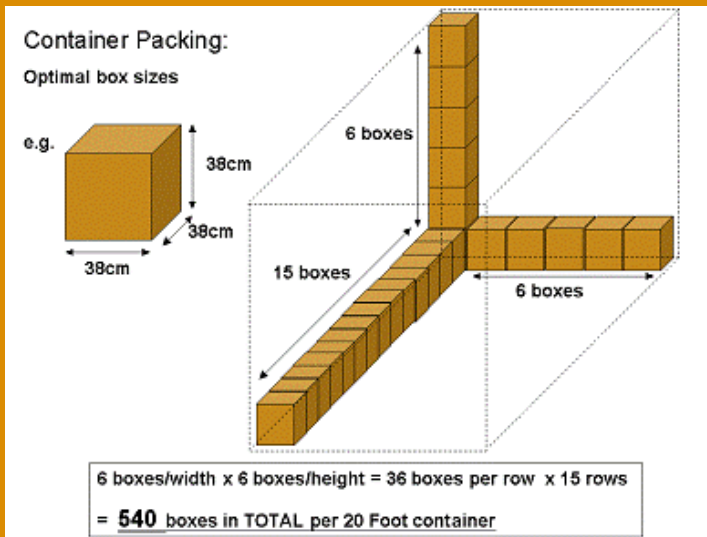
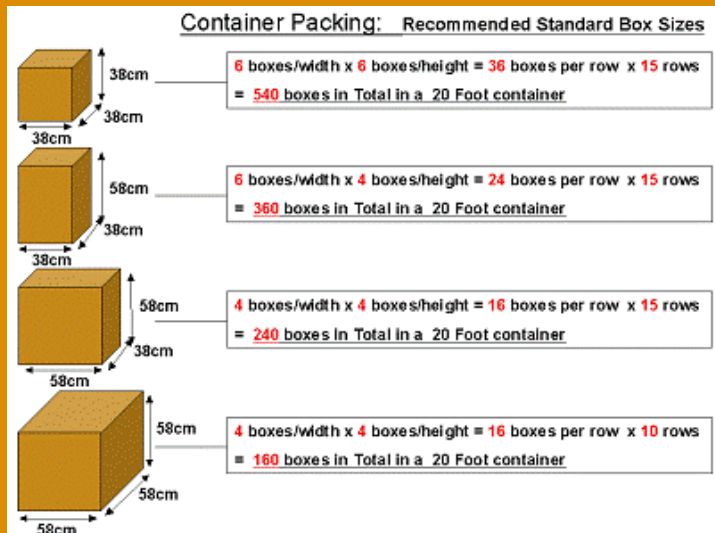
- Use care when handling! Use your own packers if possible - they know what is in each box and how it has to be handled in order to avoid damages.
- Consider that it might be safer to bring the container to your warehouse to pack it, rather than transporting the products to the harbor yourself.
- Use a "shadow-container" to trial pack.
- Control moisture with dry bags or fumigation.

HOW TO ESTIMATE ORDER VOLUME: AN EXAMPLE

If 10 masks fit into a 38x38x38cm box; and 540 of these boxes fit into a 20-foot container... then 540 x 10 = 5,400 masks in a container.

On the other hand, if a buyer places an order for 500 masks, you will be able to calculate the precise shipping volume:

The volume of a box with the dimensions 38x38x38cm = 0,055 cubic meters. So, packed 10 in a box, 500 masks will require 50 boxes. 50 boxes x 0.555 cubic meters = 2.75 cubic meters total volume.



Airfreight container

Note: Take special care when packing goods for airfreight shipments. Unlike container shipments where items are generally well protected during transit and only directly handled when packing and unpacking the container, airfreight is notorious for extremely rough handling! Each box sent by air is handled several times. Boxes are loaded and unloaded, sorted and distributed several times before the box finally reaches destination. This is done either manually or on conveyor belts. Boxes are thrown and tossed around, fall off conveyor belts, have other, sometimes heavier boxes packed on top of them, etc. All this calls for extra protective packaging.

- Pad items extremely well in the boxes.
- Use only extremely sturdy boxes (at least 3-ply).
- One way to protect your products is to use two boxes, an inner and an outer box. Ideally the outer box should be a bit bigger than the inner box and the spaces stuffed with paper or cardboard strips.
- Palletize boxes, especially when shipping more than a cubic meter of boxes. You can usually obtain such re-used pallets from the air cargo agents. The advantage is that pallets cannot be handled by hand or on conveyor belts. They have to be moved with forklifts or manual pallet moving equipment. You can also obtain large pallet boxes that fit the pallets. This gives added protection. Be sure to fasten the box onto the pallet so that it can not slip off during lifting, etc.
- Ask your air-cargo agents about specifications and size limits.

PRODUCT TESTING AND CERTIFICATION

Consumers are increasingly concerned about the safety of products. Concerns have been raised regarding:

- Children's products, clothing and toys
- Jewelry products
- Home décor products that could be used by children

Testing for certain chemicals has become necessary, with some countries requiring documents to show that products meet their standards and are safe. Testing for lead in painted and polished products is one such case. Lead content in paints and polishes can be obtained from manufacturers. Products can also be sent to labs for testing (for example, the SGS Lab in Ghana).

Beginning in 2009, wood products will be subject to new regulations in the United States. Exporters have to prove that their wood was cut and purchased legally in the country of origin. Documents have to accompany the product that is exported, and the producer has to ensure the documents are legal. Similarly, the European Commission has adopted a European Union Plan for Forest Law Enforcement Governance and Trade (FLEGT) to ensure that only legally harvested timber is imported into the EU from countries agreeing to take part in this scheme.

More and more, consumers want to know that the products they buy have been produced in environmentally and socially responsible ways, too. Certifying your products can help attract new customers and buyer confidence, but certification can be expensive and is not for everyone. Environmental and socially responsible certifications are many:

- Fair trade (WFTO, FTF)
- Forest certification (Rainforest Alliance, FSC, SFC)
- Carbon footprint
- REACH

For more information on both lead testing and certification options, read the Trade Hub's Certification Guide, available online at www.watradehub.com.

Additional points on shipping

- Make sure to follow the buyers instructions regarding the method of shipping.
- Quote different shipping options and costs, negotiate rates where possible before shipping the order. Be sure to have the buyers authorization to go ahead with shipping
- Remember to do your best to keep shipping costs as low as possible, even when the buyer is paying for shipping charges. They will likely buy more from you if they spend less on shipping.
- Remember to email shipping and export documents at the time of shipment and to send hard copies as well (with shipment or by courier)



VII. After the Order

Successfully completing an order is a significant achievement, but each shipment is also an opportunity to learn and improve your process for next time.

Step 1 - Evaluation

Take the time to carefully analyze and evaluate the order:

- Where did things go wrong?
- What needs to be improved or avoided in future orders?
- What worked well and should be instituted for all future orders?

If possible, develop a bonus system for your workers to reward them for the successful execution of an order. Show your appreciation and commend them!

Step 2 - Finances

- Pay off your loans ASAP to cut interest rates to a minimum.
- Review your expenses and critically determine your actual profit margin.
- Review your prices and adjust if necessary.

Step 3 - Follow-up with your buyer

- Has the shipment arrived on time?
- Are the products in good condition?
- Is the buyer happy with the quality of the products?
- How are the products selling?
- Can they offer any other useful feedback?

Again, this is all about building trust and confidence with your buyer.

Step 4 - Claims

- Offer to replace damaged products for which you are responsible.
- Avoid offering cash refunds or deductions from your final payments.

Harmonized Tariff Scheme codes

The harmonized tariff scheme (HTS) is a system that identifies and describes products thereby allowing people to quickly determine what tariffs a country applies, if any, to various products. The most common handicrafts HTS codes are indicated in the table below and on the following pages.

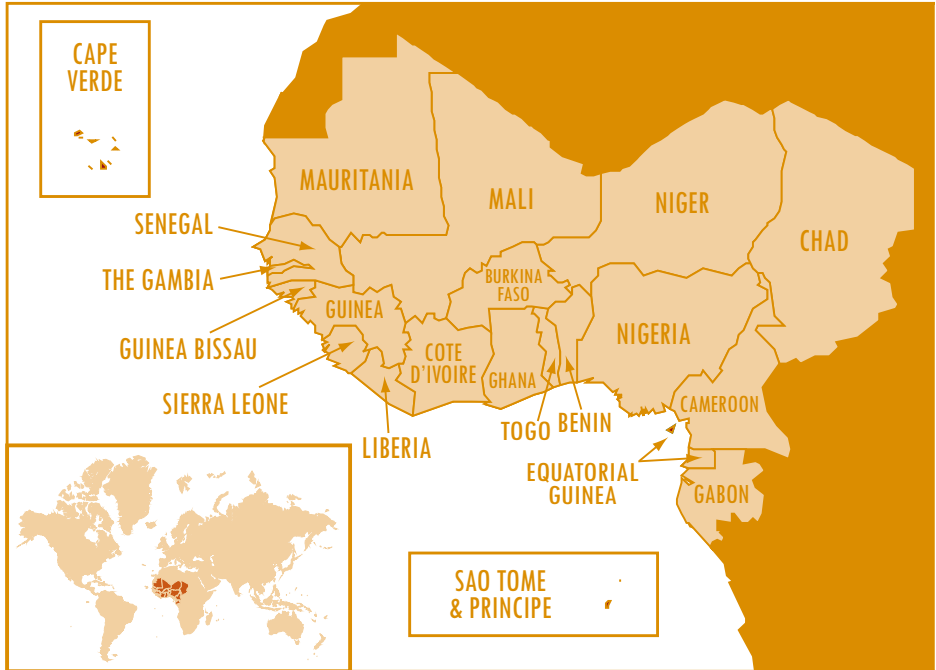
CATEGORY	COMMON NAME	HTS CODE	HTS DESCRIPTION	TARIFF
Wood products	Furniture	9403.60.40.00	Other Wooden Furniture/Other	Free
	Walking stick	6602.00.00.00	Walking Sticks, whips riding crops and the like	4%
	Wooden statues	4420.10.00	Wooden Statuettes and other ornaments	3.2%
	Wooden frames	4414.00.00	Wooden frames for paintings, photographs mirrors or similar objects	3.9%
	Other articles of wood	4421.90.20	Other articles of wood/other/sanded grooved or otherwise in advanced condition	Free
	Cigar boxes	4420.90.20	Jewelry boxes, silverware chests, cigar and cigarette boxes, microscope cases, tool or utensil cases and similar boxes, cases and chests, all the foregoing of wood/ cigar and cigarette boxes	Free
	Wooden bowls/ kitchenware	4419.00.80	Tableware and kitchenware, of wood/ other	3.2%
	Jewelry boxes	4420.90.45	Jewelry boxes, silverware chests, cigar and cigarette boxes, microscope cases, tool or utensil cases and similar boxes, cases and chests, all the foregoing of wood/ Other/ Not lined with textile fabrics	4.3%
Straw	Baskets	4602.19.18	Basketwork, wickerwork and other articles, made directly to shape from plaiting materials or made up from articles of heading 4601; articles of loofah/Other baskets and bags, whether or not lined/other	4.5%
	Broom table runners	4602.19.18	Basketwork, wickerwork and other articles, made directly to shape from plaiting materials or made up from articles of heading 4601; articles of loofah/Other baskets and bags, whether or not lined/other	4.5%
Beads	Shell Beads	9601.10.00	Worked Shell and articles thereof	Free
	Glass Beads	7018.10.10	Imitation pearls and imitation pearl beads of all shapes and colors, drilled or not drilled, but not strung (except temporarily) and not set	4%
	Plastic Beads	3926.90.35	Beads, bugles and spangles, not strung (except temporarily) and not set; articles thereof, not elsewhere specified or included/other	7%
	Imitation Gemstones	3926.90.40	Beads, bugles and spangles, not strung (except temporarily) and not set; articles thereof, not elsewhere specified or included/imitation gemstones	3%

CATEGORY	COMMON NAME	HTS CODE	HTS DESCRIPTION	TARIFF
Music Instruments	Djembe	9206.00.20	Percussion musical instruments (for example drums, xylophone, cymbals castanets and Maracas)/ Drums	4.8%
	Kpanlogo	9206.00.20		4.8%
	Axatse	9206.00.80	Percussion Musical instruments...../Other	5.3%
	Xylophone	9206.00.80		5.3%
	Rattles	9206.00.80		5.3%
	Shakers	9206.00.80		5.3%
	Cora	9206.00.60	Other string musical instruments (for example, guitars, violins, harps)/other	4.6%
Works of Art	Paintings	9701.10.00	Paintings, drawings and pastels, executed entirely by hand, other than drawings of heading 4906 and other than hand-painted or hand-decorated manufactured articles; collages and similar decorative plaques; all the foregoing framed or not framed/ paintings, drawings and pastels	Free
Ceramic	Ceramic Ornaments	6913.90.10	Statues, statuettes and handmade flowers, valued over \$2.50 each and produced by professional sculptors or directly from molds made from original models produced by professional sculptors	Free
	Plates and kitchenware	6912.00.41	Steins with permanently attached pewter lids; candy boxes, decanters, punch bowls, pretzel dishes, tidbit dishes, tiered servers, bonbon dishes, egg cups, spoons and spoon rests, oil and vinegar sets, tumblers and salt and pepper shaker sets	3.9%
	Othe Ceramic kitchenware	6912.00.50	"/other	6.0%
Textiles	Kente Cloth	5907.00.80	Textile fabrics otherwise impregnated, coated or covered; painted canvas being theatrical scenery, studio back-cloths or the like:/ of vegetable fibers other than cotton/other	Free
	Kente Apparel	9820.11.30	Handloomed, handmade or folklore textile and apparel goods, under the terms of U.S. note 4 to this subchapter	Free
	Handloomed Apparel	9820.11.30	Handloomed, handmade or folklore textile and apparel goods, under the terms of U.S. note 4 to this subchapter	Free
	Cushions	9404.90.20	Pillows Cushions and similar furnishings/other	6.0%

CATEGORY	COMMON NAME	HTS CODE	HTS DESCRIPTION	TARIFF
Leather	Handbags	4202.11.00	Trunks, suitcases, vanity cases, attache cases, briefcases, school satchels, spectacle cases, binocular cases, camera cases, musical instrument cases, gun cases, holsters and similar containers; traveling bags, insulated food or beverage bags, toiletry bags, knapsacks and backpacks, handbags, shopping bags, wallets, purses, map cases, cigarette cases, tobacco pouches, tool bags, sports bags, bottle cases, jewelry boxes, powder cases, cutlery cases and similar containers, of leather or of composition leather, of sheeting of plastics, of textile materials, of vulcanized fiber or of paperboard, or wholly or mainly covered with such materials or with paper/ With outer surface of leather, composition leather or patent leather	Free under AGOA
Textiles containing leather	Coin purse, wallets, bogolan handbags	4202.32.80	Articles of a kind normally carried in the pocket or in the handbag/With outer surface of textile materials/ of vegetable fibers and not of pile or tufted construction/ other	5.7%
Steel	Steel ornaments, candles & paperweights	7326.19.00	Other articles of iron or steel/other	2.9%
Metal	Ornaments	8306.10.00	Bells, gongs and the like, nonelectric, of base metal; statuettes and other ornaments, of base metal; photograph, picture or similar frames, of base metal; mirrors of base metal; and base metal parts thereof/ statuettes and other ornaments and parts thereof/ other	Free
Silver	Jewelry	7113.11.10	Articles of jewelry and parts thereof, of precious metal or of metal clad with precious metal/ Rope, curb, cable, chain and similar articles produced in continuous lengths, all the foregoing, whether or not cut to specific lengths and whether or not set with imitation pearls or imitation gemstones, suitable for use in the manufacture of articles provided for in this heading/Of silver, whether or not plated or clad with other precious metal	6.3%
	Earrings, and other articles of jewelry	7113.11.50	Other	5%
Copper	Copper wire ornaments	7413.00.90	Stranded wire, cables, plaited bands and the like, including slings and similar articles, of copper, not electrically insulated/ Fitted with fittings or made up into articles	3%
Christmas Ornaments	Made of Glass	9505.10.10	Festive, carnival or other entertainment articles, including magic tricks and practical joke articles; parts and accessories thereof/ Christmas ornaments/ Of glass	Free
	Made of wood	9505.10.15	Made of wood	Free

West Africa Trade Hub

The **West Africa Trade Hub** uses a market-driven approach to increasing trade and investment in West Africa, which creates jobs and increases incomes. Working in targeted value chains, the Trade Hub helps companies improve their competitiveness and link to international buyers while addressing key challenges within the value chains.



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