



CBI
Ministry of Foreign Affairs

CBI Market Intelligence

Mali, Burkina Faso, Niger

*Trade mission to the
Netherlands*

August 29th – The Hague

Sanne Boogers



Centre for the Promotion of Import from Developing Countries

- Contribute to **poverty reduction and sustainable economic development**
- through expansion of **exports to Europe**
- CBI provides services to governments, Business Support Organisations, and more than **700 Small and Medium sized Enterprises (SMEs) a year in more than 50 countries in more than 25 sectors**
- **> 25 sectors:** agribusiness, consumer, industrial and services
- Partner countries in Africa, Asia and Latin America



Sectors

- [Fresh Fruit and Vegetables](#)
- [Apparel](#)
- [Home Decoration and Home Textiles](#)
- [Processed Fruit and Vegetables and Edible Nuts](#)
- [Spices and Herbs](#)
- [Tourism](#)
- [Coffee](#)
- [Cacao](#)
- [Tea](#)
- [Cut Flowers and Foliage](#)
- [Vegetable Oils](#)
- [Outsourcing \(ITO / BPO\)](#)
- [Footwear](#)
- [Fish and Seafood](#)
- [Honey and Sweeteners](#)
- [Oilseeds](#)



What services do we offer?

- Four clusters of services:

Export Coaching

Institutional Development

Human Resource Development

Market Intelligence



CBI Programme: Fresh Fruit and Vegetables West Africa

- Burkina Faso, Benin, Mali, Senegal, Ghana;
- Goal 1: help producers and exporters do more business in Europe
 - 34 companies (2 Burkina Faso, 3 Mali)
 - Mangoes, pineapples, papayas, yams, french beans, chili peppers, etc.
 - extensive training, meeting international regulations and requirements, marketing, trade fair participation (Fruit Logistica)



CBI Programme: Fresh Fruit and Vegetables West Africa

- Goal 2: help business associations offer better support services

Mali

Agence pour la Promotion des Exportations du Mali (APEX Mali)

Ex-Immeuble Air Afrique,
Quartier du Fleuve, Bamako

Directeur Général : Abdoulaye Sanoko – asanokojr@yahoo.fr

Tel : +223 20 221144

Burkina Faso

Agence pour la Promotion des Exportations du Burkina (APEX Burkina)

Avenue de LÚEMOA 30,
Ouagadougou

Directeur Général : Amidou Barry – bamidou2@yahoo.fr

Tel : +226 25 311300 / 1301

www.apexb.bf



What services do we offer?

- Four clusters of services:

Export Coaching

Institutional Development

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Market Intelligence



Market Intelligence

- Market research about more than 25 sectors;
- Research about specific products from developing countries;
- Interpreting data in terms of opportunities for exporters from developing countries;
- Providing explanations on e.g. buyer requirements, possible market entry strategies;
- Making this research easily accessible.



What market information do we offer?

- Our studies provide insights into the following aspects of the European market:
 - Key market trends and developments;
 - Buyer requirements (legislation and private standards);
 - Demand;
 - Market channels;
 - Market segments;
 - Competition;
 - Finding buyers;
 - Doing business.



Trade Statistics

What is the demand for your product?

- Import;
- Export;
- Production;
- Consumption.



Trends

What trends offer opportunities?

- Social developments;
- Environmental developments;
- Technological developments;
- Etc.



Buyer Requirements

What requirements should your product comply with?

- What legal and non-legal requirements must your product comply with?
- What additional requirements do buyers often have?
- What are the requirements for niche markets?



Competition

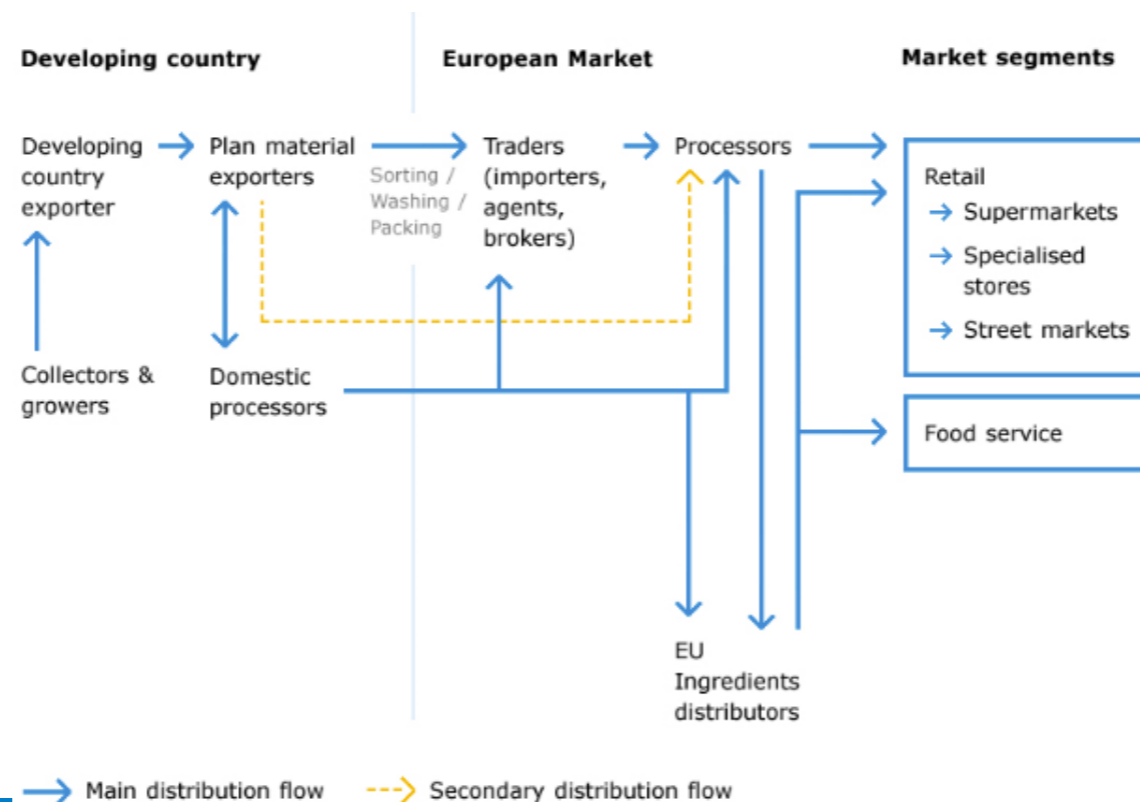
What competition do you face?

- Who are your rivals?
- What are substitute products?
- How much power do you have as a supplier, when negotiating with buyers?
- What are the barriers when you try to enter the market?



Channels and Segments

- What segments should you target?
- Through what channels can you get your product on the market?





Finding Buyers and Doing Business

- How can I find buyers for my products?
- How to do business with European importers?



Product Factsheets

Information about export opportunities in Europe for over 150 specific products, such as:

- [Fresh](#) Fresh and [dried mangoes](#);
- [Arabic gum](#);
- [Cashew nuts](#) Cashew nuts;
- [Sesame seeds](#);
- [Pineapple juice](#);
- Etc.



What makes our studies interesting for you?

- **Short and clear** reports written specifically for SME exporters;
- **Practical** reports with export tips and tricks;
- Focusing on the **European market**;
- Focusing on products from developing countries;
- Helpful input for drafting your **export marketing plan**;
- Available for free online.



Where can you find our market information?

Go to:

- www.cbi.eu/market-information

Or much shorter:

- www.marketintel.eu

The screenshot shows the CBI Market Information website. At the top, there is a navigation bar with links for News, Projects, Events, About CBI, and Contact us. Below this is the CBI logo and the text 'CBI Ministry of Foreign Affairs'. A secondary navigation bar contains links for Home, Export to Europe, Import from a developing country, Collaborate with us, and Market Information. A search bar is located to the right of the Market Information link. The main content area features a breadcrumb trail 'Home > Market Information' and a heading 'Market Information'. Below the heading is a paragraph: 'Do you want to export your product to Europe? Doing market research is the first step. We've answered important questions about the European market for you. So, start your research here!'. To the right of this text is a 'Stay up-to-date' box with the text: 'Want to be the first to know about new publications? [Subscribe to our newsletter](#)'. Below this is a section titled 'Choose your market sector and get valuable insights'. This section is divided into four categories: 'Agricultural, Food and Forestry', 'Consumer Products', 'Industrial Products', and 'Services'. Each category has a list of sub-sectors with right-pointing chevrons. For example, under 'Agricultural, Food and Forestry', there are links for Fish and Seafood, Grains and Pulses, Natural Ingredients for Health Products, Natural Food Additives, Cacao, Vegetable Oils, Processed Fruit and Vegetables and Edible Nuts, Fresh Fruit and Vegetables, Coffee, Honey and Sweeteners, Natural Ingredients for Cosmetics, Spices and Herbs, Cut Flowers and Foliage, Timber and Timber Products, Wine, Tea, and Oilseeds. Under 'Consumer Products', there are links for Jewellery, Home Decoration and Home Textiles, Apparel, and Footwear. Under 'Industrial Products', there are links for Automotive Parts and Components, Motion Drives, Control and Automation, Medical and Laboratory Devices, Pipes and Process Equipment, Metal Parts and Components, and Electronics and Electrical Engineering. Under 'Services', there are links for Outsourcing (ITO/BPO) and Tourism. At the bottom of the page, there is a 'Featured market research' section with three image thumbnails and a 'See also' link.



An assignment...

- So, let's explore the market information platform to do some research:
 - If you want to get your product on the European market, you'll have to meet a lot of requirements...
 - What are the **top 3 tips for doing business** when you want to export fresh fruit and vegetables or edible nuts to Europe?
 - And what are the **top 3 tips on finding buyers** for processed fruit and vegetables?
 - And let us know **how** you found this information...



8 tips for doing business with European buyers of fresh fruit and vegetables

1. Ensure quality above all else
2. Implement food safety protocols and certification
3. Match supply with demand
4. Respect sustainability as a key requirement
5. Provide reliability and continuity
6. Optimise communication and timing
7. Provide logistics solutions
8. Offer clear and workable agreements



8 tips for doing business with European buyers of processed fruit and vegetables

1. [Start by doing thorough market research](#)
2. [Decide which countries and segments to focus on](#)
3. [Study market requirements and prepare yourself well](#)
4. [Review the websites of European sector associations](#)
5. [Participate in trade fairs and conferences](#)
6. [Network and meet buyers face-to-face](#)
7. [Conduct an email marketing campaign](#)
8. [Make sure you can be found online](#)



***Thank you for
your attention!***

Any questions?

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