



## Press release

Accra, Ghana – Dr. Gerd Müller, Germany’s Federal Minister for Economic Cooperation and Development, today launched a development partnership as part of its develoPPP.de programme. The project “**Socially responsible jobs in Ghana’s Emerging Apparel Sector**” brings together the expertise of private companies and German Development Cooperation. Manufacturing company DTRT, sourcing agent Ethical Apparel Africa, pattern technology company Gerber, and needle expert Groz Beckert have joined forces with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) to address the vocational training needs for skilled managers and workers to drive the country’s growing apparel manufacturing sector. More than 2,500 workers in the participating local garment factories will directly benefit from the project as well as staff of the two Ghanaian partner institutions: Accra Technical Training Centre (ATTC) and Association of Ghana Apparel Manufacturers (AGAM).

The Minister and his entourage were welcomed at the premises of the company DTRT Apparel by Madame Salma Salifu, Mr. Marc Hansult and Mr. Skip Richmond, co-founders, owners and Managing Directors of the company, and Alan Walsch, GIZ Country Director in Ghana. The Minister toured the factory where the group had the opportunity to speak with workers on the production floors and to the middle management of the company.

“With this new strategic partnership, we strengthen the apparel manufacturing industry in Ghana. The sector has the potential to create high-quality jobs at scale, contributing to Ghana’s development without exploiting its workers. Therefore, it is about fair wages for decent work and a prosperous economic future for Ghana.” said Dr. Gerd Müller, Germany’s Federal Minister for Economic Cooperation and Development.

There are many small and medium sized textile factories in Ghana, which are only working at a fraction of their capacity due to the lack of local demand and the lack of skilled workers who can produce to international quality and efficiency standards.

German Development Cooperation supports the reform of the TVET sector in Ghana and to develop the traditional apprenticeship system into a modern and demand-oriented vocational training system. In development partnerships as with DTRT, the German dual system can be successfully utilised.

“We decided to team up with ATTC in order to establish a pipeline of skilled managers who have been exposed to real-work scenarios. Graduates can immediately find work in the Ghanaian apparel sector which is contributing to the objective of the Ghanaian Government and German Development Cooperation to increase the percentage of employment in the formal sector,” explained Mrs. Moss, Head of the develoPPP.de programme in Ghana.

Marc Hansult, Co-Founder and CEO of DTRT stated “We feel a sense of duty and commitment to help advance the apparel manufacturing industry in Ghana and provide meaningful jobs and career paths to so many people. We are pleased to be providing our expertise in cooperation with GIZ and other partners to help bring needed training to thousands of potential workers and several local Ghanaian Apparel/Fashion manufacturers that might not have the experience or financial wherewithal to provide the required training without this program.”



The tour ended with the Minister talking to three female factory owners who are committed to prioritizing workforce well-being and empowerment as their businesses expand. “This project will increase access to knowledge, practical trainings, skilled talent and technology that will allow us to export, grow and create jobs in Ghana,” explained Ms Adjo Asare, co-owner of Alfie Designs.

The objectives for the Minister’s visit were multifaceted:

- Highlight the development partnership as part of develoPPP.de between DTRT, Ethical Apparel Africa, Gerber, Groz-Beckert and the BMZ sheds light on how vocational education in Ghana can be formalized and made more practical through the engagement of the private sector.
- Welcome the cooperation between Ghana and Germany on TVET and the Ghanaian government’s focus on youth jobs.
- Demonstrate that vocational training is not a "second best option" but creates reliable income opportunities in craft and industry.
- Hope that international companies invest more in establishing mutually beneficial supply chain partnerships, sourcing apparel products manufactured in Ghana while taking on responsibility.

## NOTE TO EDITORS

### **DTRT Apparel**

DTRT Apparel is West-Africa’s largest apparel manufacturer and exporter, producing sports and sports-lifestyle apparel for the US and EU market. The company was founded in 2014 as a joint venture between Ghanaian-owned Dignity Industries, and DTRT Apparel Limited-registered in Ghana as a subsidiary of its Netherlands-based parent. Based in Accra, Dignity DTRT employs 1,500 workers to date and has a weekly sewing capacity of 150,000 T-shirts and polos.

**Ethical Apparel Africa (EAA)** is a for-profit sourcing company providing apparel brands with end-to-end production management support including product development, raw material/trims sourcing, quality control, and logistics facilitation. EAA focuses on developing African-owned factories technically and ethically to supply product to the international market and create worthwhile employment. EAA was registered in August 2015 in the UK and has since established a branch office in Ghana.

**Groz-Beckert** is the world’s leading provider of industrial machine needles, precision parts and fine tools as well as systems and services for the production and joining of textile fabrics. The products and services support the fields of knitting, weaving, felting, tufting, carding and sewing. The family-owned company, founded in 1852, employed more than 9,000 people and generated a turnover of around €745 Mio. in 2018. Groz-Beckert operates with agencies, production and distribution subsidiaries in more than 150 countries around the world.

**Gerber** - For nearly half a century, Gerber Technology has been helping companies around the world develop, manufacture and take their products to market smarter, faster and more efficiently. Today, the company provides integrated software and hardware solutions to more than 78,000 customers in fashion & apparel, upholstered furniture but also aerospace, automotive, transportation, technical textiles, packaging, wind energy and sign & graphics industries, including over 100 Fortune 500 companies in 134 countries.



## **develoPPP.de**

develoPPP.de was set up by the German Federal Ministry for Economic Cooperation and Development (BMZ) to foster the involvement of the private sector at the point where business opportunities and development policy initiatives intersect. As part of the programme, the Ministry provides companies investing in developing and emerging countries with financial and, if required, also professional support. The companies are responsible for covering at least half of the overall costs.

## **About GIZ**

As a provider of international cooperation services for sustainable development and international education work, GIZ is dedicated to building a future worth living around the world. GIZ has over 50 years of experience in a wide variety of areas, including economic development and employment, energy and the environment, and peace and security. The diverse expertise of our federal enterprise is in demand around the globe, with the German Government, European Union institutions, the United Nations, the private sector and governments of other countries all benefiting from our services. We work with businesses, civil society actors and research institutions, fostering successful interaction between development policy and other policy fields and areas of activity. The German Federal Ministry for Economic Cooperation and Development (BMZ) is our main commissioning party.

Currently, GIZ promotes sustainable development in Ghana via more than 50 programmes and projects. Our activities cover currently four priority areas: Sustainable Economic Development, Agriculture, Governance as well as Renewable Energy and Energy Efficiency. Additionally, our portfolio extends to other areas such as peace and security, and environment. Another focus of GIZ's work is linking business interests with development-policy goals. Most of the programmes and projects we support in Ghana have successfully brought together national and international private companies, the public sector, and civil society groups to collaborate on development initiatives.

For more information, please visit <https://www.giz.de/ghana>.