



Amidjor Agro-business

Guinea (with distribution in Côte d'Ivoire, Sierra Leone, Senegal, USA)

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ABOUT AMIDJOR AGRO-BUSINESS

- Company status: SARL
- Year of registration: 2008
- Number of employees: 9 full time, 5 part time (9 female)



Dr. Saran Keita, Founder and CEO

Dr Saran Keita, a nutritionist who graduated from Gamal Abdel Nasser University in Conakry, is the founder of Amidjor Agro-business, a Guinean company specialising in the processing of local products with high nutritional value such as fonio, ginger, soumbara and bissap. Driven by a deep desire to promote healthy, local and natural food, she guides her company around strong values such as equality, social impact, authenticity and innovation. Since the creation of Amidjor, she has been committed to empowering women, having trained nearly 475 girls and women and supported the creation of 12 women-led businesses. Her commitment extends beyond the entrepreneurial sphere: as president of the African Women Entrepreneurship Programme (AWEP) in

Guinea, she actively campaigns for the visibility of women in agri-food value chains, both in Guinea and across the sub-region. Her career has also been marked by notable innovations, such as the development of Crabott Régulateur, a nutritional supplement based on eight natural ingredients with recognised cardiovascular and aphrodisiac properties. Thanks to the quality of her products and her leadership, she has conquered new markets, notably in Senegal, Côte d'Ivoire and even the United States.

Always seeking to strengthen her skills, Dr Keita has completed more than 15 training courses with COLEAD since 2021, consolidating her managerial, technical and commercial skills. Committed, rigorous and passionate, she is working to make Amidjor a key player in nutritional well-being in West Africa, while giving a voice to women entrepreneurs on the continent.



Funded by
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BUSINESS MODEL

Founded in 2008 by Dr Saran Keita, a nutritionist, Amidjor Agro-business was born out of a desire to offer healthy, natural food products based on Guinean culinary traditions. Recognising the effects of processed foods on people's health and aware of the rich local resources available, Dr Keita decided to invest in agri-food processing as a lever for nutritional, economic and social development. The company grew gradually, initially focusing on staple products such as fonio, soumbra and ginger, before innovating with nutritional supplements such as Crabot Régulateur, combining traditional knowledge and scientific formulation. This project is part of a broader drive to empower women and promote Guinea's food heritage.

At the same time, Amidjor is actively involved in training and mentoring young people and women entrepreneurs, while exploring opportunities in sub-regional and international markets, despite logistical and customs constraints.

Mission :

Offer healthy, natural, high-quality food products from Guinea, while actively contributing to the empowerment of women and the development of local communities.

Vision:

To offer healthy and natural food products, while contributing to the empowerment of women and the well-being of the population.

Objectives:

- Promote local agricultural products through processing that respects their nutritional properties.
- Promote a balanced diet tailored to consumers' needs.
- Train and support women and young entrepreneurs in the agri-food sector.
- Strengthen Amidjor's presence in sub-regional and international markets.
- Contribute to a sustainable economy based on inclusion, equity and quality.

STRONG RELATIONSHIPS WITH SMALLHOLDERS, COOPERATIVES...

Amidjor Agro-business maintains close ties with local Guinean producers, particularly rural women's cooperatives and local agricultural groups. The company sources most of its raw materials, such as fonio, ginger, bissap and soumbra, from the local market, thereby helping to boost family farming and reduce dependence on imports.

In an inclusive approach, Amidjor pays particular attention to the economic empowerment of rural women, offering them stable and equitable opportunities. At the same time, the founder supports these actors in formalising, structuring and

strengthening their commercial and technical capacities. This approach aims to professionalise supply chains while consolidating the quality and traceability of processed products.

Furthermore, Amidjor acts as a catalyst for synergies between SMEs, producers and support institutions, facilitating partnerships within local and sub-regional value chains. The company also campaigns for better information for small producers on regional schemes (such as the AfCFTA or ECOWAS customs advantages), which are often inaccessible to those working in the field.



PRODUCTS AND MARKETS

Amidjor Agro-business processes and markets a range of local food products with high nutritional value, designed to meet consumers' health, taste and sustainability needs. Among its flagship products are:

- **Crabot Régulateur:** an innovative nutritional supplement made from ginger and seven other natural ingredients. It is known for its cardiovascular regulatory properties, its ability to improve well-being, and its aphrodisiac effect.
- **Pre-cooked fonio:** suitable for preparing local couscous or modern dishes, ready to use, easy to cook, rich in fibre and naturally gluten-free.

- **Fonio flour:** a gluten-free alternative to wheat flour, suitable for baking and children's diets.
- **Dégué amidjor semolina:** a dessert made from local cereals, revisited in a healthier version.

The company prides itself on combining innovation and traditional know-how, while ensuring high-quality presentation and packaging that meets the requirements of regional and international markets.

Amidjor has a commercial presence in Guinea, Senegal, Côte d'Ivoire, , **Sierra Leone** and exported to the United States.



INNOVATIONS: MILESTONES AND EXPANSION PLANS

Since its creation, Amidjor has distinguished itself through a deeply innovative approach combining nutrition, well-being, the promotion of local resources, and the empowerment of women. One of its most notable innovations is Crabot Régulateur, a dietary supplement made from eight natural ingredients, designed to regulate the cardiovascular system and improve vitality. Its effectiveness was recognised in 2020, when the company received testimonials from

consumers claiming that the product had "saved their lives".

Amidjor also stands out for its ability to replace imported products with high-quality local alternatives, positioned as healthy, gluten-free solutions.

In terms of structure, the company has:

- Trained 475 young girls and women since 2008,

- 30 women in setting up or developing their businesses, 12 of whom have already created their own brands.

Recent milestones include:

- Signing a representation and distribution contract in Côte d'Ivoire,
- Exporting to the United States,
- Participation in international trade fairs (Dubai, Abidjan, etc.),
- Received funding to improve packaging and strengthen presence in sub-regional markets.

Amidjor is now aiming for:

- HACCP and ISO certification,
- Strengthening its technical and managerial capabilities,
- Improved logistics security for smooth exports within the sub-region,
- The use of digital platforms to better structure regional transactions,
- And expansion into new African and international markets, building on its regional leadership.

SUCCESS FACTORS AND LESSONS LEARNED

Amidjor's success is based on a combination of key factors: strong leadership, a vision focused on local innovation, and a constant commitment to quality and women's empowerment. The founder, Dr Saran Keita, a nutritionist by training and a committed entrepreneur, has leveraged her expertise in health and nutrition to develop products that meet the nutritional needs of the population while promoting local raw materials.

The development of Crabot Régulateur, a nutritional supplement made from natural ingredients, marked a turning point in the company's reputation, highlighting its ability to innovate with impact. Rigorous processing, compliance with hygiene standards and the ongoing pursuit of certification (HACCP, ISO) reinforce Amidjor's credibility in national and international markets.

Supporting women and girls in developing their skills and economic independence is also evidence of a model based on social impact. By strengthening the technical, managerial and entrepreneurial capacities of

these women, Amidjor is building an inclusive ecosystem that promotes growth and sustainable change.

However, challenges remain, particularly in terms of logistics, road safety, high production costs and customs barriers that hinder sub-regional trade. These constraints have reinforced Amidjor's conviction that the future lies in better digitalisation of trade, stronger partnerships and greater awareness among small businesses of the opportunities offered by regional agreements. A scelerisque purus semper eget dui at. Adipiscing elit pellentesque habitant morbi tristique senectus et netus. Adipiscing elit dui tristique sollicitudin nibh. Quisque id diam vel quam elementum. In short, Amidjor's experience illustrates how an agri-food company rooted in its territory can combine economic performance, social innovation and regional influence by building on strong values: quality, transmission, resilience and solidarity.



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