



# BENIN VIRTUAL SOURCING MISSION 2021

In March and April 2021, **Enabel** and **NABC** organised a **virtual B2B Matchmaking** event for **Beninese pineapple exporters and European importers** as a successful virtual alternative to fit within the COVID-19 reality. The aim of the virtual matchmaking was to increase exporter access to EU markets and EU sourcing of pineapple products from Benin.

**FRESH PINEAPPLE**



**DRIED PINEAPPLE**



**PINEAPPLE JUICE**



## KEY SOURCING OPPORTUNITIES



**PINEAPPLE CONCENTRATE**



**PINEAPPLE PUREE**

## PROGRAMME COMPONENTS

**2 preparation and coaching webinars on:** the **EU market** and specific **EU requirements** and coaching into **online marketing** and virtual **B2B meetings**

**Individual coaching** for each of the **6 exporters**

Development of **company powerpoints** and **USPs** (in English & French)

**4 exporters of fresh** and **2 exporters of processed** pineapple (dried and juice) from **Benin** participated

**8 importers of fresh** and **processed** fruits from **The Netherlands** and **Germany** participated (**2 importers of fresh produce** and **6 importers of processed** fruits)

**14 virtual B2B meetings** took place between March 1st and 23rd of April 2021

## INITIAL RESULTS



A successful **virtual alternative** to a physical country visit and matchmaking



**4 samples:** dried pineapple (2), juice (1) and fresh (1) were requested



**1 inquiry** for **1 container** of conventional dried pineapple



**5 requests** for price quotations