

**Appiah Kusi Adomako**  
**West Africa Regional Director, (CUTS International, Accra)**

**Profile**

Appiah Adomako currently leads the CUTS International West Africa Centre in located in Accra as the Regional Director delivering results on trade and development, trade facilitation, competition policy and law, private sector development, investment, intellectual property, economic policy and capacity building for state and non-state actors on trade and development, investment and economic governance. He has over 20 years of experience in leading public policy formulation, implementation, consulting, antitrust economics and policy advocacy, advisory services, market research, private sector development, business strategy, entrepreneurship development, multilateral and bilateral trade relations in international trading systems including WTO, UNCTAD, and ECOWAS. Appiah has led several years of consulting for the World Economic Forum (WEF), World Bank Group, ECOWAS Commission, DFID, USAID, DANIDA, GIZ, Facebook, European Union, Ministry of Trade and Industry, ECOWAS Regional Competition Authority (ERCA), UN Food and Agricultural Organization. I have undertaken diverse studies and consultancies in the areas of competition and market research, trade and investment facilitation (World Bank and World Economic Forum respectively), TVET education, AfCFTA, non-tariffs and technical barriers to trade, SPS, customs and transit procedure, competition policy and law, enabling business environment, corporate governance, market research, e-commerce, digital economy, regional integration, budget and expenditure tracking, public finance and fiscal policies, and consumer voice in the West Africa integration, , non-tariffs and reduction of technical barriers to trade, and consumer voice in the West Africa integration projects.

Appiah combines the decades of experience in advising governments, international development agencies, private sector, non-profits and lecturing at the Kwame Nkrumah University of Science and Technology (KNUST) Graduate School where I taught Public Policy, and Public Systems Management and supervised graduate students' thesis till December 2020. Appiah has Master's degree in Public Policy and Management, and Executive Education Certificate in Strategic Leadership from the Carnegie Mellon University and Harvard Business School respectively in the United States as well as a MA Economic for Competition Law with the King's College London as well as the LLB Law from the University of London.

**Selected Roles and Tasks Recently Undertaken**

1. Market Research and Analysis in Key Sectors of the National and Regional Markets of the Ecowas for the ECOWAS Regional Competition Authority (ERCA) through the West Africa Competitiveness Programme (Client: ECOWAS Commission)
2. Road Safety Advocacy for Amendment of Blood Alcohol Content (BAC) level from 0.08gm/gl to 0.05 gm/gl (Donor: Global Road Safety Partnership)

3. Do users in India, Kenya and Ghana react differently to problematic content? (Donor: Facebook)
4. Promoting the Framework Conditions for SMEs to take Advantage of AfCFTA (Client: GIZ Ghana)
5. Development and Implementation of Awareness Training Concept Concerning AfCFTA Rules of Origin for Private Sector in Select African Countries (Client: GIZ Ghana Country Office)
6. Making National Health Insurance Scheme Work for the People (Donor: OSIWA)
7. Investment Facilitation for Sustainable Development (Client: World Economic Forum and Ghana Investment Promotion Centre)
8. Assessing the Ghanaian Private Sector Readiness for AfCFTA Implementation (Client: BUSAC Fund)
9. Social and economic impact assessment at the Ghana - Burkina Faso border on the Tema Ouagadougou Corridor (Client: World Bank Group)
10. Market Research and Diagnostic Surveys on Information Disclosure and Transparency, Fraud, Customer Recourse, and Client Needs Assessments in the Mobile Insurance Sector in Ghana (Client: GIZ Ghana)
11. Capacity Audit of the Revenue Units of the Sagnerigu and Zabzugu Districts (Client: Oxfam Ghana)
12. Analysis of Competition Regime in Select West African Countries (7up4)
13. Competition Reforms in Key Markets for Enhancing Social and Economic Welfare in Developing Countries (CREW project): Staple Food and Passenger Transport (Donor: GIZ/DFID)
14. Competition Policy Advocacy Project (Donor: BUSAC Fund)
15. Integrating Consumers' Voice in the Regional Integration process: a pilot in select West African countries (Client: DFID)
16. Study on Formalization of Informal Trade and Socio-Economic Impact on Gender in Africa (Client: FAO)
17. Competition Policy and Law Advocacy Project (Donor: BUSAC Fund)
18. Energy Sector Budget and Expenditure Tracking at the District Level (Client: SNV Ghana)
19. Reducing the Tax Burden on the Poor and Progressive Spending in Education and Health (Donor: Oxfam Ghana)

**Position:** West Africa Regional Director

**Nationality:** Ghanaian

**Qualification:**

1. MA Economics for Competition Law (King's College London)
2. Executive Education in Strategic Leadership in Inclusive Finance (Harvard Business School, Harvard University)
3. Master of Science in Public Policy and Management (Carnegie Mellon University, Pittsburgh, Pennsylvania)
4. Bachelor of Law LLB (University of London)
5. Bachelor of Science in Physics (Kwame Nkrumah University of Science and Technology, Kumasi, Ghana)

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