



Supporting exporters in Latin America

The first half of 2013 saw an expansion of ProFound's activities in Latin America.

In March, consultant Gustavo Ferro participated in Proexport's seminar *Condiciones de acceso para productos agroindustriales en la UE*, which was conducted in 4 cities across Colombia. The seminar was organised in the framework of the FTA signed between Colombia and the EU in 2012, and aimed to inform exporters of current and future opportunities for agro-industrial products in the EU market.

The seminar also highlighted the study conducted in cooperation with the Centre for the Promotion of Imports from developing countries (CBI), revealing opportunities for Colombia in the Czech market for exotic fruits.

In May, consultant Robbie Hogervorst guided a group of Peruvian companies and Promperu at



Seminar in Quito, Ecuador

In-Cosmetics (Paris). These companies produce a variety of ingredients based on local biodiversity, including vegetable oils, essential oils and plant extracts. The visit allowed them to meet interesting buyers / partners and learn about new trends in the cosmetics market.

In the same month, Robbie also conducted two dissemination workshops in Quito, Ecuador. They were a follow-up activity of market intelligence products developed by ProFound for ProEcuador and Ecuadorian exporters of quinoa and chocolate. In coordination with ProEcuador and CBI product experts, around 40 companies were provided with the highlights of these studies.

Through group assignments, the companies reviewed their product portfolio/capacities and benchmarked them with EU market information, which helped them refine their export strategies for better market access.

During the same mission, ProFound also gave ProEcuador staff a training on best practices for market research to support of the organisation's capacity-building strategy.

-- Robbie Hogervorst and Gustavo Ferro



News from Ethiopia

The global honey market continues to offer great opportunities to countries like Ethiopia. Production problems and trust issues in major honey origins stimulate European buyers to seek new suppliers. These were among the conclusions of ProFound's analysis of the EU market for Ethiopian honey, which will be shared with Ethiopia's beekeeping sector.

At the same time, European buyers remain very demanding. In order to meet their requirements and become a long-term trade partner, the Ethiopian beekeeping sector must make considerable improvements. Stronger sector organisations will have to keep pace with the sector's continuous development. On this note, ProFound and its partner SNV started a capacity building programme focusing on improving service delivery to members. The first strategic planning workshop was carried out last May, led by ProFound.

-- Kasper Kerver

Tailor-made for CBI

The cooperation between ProFound and CBI in 2013 started up at full speed.

Next to the regular market intelligence (MI) products, ProFound was selected by CBI early this year to make tailored MI on Kenyan tea products. The study focuses on the markets of orthodox tea and tea packed at origin. As the Kenyan tea sector is looking for ways to diversify its products, these tea products could be interesting due to their local value addition and potential on both regional as international markets.

Another tailored project for CBI which ProFound has taken up covers food ingredients from Indonesia. The focus is on a number of spices and specialty coffee. This project follows from a Memorandum of Understanding signed between CBI and Indonesia's Ministry of Industry last April.

-- Jesse Bloemendaal and Sharifa Zaidi



Sustainable Supply Chains in Morocco

ProFound has established a partnership with the Moroccan High Commission for Water, Forests & Fight against Desertification. In close collaboration with UNDP Morocco, the goal is to implement a 3-year GEF-funded programme: "Morocco - Mainstreaming Biodiversity into Value Chains for Mediterranean Medicinal & Aromatic Plants (MAPs)".

The programme aims to elaborate a National FairWild Strategy for the sustainable management and development of MAPs. ProFound is responsible for FairWild support & training in areas of resource assessment & management, market & value chain development, and certification procedures.



MAP Project partners inspecting pyrethrum plants

By improving cooperation and building partnerships among national and local pioneers, the project will create an environment of transformation, with appropriate skills development and technological advancement for actors in the value chain. For this purpose, the project will establish the necessary mechanisms and institutional support.

This year kicked off with training workshops and field work on Botanical Identification and Resource Assessment & Management, and first private sector contacts were established through company visits and the National Agriculture Fair in Meknes. In the second half of 2013, stronger focus will be put on Market & Value Chain Analysis (local, regional & international), including Train-the-Trainer workshops. In conjunction with the resource assessment and management plans, this has to culminate in sustainable supply chains for Moroccan MAPs.

-- Bert-Jan Ottens