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Innovations Session N°17

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



INNOVATIONS
SERIES



THE POTENTIAL FOR REGIONAL MARKETS

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Who are we?



- Agro-processors since 2016.
- We work in rice, sunflower, groundnuts and honey value chains.
- We work with 5,000 smallholder farmers.
- We support farmers with high quality inputs and extension services.



Our products



- kilombero rice (Brown and White)
- sunflower cooking oil
- peanut butter, groundnuts flour, Porridge flour
- Maize flour
- raw honey
- **Rice and groundnuts are the biggest demand**



OUR PARTNERS/MARKETS



- We have buyers in South Africa, Tanzania and Zimbabwe just to mention a few.
- We also are working with buyers in the USA.



INNOVATIONS



- State of the art processing equipment.
- Great branding of our products.
- New product development.
- Digital extension services provision.



INCENTIVES AND INFORMATION



- Stakeholders must share information freely about the trade protocols that exist.
- COMESA, SADC, AFCFTA, AGOA* etc.
- MSMEs must take deliberate efforts to understand available market opportunities and the protocols.

* COMESA = Common Market for Eastern and Southern Africa
SADC = Southern African Development Community
AFCFTA = African Continental Free Trade Area
AGOA = African Growth and Opportunity Act



ACTION POINTS FOR SMES



- Compliance at all stages, do not rush.
- Be knowledgeable about the laws that govern the space we are working in.
- Information seeking. Be deliberate.
- Continuous innovation and rebranding.
- Collaboration. Seek to work with others. Don't be an island.



OPPORTUNITIES



- Agribusiness
- Marketing
- Bring about home-grown solutions like cost effective irrigation.
- The growing population needs to be fed.
- Make use of the AFCFTA and other state agreements.



THANK YOU





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Thank you

