



INTERNATIONAL FEDERATION OF ORGANIC AGRICULTURE MOVEMENTS



African Pavilion at BioFach 2009

Final report
2009-07-09

UNITING THE ORGANIC WORLD

AgroEco Louis Bolk & Grolink

IFOAM IS REGISTERED IN GERMANY
AS A NOT-FOR-PROFIT ORGANIZATION

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Executive Summary

The African Pavilion was successful. There were a total of 62 exhibitors in the African Pavilion where 53 were exporters and 9 were other organisations (organic farmers unions, NGOs, certification bodies). 14 Sub-Saharan countries were represented by exhibitors.

There were many partners involved in this event:

- International Trade Centre (ITC)
- International Federation of Organic Agriculture Movements (IFOAM)
- Ethiopian Association for Organic Agriculture (EAOA)
- National Organic Movement Uganda (NOGAMU)
- Kenya Organic Agriculture Network (KOAN)
- Tanzania Organic Agriculture Movement (TOAM)
- Organic Producers & Processors of Zambia (OPPAZ)
- Ghana Organic Agriculture Network (GOAN)
- Organic South Africa
- Organic Exchange
- Chamber of Commerce and Industry of Antananarivo Madagascar
- Ministry of Agriculture Rwanda

Only 2/3 of the requested funds were raised. With more funds, more exporters could have participated; the organisers could have spent more time on capacity building both for the exporters and the local support organisations. Still the event was successful.

The exporters in the pavilion generated a lot of business. There was one inquiry worth ca. € 200,000 another got direct orders for about \$ 175,000. One exporter got more than 100 new contacts, most of the others about 25-50 new contacts, but most of them think that 2-6 of the contacts are serious and promising. That is considered a good result. The increase in business and orders depended to some extent on the two full time business facilitators present assisting with information and support. All of the exporters say that they have got better understanding of competition, increased knowledge of buyers' specifications and demands and increased ability to find relevant information for their businesses.

The African Pavilion contributes to:

- general image building for Africa as a supplier of organic products
- generation of direct business
- generation of investments in the organic sector in Africa
- capacity building and training of exporters
- capacity building and training of Africa support organisations
- information sharing within the sector
- a catalyst for direct cooperation between exporters

Background

BioFach is without competition the most important organic trade fair in the world. The number of exhibitors at BioFach is increasing every year, with a total of 2,565 in 2007. The number of Sub Saharan African Exhibitors was in average 24 per year 2003 to 2007. Up to that point most of the African exporters was sponsored by export promotion programs, such as EPOPA, Sippo and CBI. This enabled their participation, but it also meant that they have been in the stand of their sponsor, and sometimes companies from the same countries have displayed with different sponsors.

At the Biofach 2008 an African pavilion of 500 square meters and a symposium was organised. It raised a lot of attention. In total there were 73 exporters from thirteen African countries. Besides the exporters other organisations, such as the national organic movement and the partners were invited to have a booth within the stand. The event generated a lot of media attention and undoubtedly resulted in an improved image of Africa as a supplier of organic products.

This led to the development of a project to repeat the African Pavilion concept for three years.

Project Logic

The overall Objective is to achieve a positive image for African organic products and link more African organic producers to international markets.

The Outcomes will be

- general image building for Africa as a supplier of organic products
- generation of direct business
- generation of investments in the organic sector in Africa
- capacity building and training of exporters
- capacity building and training of Africa support organisations
- information sharing within the sector
- a catalyst for direct cooperation between exporters

The Target groups are African exporters and the international organic trade on one side, and development policy makers on the other side. Beneficiaries are tens of thousands of African smallholder farmers. Almost all organic trade from Africa is based on contracted small-holders or cooperatives.

Targeted countries/regions are Sub-Saharan countries building on the list of countries that attended in 2008. The final participation will depend on the existence of export-ready companies, local partners and available funding.

The most important activities to make this a success are:

- Coordinate a number of support programs to pool their resources in one pavilion
- Attract and assist the exporters for successful export marketing
- Design, construction and management of the pavilion
- Coordinate media efforts, generate good publicity
- Engage African export boards and other trade promotion institutions

The Output is a successfully organised Organic Africa Pavilion for BioFach 2009-2011, with good media coverage and big interest from the trade, participation of at least 70 African companies as exhibitors organised in country stands annually and visited by emerging companies and policy-markers from the target countries.

Making it happen

Organisation

The project is carried out under the auspice of IFOAM.

Secretariat/Organisers

Grolink together with Agro Eco were the main organisers and central organisation of the event. As such it was lead by the directors Kari Örjavik and Bo v Elzakker.

National coordinators

Each country (or region) had their own country coordinator from national organic movements, where national organic movements are in existence, or otherwise a person contacted by the organisers. Countries or regions which provided a national (regional) coordinator were:

Silvère Tovignan	Burkina Faso & Benin
Jean Pierre Imele	Cameroon
Addisu Alemayehu Ferede	Ethiopia
Samuel Adimado	Ghana
Eustace Kiarri	Kenya
Rajaonarison Andrianjaka	Madagascar
Gideon Adeoye	Nigeria
Peter Muvara	Rwanda
Ibrahima Seck	Senegal
Alastair Taylor	Sudan & Congo
Noel Kwai	Tanzania
Charity Namuwoza	Uganda
Chitalu Munshimbwe	Zambia
Willem-Albert Toose	Other West African countries

Partners

There were many partners involved in this event:

- International Trade Centre (ITC)
- International Federation of Organic Agriculture Movements (IFOAM)
- Ethiopian Association for Organic Agriculture (EAOA)
- National Organic Movement Uganda (NOGAMU)
- Kenya Organic Agriculture Network (KOAN)
- Tanzania Organic Agriculture Movement (TOAM)
- Organic Producers & Processors of Zambia (OPPAZ)
- Ghana Organic Agriculture Network (GOAN)
- Organic South Africa
- Organic Exchange
- Chamber of Commerce and Industry of Antananarivo Madagascar
- Ministry of Agriculture Rwanda

The partners were consulted all along the process of making the event happening, and assisted with their contacts and network with fundraising and spreading information.



Organised by
Agro Eco and
Grolink

Fundraising

Contributions from the partners

Some of the partners contributed substantial funds to the event, ITC also supported many exporters' participation directly.

Contributions from donors

The following donors contributed to the event in order of importance (for details see the financial report):

- Norad
- Cordaid
- Triodos Foundation
- Hivos
- SSNC

Grolink and AgroEco contributed 12607 Euro from their own funds as well.

In-country support to exhibitors

The national organic movement and individual exporters also raised funds from various sources. Some of them are not known by the organisers. A few examples that we know:

- ITC supported the stand space, flights, hotels and DSA of 12 exhibitors.
- The Embassy of Sweden supported the Tanzanian participation.
- The Embassy of Sweden supported Ugandan participation.
- The Chamber of Commerce and Industry France-Madagascar supported the Malagasy participation.
- The Government of Burkina Faso supported the participation of their exhibitors.

Few exporters were willing to pay the entire cost of participation themselves. See more in the financial section.

Contributions from sponsors and exhibitors

- Avalon supported the pavilion by sponsoring a table in the meeting area.
- Mercadero supported the pavilion by providing the exhibitors with expert marketing support, the business facilitators.
- Leisa supported the pavilion by sponsoring a table in the meeting area.
- Ethiopian airlines supported the Ethiopians by offering a discount fare.
- SN Brussels shipped 1.1 ton of produce from Uganda free of charge.
- EOSTA, BCS and Doens food ingredients sponsored the African Pavilion with 500 Euro each.

For the pavilion itself; Stellar Winery, Coop Sweden, EOSTA, Kipepeo and Biofresh, the exporting companies all contributed their time and products for special events.

Preparations

Mass mailings

An announcement of the event was sent out to around 1500 contacts in Africa, and was also spread further by the partners, e.g. IFOAM included it in its Africa Newsletter several times.

Building a list of exporters

The organisers updated the 2008 list with organic exporters from Sub Saharan African countries. This list was distributed to partners who added others to finally come up with a list of around 400 (potential) organic exporters. All these exporters received the information concerning the African Pavilion.

Registration and guidelines

The forms and guidelines from 2008 were updated: Interest forms, Guideline for exhibitors, Application form, Country Budget guidelines, Country coordinators guideline etc. All these forms were with help from IFOAM translated into French for the Francophone exporters.

The first announcement with Registration of Interest form was sent out in June. A Guideline for the National Coordinators was sent out mid July. More exporter information was circulated in July, followed by more detailed guidelines and a binding application in August. All exporters received last minute information (one week before the fair) concerning logistical information, weather conditions, clothing, etc.

The following deadlines were communicated:

30 June – all exhibitors should register their interest on the Registration of Interest Form

15 September – a binding application should be submitted for all exhibitors

30 October – submit of travel plans and request for hotel bookings for all exhibitors

30 November - payments made for stand space and communication packages

15 December – the country stand design and the exhibitors demands for furniture etc. has to be finalised

17 February - all exhibitors exporters arrived in Nuremberg.

18 February – organising the stand, briefing by trade experts

In the end few deadlines were respected. Nevertheless, the organisers will continue with this rhythm and will become stricter in maintaining the deadlines as in general, countries and exporters organise themselves too late which creates too much work just before the Biofach, as well as unnecessary costs.

After registration of stand space in the Africa Pavilion in end of November, the companies were registered on the BioFach website and in the BioFach catalogue (the so called “communication package” which is the fair organiser’s catalogue and website listing tool).

Updates to partners

Regularly updates to the partners were sent, to keep them aware about the development of the African Pavilion and inform them about the organisation and the different deadlines. In addition there were many mails about certain issues, e.g. asking advice on the conference programme. The Newflash that was sent to all engaged partners in the pavilion was again found to be a very important communication tool.

Preparation in the countries

In all countries where there was a known national organic organisation, it was engaged in the event. In a few countries where there was no such organisation, an individual was asked to do the coordination. In several of the countries there was a committee established for the organisation.

Preparatory meetings were held within the countries. Usually the meetings were divided in an introduction meeting followed by a planning and implementation meeting: Uganda (many),

Ethiopia (many), Kenya (2), Rwanda (several), Tanzania (several), Cameroon (some), Ghana (a few), Zambia (some), Madagascar (1). The organizers participated in information meetings with exporters in:

- Ethiopia
- Ghana
- Tanzania
- Rwanda
- Uganda
- Nigeria
- Kenya

One issue for the future is that not all exporters, or appropriate staff, turn up during these meetings. This means that some exporters have to be contacted and dealt with individually. This takes time. In addition the organisers met with National Coordinators in Kenya, Uganda, Tanzania, Ethiopia, Rwanda, Nigeria and Ghana. Most of these visits were made outside of the budget for the event and were therefore limited to countries where the organisers also had some other business. Some of the country coordinators are being paid by the national movement to do this work, some are not and this is clearly a bottleneck. In case a certain payment is assured, the National Coordinators will be motivated to do a better job at coordinating in time.

In several countries contacts were taken with the governmental trade promotion agencies. In most cases they were initially positive, but in almost all cases, in the end, they didn't contribute any funds, country posters and even didn't participate themselves. This calls into question in how far the government trade promotion agencies should be involved in the transfer of responsibilities in the organisation of the country stand in the future. In Rwanda there was considerable engagement from the government. The Department of Trade and Industries in South Africa promised support to the exhibitors (they basically pay for all costs, including travel, shipping of materials etc, however the support is paid after the completion of the event), but in this case it was the sector itself that failed to make use of the available support.

Promotional work

Newsflash

All exhibitors, involved stakeholders and interested persons were included in the mailout of the Africa Pavilion's newsflash which was distributed 5 times, informing about news, recent developments and occasionally articles from partners.

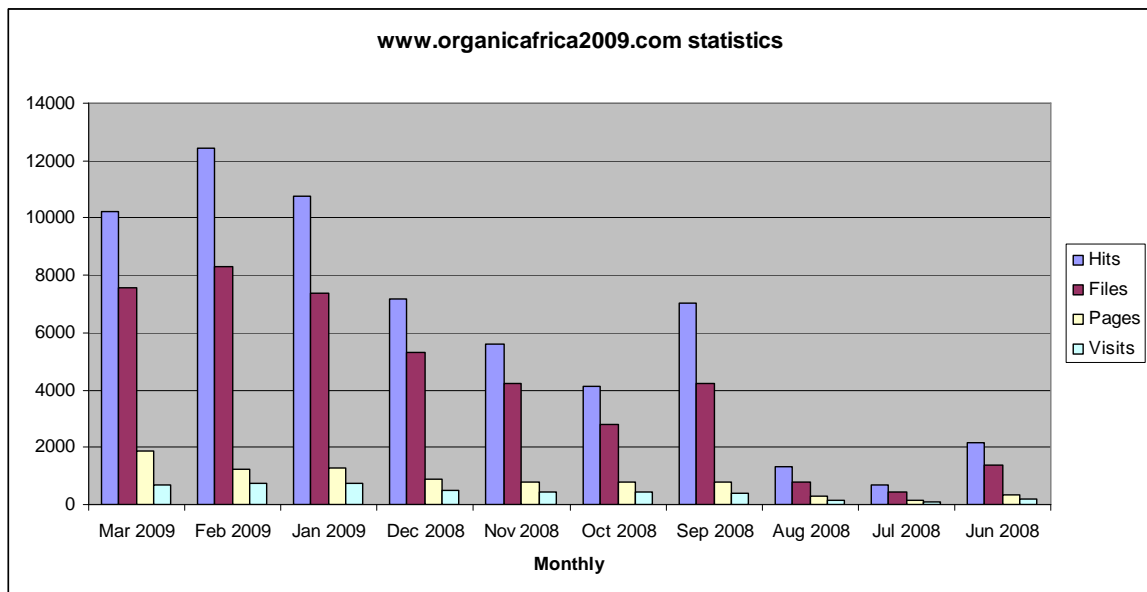
Printed material

Several promotional materials were produced and used:

- Banners (printed material) with the logos of the Africa Pavilion were placed at the kitchen high walls and on the organisers' office tower.
- Posters for donors/partners; for products and for sponsors.
- Flags, with printed Africa organic logo, were attached to the booths of importers, certifiers, partners etc. throughout the BioFach fair (not only sponsors) with the text: "we support Organic from Africa".
- The catalogue; containing the list of exhibitors, brochure text and events was printed and handed out to visitors and buyers.

Web site

A web site was established for the event (www.organicafrika2009.com). It contained general information about the event, latest updates, sponsorship opportunities, the needed registration forms, guiding documents (English and French), and stand design. A directory of all exhibitors and partners who were part of the Africa Pavilion was published in January. After the event photos from the pavilion were published. In January the site had 11 000 hits, increasing to over 12 000 in February and more than 10 000 hits in March. In January 7 500 files were downloaded increasing to 8 000 in February and 7 500 in March. Before the event, the application form was the most downloaded file in January while the Pavilion Catalogue was the most downloaded file in February and March.



Logistics

The stand

Already in July 2008 the organisers booked 500 square meter of floor space and in September 2008 the stand-builder was contracted. A number of stand designs were circulated to the partners for comments. Forms for requests of furniture were sent to the exporters, and the country coordinators were advised on how to organise the country stands.

Hotels

Booking hotels for BioFach is a real challenge. Because the fair is so well attended, rooms must be booked months, even a year, in advance and tough cancellation policies apply. The prices are also very high. The organisers assisted all exhibitors and many other participants with hotel rooms. Originally this was planned to only go on until the 15th December, but in the end hotels were booked up to the last day. We booked about 350 nights in 8 different hotels.

Visas

Visas proved again to be a real challenge, especially for those applying late. There was a better support with, in most countries, a block application with support letters from the National Coordinator and international organisation, including the Biofach. Some participants never got a visa with varying motivations from the German Embassies. A few examples:

- Several persons were denied visa for no other reason than that they were young, poor and single. This counts for both men and women.
- All exhibitors from Nigeria were denied visa without explanation from the German Embassy.

Some participants initiated the visa application procedures too late. It is a recurrent problem that funds become available only late and participants can only apply once that is assured.

The work involved

All in all the organisers put in 200 work days for the event. The support staff during the fair worked another 81 days.

The National Coordinators also spent a lot of time, some stated 20 days, other 30 and a few up to 60 days. All in all we are speaking about approximately 1000 work days.

The event

The pavilion

In the African pavilion, exhibitors from the same country or sub-region were grouped together. There was a common design of the pavilion, a common branding, a common catalogue, a joint approach to the press, etc. Each country could express its national identity in its own stand; each country was to provide the decoration of its stand itself. Two different banners were made to give the pavilion and distinctive image. The Pavilion attracted many importers, whom exporters already knew and many other importers who came to have a look and get an idea of what Africa offers.

Stand design

The African Pavilion with a surface of 500 m² was built by one contractor which gave a uniform look throughout the Pavilion. The 53 exporters from fourteen African countries made the specific (country) stands very colourful. Besides the exporters other organisations were invited to have a booth within the stand. These were supporting organisations, certification bodies, movements, NGO's and consultancies. In total 62 entities had stands within the Africa Pavilion.

310 square meters were allocated to exhibitors' stands and the remaining 190 were used for the village square, meeting areas, a common information point, wardrobe, office, kitchen and some paths.

Village Square

Within the pavilion there was a 70 m² village square where everybody could go and chat with each other. There were standing tables provided in the village square. On a regular basis, fresh and dried fruits were served, replaced by nuts and other delights. Coffee, tea and fresh drinks were provided from the kitchen. The village square was also the place where the various events took place.

Manning

The stand was manned with two kitchen staff and one florist to assist with decoration; two hosts from Africa were recruited. Two persons were involved in promotional and media work. Another four persons were involved full time from the organisers and some ten more persons assisted in one way or another.

The exhibitors

The Wednesday before BioFach, a meeting was organised for all exporters and participants. All participants were introduced to each other. Two lectures were given, one about the importance of contacts, how to get into communication and how to keep the contact. The other was about how to get the best out of a fair. The role of the staff was explained, the stand design and the common area, the events and the reception were gone through. "House rules" and dress recommendations; how to contact buyers etc. were discussed. The meeting was well attended with over 60 people.

In the afternoon before the fair the exporters decorated their stands. The common area was decorated by the staff. One thousand roses were brought from Zambia; one thousand roses from Kenya, from Tanzania coffee and tea plants; Uganda provided flowers, palm leaves and a pallet of fruits. Most of the countries decorated their stand with flags, baskets, flowers and products, and there was colour, smell, taste and life in the pavilion. Many of the women and some men wore their national dress. All the materials and products made the pavilion attractive. Exporters came with more samples than last year.

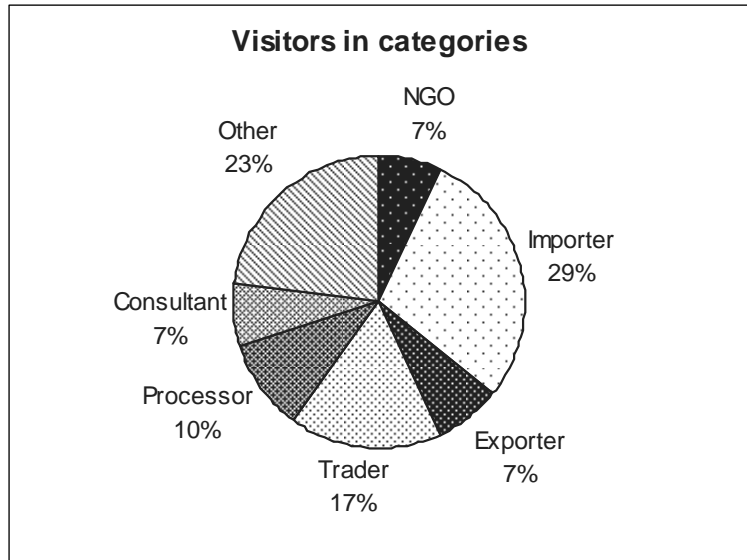
Evaluation and follow up

Evaluation

Evaluation questionnaires were handed out on a daily basis to the exhibitors and collected in the end of the day. A separate evaluation that was intended for the country coordinators was sent out after the event. During the Sunday lunch an evaluation meeting was conducted with all country coordinators present.

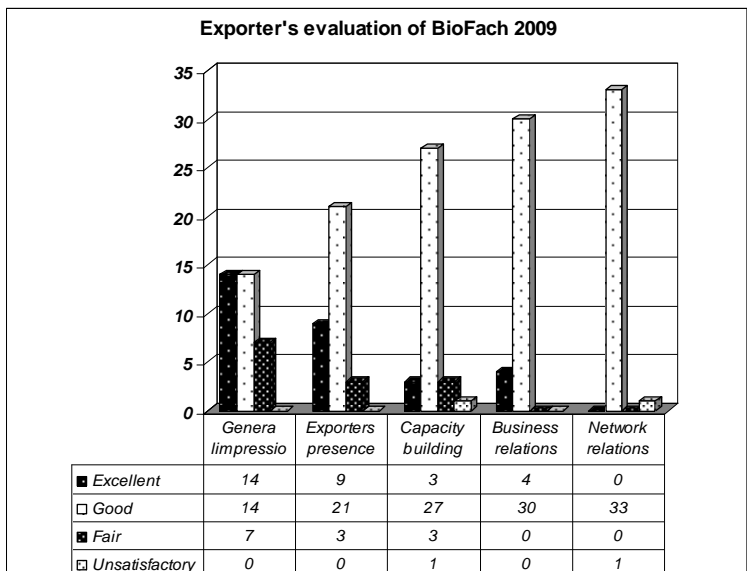
Result of evaluations

Around 60% of the exhibitors filled in the forms and they had spoken with 3529 persons with the following background or profession (chart). The total number of registered visitors to the African Pavilion was 3 529, which is 60% more than the year before. Considering the answering frequency it is probable that the real number of visitors was about 5 800.

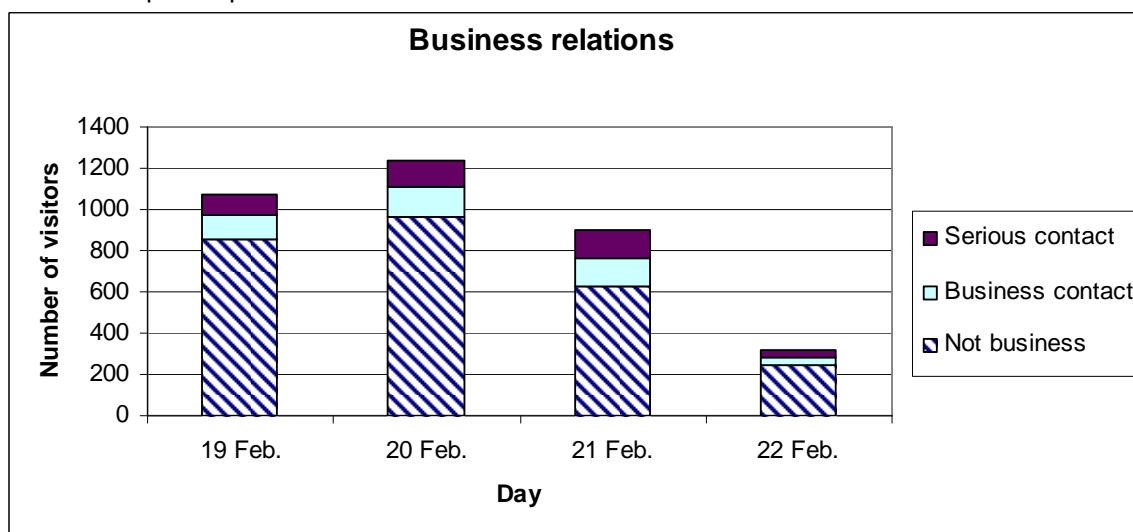


The **general impression** of BioFach was assessed as “Excellent/Very good” or “Good” by 80% of the exporters. On the question about how the **exporters** valued their own **presence** the majority (63%) found it “Good” and 27% rated it as “Excellent/ Very good”.

The vast majority, 80%, evaluated the **capacity building** in product requirement as “Good”. The majority also valued the possibility of **business relations** and **network relations** as “Good”.



One of the main objectives of the project is to generate new business relations. Therefore the exporters were asked to assess the type of contact that they established at the fair. The respondents noted 829 business contacts, of which 409 were considered as serious business contacts. The criterion for “serious” is when the discussion led to an agreement of further contacts related to export of products. In some cases there were also confirmed orders.



Some comments from the first year participants in the general evaluations:

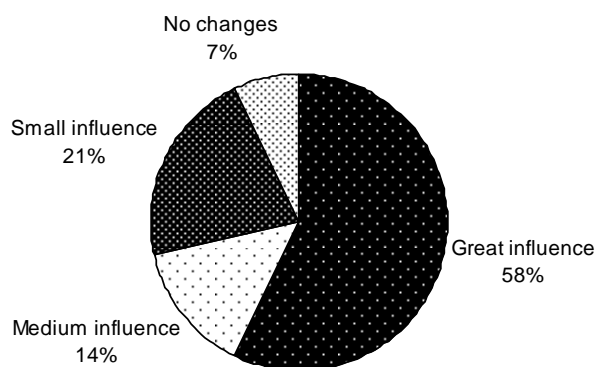
- Better than expected!
- Learnt a lot about packaging, presentation, quality requirements, product diversification and processing.
- I'm exposed, opening up, but need more help on how to establish a network and how to follow up contacts
- More serious discussions than yesterday. I am satisfied and convinced my self to get ready earlier in a different and organized way for the coming Biofach.
- People more interested in food products than e.g. cotton (PAN Benin).

Impact of BioFach 2008

As some of the exporters took part in the African Pavilion 2008, we had the opportunity to ask them about the impact of last years participation. Of the 35 exporters that responded to the general evaluation 15 had participated in 2008. Of the other organisations, 7 of 8 participated for the second time. As the questions were primarily relevant for the exporters, only their answers are discussed below.

The exporters were asked to estimate the development of their export volumes since last year. Of the whole of 15 exporters participating for the second time, 12 (80%) reported increased volumes and 3 did not answer. Four companies also gave estimations of magnitude of the increase, with values in the range of 5-100%. 12 companies also answered that the number of farmers linked to their company had increased during the year. Two misunderstood the question, and in one case the number had not increased. The range of expansion was from 4 to 300%. 10 of the exporters also stated that they offer a greater variety of products today, compared to last year.

Exporters estimation of importance of African Pavilion 2008 for business development



Some comments from the second year participants

About the fair and the pavilion:

- Quieter than last year, but serious customers.
- They are happy to see me back.
- Better organised this year (the African pavilion)
- We should interact more between participants in different countries
- Excellent fair!

About capacity building:

- After last year, many importers never came back to us even after contacting and follow-ups.
- Since last year: I learnt a lot about quality improvement, had more demand, I work with more farmers, more diversification. ‘
- This year: I had a clearer knowledge of need.
- Most importers take goods at warehouse in Europe - only few FOB Tanzania.
- A good day - need to take action immediately after fair and work out the price issue.

About business:

- 50% more volume, 30% more farmers (WAD, Ghana).
- 25% more customers, I had direct contact with (potential) customers (Lakew, Control Union).
- Last year I came to visit; now I have a product and shops (Mufindi Tea)!
- Serious discussions provided hope of business!
- Three confirmed orders – it has been a good day

Follow up with exporters post BioFach

We sent out evaluation forms to all exporters with questions about how many orders they have got after BioFach, how many new contacts they have got and about what they have learned.

The answers are very positive. There was one inquiry worth ca. € 200,000 another got direct orders for about \$ 175,000. One exporter got more than 100 new contacts, most of the others about 25-50 new contacts, but most of them think that 2-6 of the contacts are serious and promising. That is considered a good result.

All of the exporters say that they have got better understanding of competition, increased knowledge of buyers' specifications and demands and increased ability to find relevant information for their businesses.

Results

The African Pavilion was successful. There were a total of 63 exhibitors in the African Pavilion where 53 were exporters and 9 were other organisations (organic farmers unions, NGOs, certification bodies). 13 Sub-Saharan countries were represented as exhibitors.

Except for a few companies such as Guanomad (guano fertilizer) and Mufindi estates (a tea estate), all exporters sell the produce of smallholder farmers. An exporter may represent 100 smallholders in the case of fresh and dried fruit, to several thousands in the case of sesame and cocoa. The estimated total number of smallholders benefiting from the intervention is 50 000. Of the exhibitors 22 were headed/represented by women and 40 by men. The project staff were predominantly female and the project leadership is shared between a male and a female, with the main role for the female.

Lack of funds limited the event both on the central coordination level and on the local level. With more funds, more exporters could have participated, the organisers could have spent more time on capacity building both of the exporters and the local support organisations.

The overall Objective to achieve a positive image for African organic products and link more African organic producers to international markets has largely been supported by the event.

The planned Outcomes were

Intervention logic	Objectively verifiable indicators	Assessment and comment
1. The general image of Africa as a supplier of organic products is improved	Perception of Africa as an organic supplier among importers	Estimated to be largely accomplished, see below
2. Direct business is generated	Business contacts for participating companies Direct orders as a result of Biofach	Accomplished: See evaluation results
3. Generation of investments in the organic sector in Africa	Direct and indirect investments in the sector	Accomplished (see follow up with exhibitors)
4. Exporters are capable of handling marketing	Satisfaction of the exporters and their clients	Not sufficient funding to be accomplished, See note
5. African support organisations (national movements and export promotion organisations) are able to support export companies	Relevant organisations expression of satisfaction of their own capacity Exporting companies get relevant support from the support organisations	Not sufficient funding to be accomplished, See note
6. Cooperation among exporters increased.	Direct cooperation initiatives	Accomplished in East Africa, started in Nigeria, Ghana and in Namibia

As noted in the LFA:

Outputs 1 and 2 are directly related to the project. Output 3 is mainly indirect and it is doubtful that the project will be able to monitor the results and even if it is done, it will be hard to attribute it uniquely to the project. Output 4 and 5 are quite dependent on the funding for the project. If less than the desired budget is realised we will have to cut on the support work before and after the event, as well as support to the national support organisations. Output 6 is also somewhat indirect and may prove difficult to measure.

For the coming African Pavilions, the organisers will better monitor:

- Number of smallholder farmers involved in the products exhibited.
- The part of export sales that directly benefits the primary producers.
- The perception of the importers/buyers

Financial report

Income

Donor support	240 504
Sold stand space	104 181
Sold communication packs	26 911
Hotels etc invoiced	31 954
total	403 549

Costs

Pavilion 500m2	206 661
Promotion	44 413
Exhibitor support	64 089
Contribution to National coordination	5 154
Overall coordination	53 691
Hotels etc to be invoiced	31 376
total	405 385

result

-1 836

Stand space was sold, also to the partners and organisers, for the calculated actual costs of the total space and the design. This did not include any of the support work, events, snacks and drinks or promotion. 104,000 Euro was raised in this way. In addition the “communication package” was also sold to the exhibitors, for the same price as BioFach charge for it.

Some of the preparatory work and meetings by the organisers in the participating countries were combined with other missions (and holidays) and therefore no or low costs were booked on the African Pavilion budget.

At the time of the report there were still some 37576 Euro which has not been paid by exhibiting companies. Of this 7594 Euro is expected not to be paid and a corresponding sum is included in Exhibitor support.

Country expenses

The national coordinating organisations have substantial costs locally, for their own work and for the costs for participating companies. Those costs are not included in this report.

Thanks

The organisers want to extend their sincere thanks to the partners, donors, national coordinators and exporters who all assisted in making this event a real success. A special thanks to Norad that provided more than half of the external funds.

Annexes:

1. List of Exhibitors
2. Detailed financial report
3. Staff

Annex 1: Exhibiting companies

Benin	Address: Sami Building 4th floor, 402-C Gerji, 15961 Addis Ababa Ethiopia
OBEPAB Product/s: cotton fibre, cotton yarn, cashew, pineapple (dried), ground nut. Phone: +229-21-351 497 Mobile: +229-21-361 497	Apinec Agro-Industry PLC Product/s: honey, beeswax & coffee Mobile: +251-911-407 360
Address: 02 BP, 8033 Cotonou Benin	Address: 27535 code 1000, Addis Ababa Ethiopia
Burkina Faso	Arti Herbal Product/s: Essential oils Phone: +251-111-239 473 Mobile: +251-911-645 303
BURKINATURE Sarl Phone: +226 50 43 07 52 Mobile: +226-76-600 925	Address: Mlazia 27 Sq. PO Box 30270, Addis Ababa Ethiopia
Address: 06 BP 9101 Ouagadougou 06 Burkina Faso	Beza Mar Agro Industry Product/s: Honey and Beeswax Phone: +251-11-550 5099 Mobile: +251-911-201 686
CORADE/IVATEX Product/s: Hande made textiles from certified organic cotton Mobile: +226-50-363 155	Address: PO Box 42787, Addis Ababa Ethiopia
Burkina Faso	CGF Business Group PLC Product/s: Sesame Phone: +251-114-166 268 Mobile: +251-911-212 270
Cameroon	Address: 23833 Code 1000, Addis Ababa Ethiopia
Production transformation des fruits BIO Cameroun (PTABC) Phone: +237-99-933 497 Mobile: +237-75-383 670 ngnomegne@yahoo.fr	Ethiopian Association for Organic Agriculture (EAOA) Phone: +251-114197778 Mobile: +251-911-807 523
Address: 200 DOUALA Cameroon	Address: P.O. Box 14230, Addis Ababa Ethiopia
Ethiopia	Farm Organic International PLC Phone: +251-114-661 878 Mobile: +251-911-226 484
Aco Ersha Promotion Ltd Phone: +251-4-197779, +251-11-419 7779 Mobile: +251-911-895 840	Address: Gabbon Street, Addis Ababa Ethiopia
Address: P.O. Box 14230, Addis Ababa Ethiopia	
Almaz Zeleke Trading PLC Product/s: Coffee Phone: +251-116-298 204 Mobile: +251-911414037	

Mullege PLC
Product/s: Coffee
Phone: +251-114-425 937
Mobile: +251-911-208 361

Address:
Bole Subcity CMC Complex, Addis Ababa
Ethiopia

Oromia Coffee Farmers Cooperative Union
Product/s: coffee
Phone: +251-11-467 3256
Mobile: +251-911-226744

Address:
Kirkos subcity kebele 41 house no.375,
1394 code 1110
Ethiopia

Selet Hulling PLC
Product/s: Sesame
Phone: +251-344-481 918
Mobile: +251-913-514 372
Ethiopia

Sidama coffee farmers cooperative union
Product/s: coffee
Phone: +251 114 407165
Mobile: +251 911 247326

Address:
122062, Addis Ababa
Ethiopia

Yirgacheffe Coffee Farmers Cooperative
Union
Product/s: Coffee
Phone: +251-114-431 774
Mobile: +251-011-210 469

Address:
Debrezeit Road, Near St. Joseph Church,
P.O. Box 122641
Addis Ababa
Ethiopia

Germany

CERES
Product/s: Certification services
Phone: +49-9158-928 29-0
Mobile: +49-173-323 9136

Address:
Voderhaslach 1, 91230 Happurg
Germany

Naturland
Product/s: Certification services

Phone: +49-8989-808 288

Address:
Kleinhaderner Weg 1, 82166 Gräfelfing
Germany

PAN Germany & PAN UK
Product/s: cotton and other farm system
crops, probably cashew, peanuts, sesame
Phone: +49-40-39991910-0

Address:
Nernstweg 32
22765 Hamburg
Germany

Ghana

Agro Eco West Africa
Product/s: Consulting services

Ghana

Alpha Samuelson Ent.
Product/s: Honey
Mobile: +233-208 822 892

Address:
PO Box KI 30308, KIA, Accra
Ghana

Athena Foods LTD
Phone: +233-22-303 539
Mobile: +233-20-813 9417

Address:
PO Box co 2344, Sanoy Road, Heavy
Industrial Area, Tema
Ghana

Ghana Organic Agriculture Network (GOAN)
Mobile: +233 244 580 720

Ghana

Greenfields Co. Ltd
Product/s: Fruit
Phone: +233-20-837 2024
Mobile: +233-20-837 2024

Address:
P.O. Box Mc 987, Takoradi
Ghana

Lartey Associates Ghana Ltd
Product/s: papaya
Phone: +233-21-765 979
Mobile: +233-208-136 813

Address:
P.O. Box GP 3077, Accra
Ghana

Quarcoo Initiatives Ltd
Product/s: vegetables, herbs & spices
Phone: +233-243-248 655
Mobile: +233-287-010 438

Address:
P.O. Box TF 313, Tradefair, Accra
Ghana

Wad African foods limited
Product/s: Fruit
Phone: +233-21-850 212
Mobile: +41-78-803 04 84

Address:
P.O. Box WJ 371, Weija Accra
Ghana

Guinea

Grant Global LLC
Product/s: juices
Phone: +224-64-854 406

Address:
Route de Stade 28 Septembre, DI-536, DI-
536, Conakry-Guinea
Guinea

Kenya

Kenya Nut Company
Product/s: macadamia nuts, oil and coffee.
Phone: +254-20-222 43 92/6
Mobile: +254-721-371 050

Address:
Loita Street, Volvo House
Kenya

Kenya Organic Agriculture Network (KOAN)
Phone: +254-722-685 638
Mobile: +254-720703501

Kenya

Mbumi Coffee Estates and Mills Ltd.
Product/s: coffee
Phone: +254-722-707 909

Address:
P.O Box 10872, Nairobi Kiambu Highway,
00400 Nairobi
Kenya

Mwingi District Beekeepers Joint Self Help
Group
Product/s: Honey & beeswax
Phone: +254-863-2064
Mobile: +254-072-568 6595

Address:
P.O. Box 507, 9400 Mwingi
Kenya

Madagascar

Chamber of Commerce and Industry of
Antananarivo
Phone: +261-20-22 20211
Mobile: +261-33-11 360 49

Madagascar

MADABIO
Product/s: Fruits, vegetables, handicrafts
Phone: +261-204-495 216
Mobile: +261-33-201 2734

Address:
H85 bis ALASORA, Antananarivo 102
Madagascar

Phael Flor Export
Product/s: spices, oils
Phone: +261-202-225 914
Mobile: +261-331-183 013

Address:
Route Circulaire – P.O. Box 3366, 101
Antananarivo
Madagascar

Ravinala Sarl
Product/s: Spices, essential oils
Phone: +261-202-412 267
Mobile: +261-320-434 935

Address:
Bevalala, Prés de la Ferme Ecole – B.P.
1660, 101 - Antananarivo
Madagascar

Société des Produits à Parfums de
Madagascar (S.P.P.M)
Product/s: Essential oils (Ylang Ylang, Black
Pepper, Pink Pepper, Lemon Grass,
Eucalyptus, etc) and Spices: (Black Pepper,
Pink Pepper)
Phone: +261 20 86 612 05
Mobile: +261 32 11 040 42

Address:
P.O. Box 56, 207 – NOSY BE

Madagascar

Namibia

EcoSo Dynamics
Product/s: Devils Claw
Phone: +264-61-301 474
Mobile: +264-81-244 0501

Address:
P.O.Box 363, Okahandja
Namibia

Ohangwena Forest Trust
Product/s: jams & oils
Phone: +264 64 463922

Address:
Box 2443, Oshakati
Namibia

Nigeria

Agriculture Graduates Association of
Nigeria (AGAN)

Address:
House 319B,33 road,Phase 111, Kubwa,
Abuja
Nigeria

Farmers Development Union (FADU)
Phone: +234-80-60329712
Mobile: +234-80-J3760329712

Address:
FADU House, No.1, Oba Assas Street,
Opposite Toun Hospital, New Ife Road, PMB
56 Agodi, Ibadan Oyo State
Nigeria

Fesdel Agro Development Company
Product/s: spices , nuts, honey, roots,
cassava, tubbers
Phone: +234-018-789 657
Mobile: +234-803-402 2575, +234-703-419
9939

Address:
6, Soji Adepegba Close, Off Allen Avenue,
Ikeja, Lagos
Nigeria

NARICT
Phone: +234-069-370850,370763
Mobile: +234-806-279 4498

Address:
P.M.B 1052, Zaria

Nigeria

Nigeria Organic Agriculture Network (NOAN)
in Center for Organic Agriculture (OOCORD)
Product/s: Neem based organic fertilizers,
Organic lemon tea, Tumeric, Yams, Cotton,
Cocoa, Chillies, Vegetables assorted ethinc
foods from Nigeria
Phone: +234-80-234 22759
Mobile: +44-7917-482 861

Address:
NCRI Compound, Moor Plantation Apata
Nigeria

University of Ibadan / Nigeria Go Organic
Project
Phone: +2348035709365
Mobile: +2348035709365

Address:
Agronomy, Faculty of Agriculture and
Forestry, University of Ibadan
Nigeria

Rwanda

FLORIS
Product/s: Fresh fruits
Phone: +250 571 829
Mobile: +250-085-348 46

Address:
B.P. 2168, Kigali
Rwanda

Gahaya Links
Mobile: +250-083-072 50

Rwanda

Gako Organic Farm Training Center
Phone: +250-08-306 68

Address:
Kabuga Road, Kigali
Rwanda

Ikirezi Natural Products
Product/s: Essential oils
Phone: +250-580071
Mobile: +250-083-055 93

Address:
BP 7446, Kigali
Rwanda

Ministry of Agriculture and Animal
Resources - RHODA

Product/s: Fruits, coffee & chilli pepper
Phone: +250-585249
Mobile: +250-083-075 27

Rwanda

Address:
P.O. Box 621, Kigali
Rwanda

Senegal

ASPAB
Product/s: mango, jujube
Mobile: +221 77 786 97 05

Misozi Coffee Company
Product/s: coffee
Phone: +250-503 660
Mobile: +250-085-640 88

Address:
BP. 412, Thies
Senegal

Address:
c/o BP Ocir Café, Kigali
Rwanda

Enda Pronat (on behalf of
Federation Yakaar Niani Wulli)
Product/s: cotton fibre, cotton yarn, hibiscus,
sesame, fonio
Phone: +221 889 34 39

OCIR CAFÉ/PDCRE
Product/s: Coffee
Mobile: +250-085-854 74

Address:
54, Rue Carnot, Dakar
Senegal

Address:
c/o BP 104, Ocir, Kigali
Rwanda

FLORA SENEGAL
Product/s: hibiscus, cotton, ground nut

ROAM
Mobile: +250-085-580 27

Address:
13 Av C A Bamba x Bourg, Castor Dakar
Senegal

Address:
P.O.Box 8668
Rwanda

Senegalese Association for the Promotion of
Organic Agriculture
Phone: +221 33 951 9337/ +221 33 951
9338/ +221 33 952 1655/ +221 33 952 1656
Mobile: +221 77 442 4029

Rwanda Bureay of Standards
Phone: +250-08-455 739
Rwanda

Senegal

Rwanda Flower Producers And Exporters
Federation
Product/s: Ornamentals
Mobile: +250-084-075 23

Sierra Leone

Address:
2649, Kigali
Rwanda

Millennium Cocoa Growers Cooperative
Product/s: cocoa & coffee
Phone: +232 76 625 205
Mobile: +232 76 601 456

Shekina Enterprise
Product/s: Dried cassava leaves, Cassava
flour, Dried leeks, Dried cereri
Phone: +250-08-592 198

Address:
11 Yardu Road, Koidu, Kono District
Sierra Leone

South Africa

Address:
P.O. Box 5430, Kigali
Rwanda

Heiveld Co-operative Ltd
Phone: 027-272-181 318

Spread / Usaid
Phone: +250-08-303 676

Address:
PO Box 154, 8180 Nieuwoudtville
South Africa

Address:
Butare

Mokuti Herbs International CC
Product/s: Devil's Claw / Harpagophytum

procumbens
Phone: +27-28-313 2126
Mobile: +27-83-288 0978

Address:
P.O. Box 1367, 7200 Hermanus
South Africa

Sundays River Citrus Company (Pty) Ltd
Phone: +27-42-233 0320

Address:
Private Bag X24, 6105 Addo
South Africa

Switzerland

Institute for Marketecology (IMO)
Product/s: Certification services

Switzerland

Tanzania

Biosustain Tanzania Limited
Product/s: cotton & sesame seeds
Phone: +255-22-2112868
Mobile: +255-784-883786, +255-773-883786

Address:
P.O. Box 15101 Nkurumah street, Dar es
Salaam
Tanzania

GFP LTD
Product/s: Black/White
Pepper, Cardamom, Cinnamon, Lemon
Grass, Clove, Ginger
Phone: +255 73 2972055
Mobile: +255 784 887599

Address:
10018, Arusha
Tanzania

Hai (T) Limited
Product/s: Organic cocoa beans
Phone: +255-751-000 200
Mobile: +255-777-743 743

Address:
Nkuyu Street, Box 696, Kyela, Mbeya
Tanzania

IMITRA DEVELOPMENT TRUST
Product/s: Dried Organic Fruits, Organic
Coffee
Mobile: +255 754 308420; 715 308420

Address:
Tabata Road, Plot 677 Block 'A
P.O.Box 33187, Dar es Salaam
Tanzania

Kagera Cooperative Union Ltd
Product/s: Coffee
Phone: +255-27-27 50728
Mobile: +255-754-264 909

Address:
P.O. Box 8447, Moshi
Tanzania

Mufindi Tea & Coffee Ltd
Product/s: Teas and Herbs
Phone: +255-22-212 3550, +255-22-212
3576
Mobile: +255-754-427 833

Address:
P.O. Box 70192, 1st Floor, Ali Hassan
Mwinyi Road, Haidery Plaza, Dar es Salaam
Tanzania

Organic Farming Association (OFA)
Product/s: Sea weed, Cloves, mangoes, c
cinnamon and Black pepper
Phone: +255 0754 34 06 58
Mobile: +255-0754-340 658

Address:
2386, 244 Zanzibar
Tanzania

TanCert
Product/s: Certification services
Phone: +2552212441
Mobile: +255784490275

Address:
70089, Dar es Salaam
Tanzania

Tanzania Organic Agriculture Movement
(TOAM)
Mobile: +255-754-443 536

Tanzania

Uganda

Agro Eco East Africa
Product/s: Consultancy services
Mobile: +256-772-485 206

Uganda

Amfri farms

Product/s: Fruits, vegetables, spices
Phone: +256-414-286 691
Mobile: +256-782-673 537

Address:
29078 Kampala
Uganda

BIOFRESH LIMITED
Product/s: Fruits & vegetables
Phone: + 256 752 587635
Mobile: + 256 752 587635

Address:
P.O.Box 28126, Kampala
Uganda

BIOUGANDA LTD
Product/s: Fresh & dried fruits
Phone: +256-414-574 297
Mobile: +256-772-407 218

Address:
P.O Box 25744, Kampala
Uganda

Flona Commodities Ltd
Product/s: Pineapple, Apple banana,
Papaya, Mango and Jack fruit
Mobile: +256-772-409 557

Address:
15 Cornwall Crescent, P.O. Box 24996,
Kampala
Uganda

Gourmet Gardens
Product/s: Vanilla, Cocoa, Dried chili
Phone: +256-772-414 046
Mobile: +256-772-481 158

Address:
P.O. Box 70066, Kampala
Uganda

Gumutindo Coffee Co-operative Ent Ltd
Product/s: Coffee
Phone: +256-454-434 415
Mobile: +256-77-237 6789

Address:
Plot 8-12 Mwanyi Road P.O.Box 283, Mbale
Uganda

KFP Ltd
Product/s: Shea butter
Mobile: +256-782-627 690

Address:

P.O. Box 71272, Kampala
Uganda

Ministry of Agriculture Animal Industry and
Fisheries
Phone: +256-414-320 722
Mobile: +256-772-509 192

Address:
P.O. Box 102, 256 Entebbe
Uganda

Nile Teas (Uganda) Ltd
Product/s: Hibiscus
Phone: +256-782-390 345
Mobile: +256-782-949 922

Address:
P.O.Box. 1164, Jinja
Uganda

Nogamu
Product/s: National Organic Movement
Phone: +256-414-269415 / +256-312-264
039
Mobile: +256-752-528 364

Address:
P.O.Box 70071, Kampala
Uganda

Rural Community In Development (RUCID)
Phone: +256-392-769 469
Mobile: +256-772-469 003 / +256-392-966
953

Address:
P.O.Box 123, Mityana
Uganda

Sulma Foods Limited
Product/s: Fruits & vegetables
Phone: +256414375366
Mobile: +256772502350

Address:
P.O. Box 6046, Kampala
Uganda

TAMTECO
Product/s: Tea & essential oils
Phone: +256-414-425 9885

Address:
P.O Box 6641, Kampala
Uganda

TATGEM U LTD
Product/s: fruit

Phone: +256-392-947 802
Mobile: +256-772-876 948

Address:
Bukoto Street, 24185 Kampala
Uganda

Uganda Crop Industries Ltd
Product/s: Vanilla & cardamom
Phone: +256414233362
Mobile: +256772733364

Address:
7666 Kampala
Uganda

Uganda Martyrs University
Mobile: +256-772-648 863

Address:
P..Box 10800, Kampala
Uganda

Uganda Organic Certification Ltd
Product/s: Certification services
Phone: +256-414-269 416
Mobile: +256-772-979 162

Address:
P.O. Box 33743, Kampala
Uganda

United Kingdom

Jali Organic / Kibuuka Ltd
Product/s: Fruits, herbs & Spices
Phone: +44-114-258 7648
Mobile: +44-797-764 8193

Address:
45 Sharrow Street, Sheffield
United Kungdom

Simply Hibi
Product/s: Hibiscus Juice

Address:
Bank House, Kirkbride, Wigton, Cumbria,
CA7 5HR
United Kingdom

Zambia

ACOMAP
Product/s: Peanuts
Phone: +260 216 223 637
Mobile: +260 097-7-871 232

Address:

P.O. Box 510032, 06 Chipata
Zambia

Chinkuli Farmers Cooperation
Product/s: Peanuts
Phone: +260 211 263070
Mobile: +260 979 519 115

Address:
P. O. Box AP 35, 10101 Lusaka
Zambia

CHOPPA
Product/s: Cotton
Phone: +260 211 840303
Mobile: +260 977197069

Address:
P.O. Box 30652, 10101-Lusaka
Zambia

Keembe
Phone: +260 211 263070
Mobile: +260 979 833 417

Address:
P. O. Box 40, Kabwe
Zambia

MGI
Product/s: Information
Mobile: +260 977 300986

Address:
P. O. Box 940004, Kaoma
Zambia

Mpongwe Bulima Organic Cooperative
Society
Phone: +260-211-482 007
Mobile: +260 977 898 514

Address:
Machiya Street, P.O. Box 160, Mpongwe
Zambia

Northwestern Beekeepers Association
Product/s: Honey and Beeswax
Mobile: +260977927553

Address:
P.O. Box 140057, Kabompo
Zambia

Organic Producers & Processors
Association of Zambia - (OPPAZ)
Phone: +260 211 263070
Mobile: +260-966-753 485, +260-955 753
485

Address:
14 Leopard's Hill Road, P.O Box 35317,
Lusaka, 10101
Zambia

TWC
Product/s: Information
Mobile: +260 977128693

Address:
P.O. Box 35317, Plot 14 Leopards Hill Road,
Lusaka
Zambia

Zimbabwe

Zimbabwe Organic Producers & Promoters
Association (ZOPPA)

Product/s: Dried vegetables, nuts, dried
herbs, booklets and pamphlets on organic
agriculture in Zimbabwe

Phone: +263-4-725623

Mobile: +263-912-491487

Address:
P O Box CY1198 Causeway, Harare
Zimbabwe

Annex 2 Detailed financial report

Cost	Budget	Actual	Difference
	2009-03-05		
Pavillion 500m2		Expenses	
Floor space	94 212 €	94 033 €	179 €
Design/building	69 500 €	54 127 €	15 373 €
decorations&flags	1 000 €	1 820 €	-820 €
Snacks	500 €	20 €	480 €
Organisation	18 600 €	26 513 €	-7 913 €
Pavilion manning	36 070 €	24 162 €	11 908 €
Utilities	7 000 €	5 381 €	1 619 €
Cultural event	500 €	566 €	-66 €
Reception	1 000 €	38 €	962 €
	228 382 €	206 661 €	21 721 €
Promotion			
Coordination	7 020 €	11 816 €	-4 796 €
Communication package	36 771 €	29 301 €	7 470 €
Promotional material	7 000 €	3 297 €	3 703 €
	50 791 €	44 413 €	6 378 €
Exhibitor support			
Preparation seminar costs	11 000 €	4 870 €	6 130 €
preparation&support work	24 600 €	32 065 €	-7 465 €
Visa assistance service	3 500 €	3 375 €	125 €
Meeting room briefing	595 €	595 €	0 €
Exhibitor partic.	28 691 €	23 184 €	5 507 €
	68 386 €	64 089 €	4 297 €
Contribution to National coordination	12 000 €	5 154 €	6 846 €
Overall coordination			
Coordination work	19 200 €	21 084 €	-1 884 €
Coordination costs	2 000 €	0 €	2 000 €
Meeting at Biofach	500 €	304 €	196 €
Audit costs, contingencies	5 000 €	4 772 €	228 €
Financial admin & Reporting	12 500 €	22 717 €	-10 217 €
sub-total	39 200 €	48 877 €	-9 677 €
Total	398 759 €		
Contingencies	2 000 €	4 815 €	-2 815 €
Hotels etc to be invoiced	40 000 €	31 376 €	8 624 €
Total	440 759 €	405 385 €	35 374 €

Income			
selling stand space	120 000 €	104 181 €	15 819 €
Communication packages	36 158 €	26 911 €	9 247 €
Hotels etc invoiced	40 000 €	28 527 €	11 473 €
Commercial sponsors	3 665 €	3 450 €	215 €
Donors general	230 936 €	222 433 €	8 503 €
Donors tied	10 000 €	14 621 €	-4 621 €
Other	0 €	3 427 €	-3 427 €
total	440 759 €	403 549 €	37 210 €
Profit/Loss	0 €	-1 836 €	

Donors

Hivos	20 000 €
Norad	125 000 €
SSNC	22 326 €
Cordaid	17 500 €
Triodos	20 000 €
Grolink and AgroEco	12 607 €
Avalon Foundation	5 000 €
	222 433 €

Cordaid, ITC and Mercadero also provided support directed to some exporters

Annexe 3. Staff

The following staff was involved in the project.

- General Project Leader was Kari Örjavik (Grolink)
- Gerbert Rieks (Agro Eco) was responsible for the promotion and media work assisted by Kolbjörn Örjavik (Grolink), who also designed and maintained the web site.
- Kari Örjavik (Grolink) was responsible for exporter assistance and overall stand organisation, assisted by Haike Rieks (Agro Eco) for the events program.
- Kari Örjavik, Bo v Elzaker, Kolbjörn Örjavik, Peter Lustig and Gunnar Rundgren made in-country visits to prepare exporters and national coordinators.
- Haike Rieks, Bo van Elzaker, Kari Örjavik and Gunnar Rundgren did most of the fundraising.
- Lena Möller was in charge of the registration, hotels and visa.
- Carina Lindskog (Grolink) managed most of the finances assisted by Gunnar Rundgren.
- Eva-Lena Rådberg and Willem-Albert Toose were in charge of the evaluation of the event.
- Kari Örjavik was in charge of the communication with the partners.

A number of other persons were involved in the pavilion itself: Peter Lustig and Eva-Lena Rådberg (Grolink), Mario van Loon and Hugo Lamers (Mercadero). Patricia Wangong'u (IFOAM&KOAN) and Agnes Ayo from Tanzania were engaged as pavilion host. Roxanne Kenny was in charge of the kitchen and Patrizia Kenny was in charge of flowers and decorations.