

VIRTUAL SOURCING MISSION GHANA & CÔTE D'IVOIRE

In June 2020, a virtual sourcing mission for Ghanaian and Ivorian fruit exporters was organised by Hortifresh, IPD and NABC. The sourcing mission with B2B matchmaking for fresh & dried fruit and fruit juice importers and exporters was transformed into a successful virtual alternative to fit within the COVID-19 reality. Some key results:

31 Fresh and processed fruit exporters from Ghana and Côte d'Ivoire

7 out of **31** exporters were female



25 Importers from 6 countries



PAPAYA



BANANA



MANGO



COCONUT



KEY SOURCING OPPORTUNITIES

PASSION FRUIT



PINEAPPLE



CITRUS



PROGRAMME COMPONENTS

130+ Virtual B2B meetings

2 Exporter coaching webinars on online marketing & communication

60 1-on-1 coaching sessions

31 Marketing presentations



"The virtual trade mission was an easy, accessible and time-efficient way to meet and engage with new suppliers and a good way to explore possibilities. When is the next virtual trade mission taking place?"

- Rosita Chang, Managing Partner, Berrico Food Company B.V.



Kingdom of the Netherlands