



ProFound welcomes IBCE staff

In November 2011, ProFound hosted two staff from the *Instituto Boliviano de Comercio Exterior* (IBCE). Steven Magariños and Juan Pablo Saucedo came to the Netherlands for a pilot programme of the Centre for the Promotion of Imports from Developing Countries (CBI), which has the objective of building capacities of BSOs from developing countries by offering internships to their staff.

At ProFound, Steven and Juan Pablo worked on a market intelligence report and gained new knowledge and research skills. Together with ProFound consultants, they researched the EU market for stevia, exotic fruit pulps and amaranth, a two-week journey which included a visit to the Food Ingredients trade fair in Paris, a company visit and interviews with sector experts.

When telling about their experience during their time in Europe, Steven and Juan Pablo expressed that learning about the analysis of qualitative data in market intelligence was especially valuable. Furthermore, they became aware of the different market opportunities for food ingredients and of the distinct strategies



Steven and Juan Pablo at the FI, in Paris

to target them. Based on their own experiences, they will advise Bolivian exporters to be clear on their expectations when negotiating with possible European buyers. Juan Pablo sees the Dutch as very open people, and he expects the exporters to be able to build sustainable long-term relations with Dutch companies.

Personally, Steven and Juan Pablo were surprised to see how we work as a team at ProFound. They especially noticed the horizontal structure in our daily work, where all team members have a say in the company's decision-making.

For ProFound, this internship was a good example of how capacity building of BSOs can be made even more practical and effective.

-- Kirsten van Balen and Gustavo Ferro

Tanzania's potential

ProFound has been recently assigned by the Belgian Development Agency (BTC) to carry out a market analysis on organic spices and beans in Tanzania. This analysis will assist BTC in the identification of market opportunities for Tanzanian producers at the local, regional and international levels.

A vital element of this analysis will consist of a field work, to be performed in cooperation with a local consultant. He will use his experience on regional markets and his contacts to identify and approach the right stakeholders. Research methodology includes interviews by telephone and visits to key companies, institutions and organisations to collect first-hand information.

-- Gustavo Ferro and Robbie Hogervorst



Ethiopian honey



In the next 5 years, ProFound aims to provide marketing support to the

Ethiopian beekeeping sector. The pro-poor programme, also supported by the Dutch Development Organisation (SNV) and consultancy Triodos-Facet, is built around the concept of integrated value chain development. It has the goal of turning the currently underdeveloped beekeeping sector in Ethiopia into a flourishing export-oriented and self-propelling sector.

A preparatory mission to Ethiopia by ProFound in November 2011 showed that Ethiopia certainly has the potential to become a future supplier of beekeeping products to the global market. A combined effort of the consortium and stakeholders will provide the necessary push to unlock that potential.

-- Kasper Kerver

Compensating our CO₂ emissions

CO₂ compensation has been one of the concrete outcomes of ProFound's CSR policy in 2011. This compensation occurs through the purchase of CO₂-credits; ProFound chose to use the internationally-recognised VCS-credits, which are high-quality credits applying to sustainable energy production projects in developing countries. Only sustainable energy projects which apply to the set standards at the start of the project can sell VCS-credits.

Besides neutralising the energy consumption of ProFound, CO₂-compensation through VCS-credits has two other goals:

1. To develop sustainable energy projects in developing countries.

2. To support local social development opportunities.

The VCS-certified project we chose to support is a geothermic power plant near Jakarta, in Indonesia. This plant produces emission-free electricity for the Indonesian power network. The project is an extension of the plant's capacity, which will result in a reduced local use of fossil fuels (coal) and increased job opportunities. In addition, geothermic power has no waste products.

ProFound's CO₂-compensation is facilitated by Groenbalans (www.groenbalans.nl). We will compensate our CO₂ on an annual basis.

-- Kirsten van Balen and Jesse Bloemendaal



Geothermic power plant in Indonesia

St@y tuned!

ProFound is launching a new and improved website in 2012!
www.ThisIsProFound.com