



## Colombia and EFTA: Bridging the gap

Following last year's activities, ProFound started 2011 with a full swing on phases 2 and 3 of the EFTACO programme's market intelligence component - which envisages the support to selected sectors in Colombia through trade capacity building.

While phase 1 focused on the compilation of in-depth market surveys, the posterior actions involved a more direct interaction with Colombian exporters. Phase 2 brought consultants Robbie Hogervorst, Gustavo Ferro and Bert-Jan Ottens to Colombia for a series of interactive seminars, with the goal of providing exporters and sector associations with first-hand information on the European market for natural ingredients and processed food. Together, these seminars had more than 300 participants in five different Colombian cities, also serving as a platform for sector-wide recommendations and brainstorming.

During step 3, it was time for Colombian companies to get to know the European market from up close via study tour missions. In March 2011, eight natural ingredient companies attended the In-Cosmetics trade

fair in Milano, also visiting Italian and Swiss cosmetic companies for a more complete market orientation experience. A total of nine Colombian companies dealing with processed food visited diverse Swiss food companies in May 2011, and attended the nutraceuticals fair Vitafoods, in Geneva. The main objective of phase 3 was market orientation, but several Colombian companies established important business contacts during these missions.

ProFound closes the market intelligence project with a feeling of achievement, acknowledging the close-knit cooperation with Osec (Switzerland) and Proexport (Colombia) as an essential aspect of this success. We will continue contributing to bridge the gap between Colombian exporters and the European market.

-- Gustavo Ferro



The Colombian delegation during a visit to smoothie producer Traktor, in Zürich.

## Matchmaking

In January 2011, ProFound (in a consortium with Facts Figures Future and iD Consultancy) became a prominent service provider for the Matchmaking Facility (MMF) of NL Agency. The consortium has teamed up with more than 15 experts to cater for 12 sectors, including food, horticulture, forestry, tourism and consumer goods.

The MMF is designed to stimulate business relations (e.g. investment, trade, knowledge transfer), thus strengthening the private sector in emerging markets. Small and medium-sized companies which seek business partners abroad are invited to make use of the MMF programme expertise. The MMF is eager to put these companies in touch with Dutch and other EU entrepreneurs through the assistance of sector experts.

-- Jesse Bloemendaal



## Value-chain financing in Tanzania

While EU market access for developing countries remains at the core of ProFound's work, we are increasingly geared toward local and regional market development in rural Africa. Involving our market analysis and development services, and together with financing mechanisms (via sister-company Blue Rhino), our programme for rural development and innovative public-private partnerships in Tanzania is shaping up.

With our Tanzanian partner DTF we plan to work in six pilot areas, aiming to get financial support through e.g. NMB and the Financial Sector Deepening Trust - promoting financial services and SME development - as well as technical support from IFAD.



VU student Touria Hamouchi during her fieldwork in the Karagwe region, Tanzania.

In this context, we established a strategic partnership with KADERES in the NW Tanzania (Karagwe), at the crossroads with Rwanda, Uganda and Kenya. Collaboration with the Moshi University College of Cooperative and Business Studies and with the Universities of Utrecht (IDS) and Amsterdam (VU) was established to support our efforts, already resulting in the placement of two students from the VU to investigate the coffee value chain and market development options. This activity started in May and was marked by ProFound's involvement in the KADERES symposium on 'Rural Finance and Marketing Services for Improved Household Food Security'.

Similar activities are underway with the World Food Programme on the supply of beans and maize from Karagwe, and with a Dutch onion trader regarding onion production with cooperatives in central Tanzania.

-- Bert-Jan Ottens

## ProFound's voice

ProFound is steadily expanding its knowledge base regarding sustainable development and trade promotion in developing countries. Consultants Michelle Arts and Kasper Kerver recently shared their insights in two international publications.

Michelle wrote an article on the certification of wild-collected ingredients for cosmetics, shedding light on the FairWild standards, published by SOFW in 'The Global Ingredients and Formulation Guide 2010'. She indicates that FairWild fills a clear gap left by other certification schemes in specifically targeting wild-collection.

Kasper's article analyses the relations between air cargo cartels and international flower trade for the magazine FloraCulture International. He explains the cartel's damaging effects for both growers and importers. Read the article on our website!

-- Michelle Arts & Kasper Kerver