

21 January 2024

## Innovations Session N°17

The potential of African regional markets:  
Successes from SMEs and Smallholders



INNOVATIONS<sup>📶</sup>  
SERIES



EST. 2018

Wuchi  
Wami

My honey. Our honey



# Wuchi Wami Limited

HARRY MALICHI

FEBRUARY 2024



EST. 2018

Wuchi  
Wami

*My honey, Our honey*



We produce sustainable & raw honey through engagements with rural communities whilst protecting Miombo forests.

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# Problem

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- Lack of A-grade organic honey
- High prices of organic honey on the market
- High rate of deforestation for conscious buyers



# Solution



We work closely with communities in preserving the organic elements of honey



And deliver a price competitive product



That has all the health benefits of A- grade honey

# Our Impact



Improved the monthly income for 1,244 smallholder farmers from **\$14 to \$48**

Created **44 jobs** in Mwinilunga and Lusaka



Working with generally excluded populations - rural populations and women



Preserving more than **68,000ha** of forests with modern soft wood beehives: replacing the traditional model.

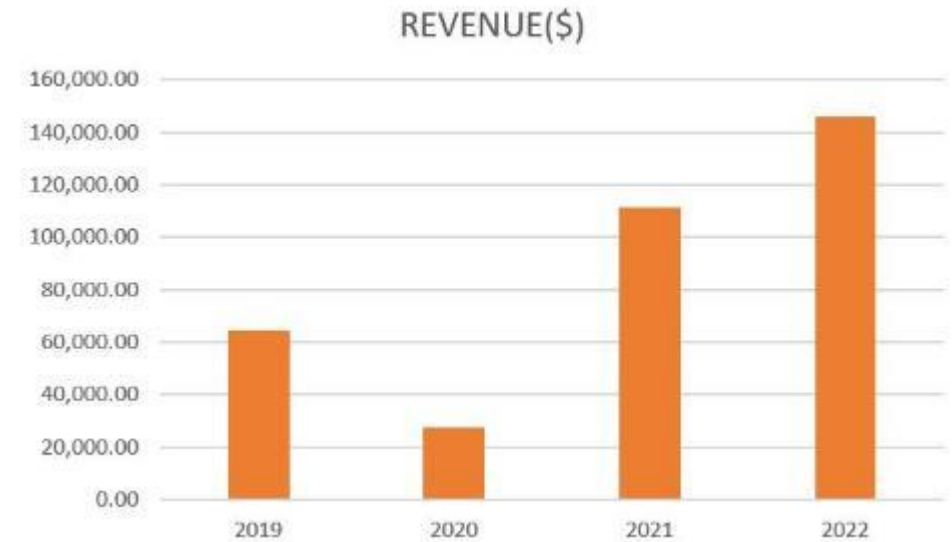
**1,244 farmers** practicing beekeeping with modern beehives, they are saving **+300,000 trees**.

# Traction



## LOCAL MARKET SHARE/REVENUE GROWTH

- Zambia consumes **1,000MT** p.a.
- We have increased our local market share from as low as **0.73% in 2020 to 8.0 % this year.**
- Revenues increased by **31% post investment in December 2021.**



# Traction

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Started in 2018 with 10 farmers and 10 beehives in one District (Mwinilunga).

Currently expanded to four Districts (Mwinilunga, Kalumbila, Kasempa and Mujimazovu)

## Partnerships

- We partnered with WWF, Prospero, ZDA, SEED, FAO, TECHNOSERVE
- We have partnered with The Nature Conservancy to train impact 20,000 farmers in the next 3 years



# Traction



## Local Product Distribution list



Plus local hotels and lodges

## Regional Product Distribution list



- We are licenced to export to COMESA, SADC and AGOA\*
- Successfully exporting honey to Botswana, Zimbabwe, Namibia and beeswax to Norway.

\*COMESA = Common Market for Eastern and Southern Africa  
SADC = Southern African Development Community  
AGOA = African Growth and Opportunity Act

Currently working towards:

Currently working on HACCP and Eco-cert certifications

On-boarding Pick N Pay Southern Africa

Further regional and international expansion

# Market opportunity

## LOCAL MARKET

Zambia produces 2,500MT p.a  
 with potential to produce  
 20,000MT p.a.

## EXPORT MARKET



Source: Fortune Business Insights

# Competitive Advantage

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- Zambezi Gold
- Luano
- Ubuchi

## Raw Honey

Intricate collection methods that retains all elements of natural honey

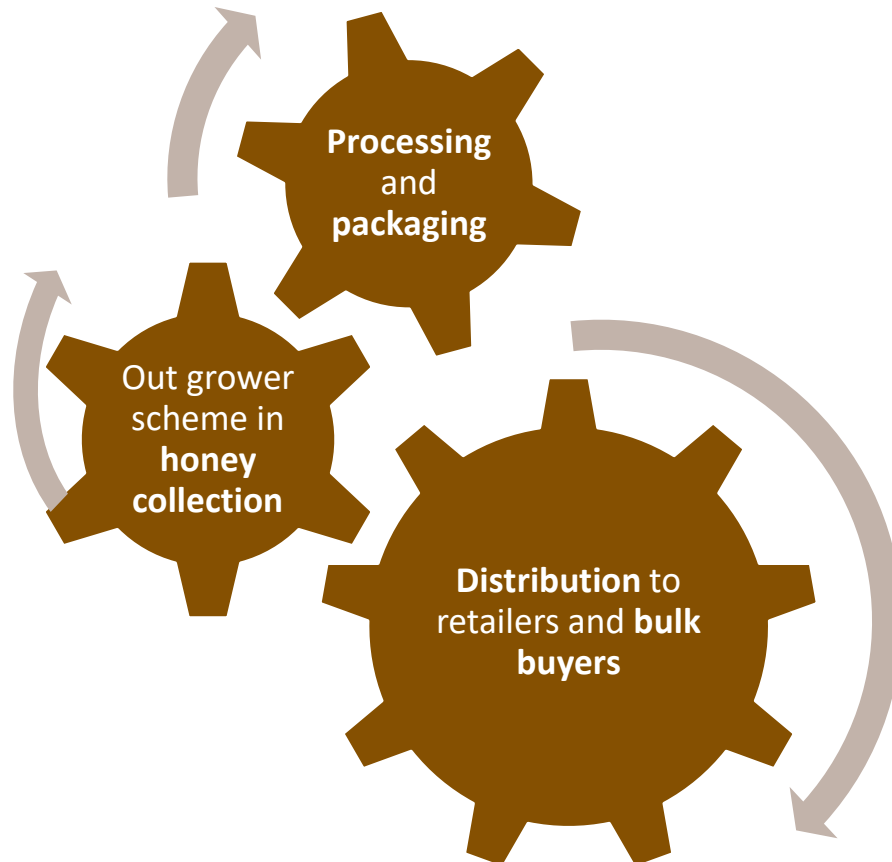
## Affordability

Suitable price for both bulk and retail customers

## Excellent delivery

With our farmers and our customers to ensure repeat sales

# Business Model



Stronger community ties to control quality of honey.

Deep shared experience and understanding of the rural challenges by management.

Our supply to both the retail and wholesalers offers us a healthy and balanced profit margin.

# Team



**Harry Malichi**  
**Managing Director**  
Mechanical Engineer, over 10 years in **sustainable bee keeping**



**Kathryn Mwendela**  
**Operations Manager**  
20 years experience in **hospitality & public relations**  
Ex-board member ZAMTEL



**Bwalya Lombe**  
**Accountant Manager**  
5 years experience in **financial management**



**Joyce Simwaba**  
**Sales Manager**  
5 years experience in **Sales and Marketing**

# Investment



Total: USD 3,500,000

Warehouse  
USD 500,000

Equipment  
USD 360,000

Working Capital  
USD 2,640,000

For a **hybrid of equity and debt.**

Already with our first investment of USD 100k in December 2021, we have **proved our model** and **increased our revenues by 31% in 2022.**

The investment will assist in

- Set up processing and packaging infrastructure to on-board Pick N Pay
- Breaking into other regional and international markets like **Europe and USA**
- **Empower 10,000 smallholder farmers**
- Increase revenues by **43% by 2025**

# Call to Action

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- With the global market growing at 5.5% CAGR (Compound Annual Growth Rate). This is the best time for investment into our sustainable and impact driven honey business that has profit and also saves our planet.
- We have enough experience/expertise to deliver growth.
- We call you to invest/partner with Wuchi Wami as we use net positive actions in building a green economy.

WUCHI WAMI  
My Honey Our Honey



## CONTACT

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*This series of events is organised by PAFO and COLEAD.  
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and the European Union.*

# Thank you

