

19 June 2024

## Innovations Session N°19

Online agrifood marketplaces:  
presence of African entrepreneurs  
and smallholders



INNOVATIONS<sup>📶</sup>  
SERIES





## Online Agrifood Marketplaces

Belgian development agency

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# Opportunities

- I. The African digital ecosystem has accelerated over the years with increase in investments and startups – this means:
  - a. African potential to innovate is high
  - b. Digital adoption rate continue to grow.
  - c. Market demands for agrifood increases generally



# Opportunities

d. Online marketplaces is increasing. - e.g., Duka Uganda, Suubula, Jiji & other inventory models like Kikubo Online, safeboda, jumia etc.

e. This also increases customer base for African entrepreneurs

f. Low barrier to entry. e.g., sales on WhatsApp statuses

g. Social Media use have enhanced digital marketing.





# Challenges

- High cost of internet.
- Facebook shutdown in Uganda.
- Digital skills are lacking. Digital divides.
- Entrepreneurs need both the hard and soft skills to succeed etc.
- Most training opportunities - in urban areas, pricey, and in English



## How we are contributing...

- Implemented AEDIBNET – to strengthen African digital innovation ecosystem, supporting local startups, fostering collaboration with Digital Innovation Hubs & also capacity building
- Launched and now implements the DES Academy
- Is building capacity on digital skills, digital rights.







Thank you

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# Thank you

