



REPUBLIC OF GHANA

MINISTRY
OF
COMMUNICATIONS AND
DIGITALISATION

P. O. Box M38, Accra-Ghana
Digital Address: GA-079-0539

Kindly quote this number and date on all correspondence

My Ref. No. HA106/322/013

Your Ref. No.

Date 7th October 2022

Dear Sir/Madam,

NOTIFICATION OF DIRECTIVE

RE: AFCFTA HUB IMPLEMENTATION

The Ministry of Communications has noted a growing trend of lack of compliance with important provisions of the Electronic Transactions Act of 2008 (Act 772) and the Postal & Courier Services Regulatory Commission Act of 2003 (Act 649) by operators in the e-commerce, e-services, e-logistics and general digital business space in Ghana.

Such failures of compliance with law, regulations, and the norms of sound business practice have led to growing instances of fraud, consumer abuse, and poor services. As Ghana prepares to join seven other countries to accelerate the implementation of the Africa Continental Free Trade Agreement (AfCFTA) in October 2022, we anticipate greater challenges because of the flexibility and freedom a Single Market affords fraudsters, scammers and illicit traders to operate.

Consequently, the Government of Ghana, acting through the Ministries of Communications & Digitalisation and Trade & Industry on August 29th 2022 launched the AfCFTA Hub (please see: ref: <https://moc.gov.gh/2022/08/30/launch-of-afcfta-hub-ghana-bringing-afcfta-home-to-the-people/>).

The AfCFTA Hub (www.afcfta.app) is being championed on a continental basis by the AfCFTA Secretariat and AfroChampions, the African Union's strategic partner on innovation, and in Ghana by relevant government agencies.

The primary objective of the AfCFTA Hub is the creation of a common interface for private business, government agencies and supranational authorities to harmonise, coordinate and jointly drive the AfCFTA rollout in a manner that boosts market access for SMEs, startups and Ghanaian industry **whilst at the same time fighting fraud and illicit trade that can undermine the progress of the country.**

Your organisation has been identified as an operator in the digital business landscape in this country that should benefit from the improved compliance mechanisms made available through the AfCFTA Hub.

You are therefore required to do the following:

1. Register as an "Entity" on the AfCFTA Hub at www.afcfta.app to facilitate your interactions with the relevant regulators (such as NITA, PCSRC and the Cybersecurity Authority), including in respect of any licensing and reporting activities.
2. If you currently onboard courier, delivery services providers, logistics operators and others in the goods delivery and e-commerce chains (such as motorists that deliver items on demand for customers), you must ensure that these persons or contractors register on the AfCFTA Hub and obtain an AfCFTA Number.
3. Ensure that you collect and record the AfCFTA Number of each such service provider and/or contractor in an inspectable register as a condition for retaining their services.
4. Ensure that you display the AfCFTA Number of each such service provider or contractor to every customer that interacts with them during and throughout the digital session during which a transaction is underway (for example: during a delivery session when a motorist is couriating an item to a customer recipient).
5. Report the disengagement of a service provider or contractor if the basis of that disengagement is related to fraud, abuse or unethical conduct.
6. Verify the AfCFTA Number of service providers using the tools for such purpose in the AfCFTA Hub.
7. Implement systems that shall enable your organisation to bar a service provider or contractor from your network if their AfCFTA Number is blacklisted by a regulatory or security authority with the power to do so.
8. File any reports and notices required of you in relation to this Directive as provided for in the AfCFTA Hub.

You are encouraged to reach out to the AfCFTA Hub team to book the necessary informational sessions to assist with your compliance by writing to info@afcfta.app and copying alfred@afcfta.app, kab@afcfta.app and kaf@afcfta.app.

Yours sincerely,



**HON. URSULA OWUSU-EKUFUL
MINISTER**

Distribution List

1. All e-commerce operators in Ghana
2. All e-mobility operators in Ghana
3. All classifieds services operators in Ghana
4. All e-logistics operators in Ghana
5. All digital business entities in Ghana
6. NITA
7. PCSRC
8. CyberSecurity Authority