



INTERNATIONAL FEDERATION OF ORGANIC AGRICULTURE MOVEMENTS



African Pavilion at BioFach 2010

Final report
2010-07-20

UNITING THE ORGANIC WORLD

AgroEco Louis Bolk & Grolink

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Executive Summary

In the African pavilion, 17-20 February 2010, exhibitors from the same country or sub-region were grouped together with a common design of the pavilion, a common branding, a common catalogue, a joint approach to the press, etc. The pavilion had a surface of 440m² of which 294 m² square meters were allocated to exhibitors' stands and the remaining 146m² were used for the village square, meeting areas, a common information point, wardrobe, office, kitchen and some paths. There were a total of 74 exhibitors in the African Pavilion where 54 were exporters and 20 were other organisations (organic farmers unions, NGOs, certification bodies). 18 Sub-Saharan countries were represented by exhibitors. Sixteen partners were involved in the African Pavilion, many of them National Organic Movements that coordinated the country participation. 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. Half of the estimated 4,000 visitors were potential buyers.

The exporters in the pavilion generated a lot of business. The estimated direct sales amount to around \$20 million. There was one direct order worth ca. €650,000 while another got direct orders for about \$300,000 with a supply contract for over two years. Examples of products sold are fruit, nuts, coffee and spices. One exporter got 80 new contacts while most of the others got some 10 new contacts. That is considered a good result. When comparing the orders received by the exporters after the exhibition with the investment from the African Pavilion it shows that the African Pavilion budget is less than 3 per cent of the total order value reported. While the direct beneficiaries are the exporting companies, the event is supporting the livelihood of some 150,000 smallholders, i.e. some 1 million people.

The African Pavilion has become a known trading point at the BioFach, which can be seen from the high-class buyers and visitors. 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 contributed to the projected outcomes:

- 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
- a catalyst for direct cooperation between exporters

The total expenditure for the event was 421,868 Euro. Funds were received from Norad, Hivos, SSNC, Cordaid, Triodos Foundation. GroLink and AgroEco – Louis Bolk Institute contributed 10,180 Euro from their own funds as well. Less funds than projected 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.

IFOAM, GroLink and AgroEco – Louis Bolk Institute extend their thanks to partners and donors.

Background – what we wanted to do

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 2009-2011. This is the report for the second of those years.

Project Logic

(from the Project Document)

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
- 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-makers from the target countries.

Making it happen

Organisation

The project is carried out under the auspice of the International Federation of Organic Agriculture Movements, IFOAM.

Secretariat/Organisers

Grolink and Agro Eco - LBI were the main organisers and central organisation of the event. As such it was lead by the directors Kari Örjavik and Bo v Elzakker, with Kari Örjavik as the overall Project Leader.

Country coordinators

Each country (or region) had their own country coordinator from national organic movements or other relevant organisations:

Organic Exchange	Burkina Faso & Benin
BioTropical Cameroon	Cameroon
Ethiopian Association for Organic Agriculture	Ethiopia
Ghana Organic Agriculture Network	Ghana
Kenya Organic Agriculture Network	Kenya
Chamber of Commerce and Industry of Antananarivo	Madagascar
Nigerian Organic Agriculture Network	Nigeria
Ministry of Agriculture and Animal Resources - Rwanda	Rwanda
Senegalese Association for the Promotion of Organic Agriculture	Senegal
Agro Eco East Africa	Sudan & Congo
Tanzania Organic Agriculture Movement	Tanzania
National Organic Movement Uganda	Uganda
Organic Producers and Processors Association of Zambia	Zambia
ZOPPA Trust	Zimbabwe
Agro Eco West African	Other West African countries

Other partners

Over and above the country coordinators, there were other partners involved in this event:

African Union

Hivos (Symposium)

International Trade Centre

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.

Fundraising

Contributions from the partners

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



Donors

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

- Norad
- Hivos
- SSNC
- Cordaid
- Triodos Foundation

Grolink and AgroEco – Louis Bolk Institute contributed 10,180 Euro from their own funds as well.

In-country support to exhibitors and country coordinators

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 3 exhibitors.
- The Embassy of Sweden supported the Ugandan participation.
- The Embassy of Sweden supported the Tanzanian participation.
- Ministry of Agriculture of Rwanda supported the Rwandan participation.

Few exporters were willing or able to pay the entire cost of participation themselves, but they are able to contribute to some of the costs, e.g. the travel costs.

Contributions from sponsors and exhibitors

- Mercadero supported the pavilion by providing the exhibitors with expert marketing support, the business facilitators.
- SN Brussels shipped 1.1 ton of produce from Uganda free of charge.
- BCS sponsored the African Pavilion in exchange for a poster place in the meeting area.

For the pavilion itself; Stellar Winery, Coop Sweden, Kipepeo, ELOC Farms, and Biofresh and 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 2009 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 2009 were updated: Guideline for exhibitors, Application form, Country Budget guidelines, Country coordinators guideline etc.

The first announcement with Registration of Interest form was sent out in April 2009. The binding application was also made available online for those who wanted to apply early.

A Guideline for the country coordinators was sent out May. The country coordinators were continuously updated with the exhibitor lists kept by the pavilion secretariat.

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.

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 symposium programme.

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 in the countries. Usually the meetings were divided in an introduction meeting followed by a planning and implementation meeting. The organisers participated in information meetings with exporters in Ethiopia, Rwanda, Uganda and Zambia. 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. The organisers has special meetings country coordinators in Ethiopia, Ghana, Kenya, Nigeria, Rwanda, Tanzania, Uganda and Zambia. 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.

In most of the countries there is limited resources for the work to prepare BioFach and few of the national movements have opportunities to get their work costs covered. To compensate for this and also to create an incentive for the country coordinators they receive a commission of 50 Euro per square meter for country coordinators who organised a regional stand bigger than 9 square meters. This was the first year this was tried and it worked out quite well.

In several countries contacts were taken with the governmental trade promotion agencies. 6 country coordinators had direct contact with the governmental trade promotion agencies while in only one case this lead to any practical initiate cooperation. 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 happened also earlier years and 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. Only in Rwanda there was considerable engagement from the government.

Promotional work

Newsflash

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

Several promotional materials were produced and used:

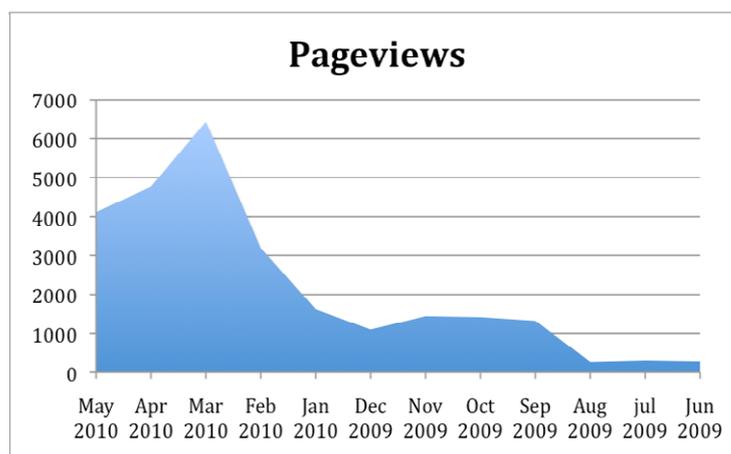
- Banners (printed material) with the logos of the Africa Pavilion were placed at the kitchen high walls and on the organisers' office tower.
- Roll-ups banners were produced (see picture).
- Posters for donors/partners; for products and for sponsors.
- Flags, with printed Africa organic logo, were attached 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.organicafricapavilion.com).

It contained general information about the event, latest updates, sponsorship opportunities, the needed registration forms, guiding documents and updated stand designs. A directory of all exhibitors and partners who were part of the Africa Pavilion was published in late 2009. The event photos from the pavilion were published after the exhibition. The site had 1,624 page views in January, increasing to 3,189 in February and more than 6000 page views in March. 7,279 files were downloaded in January increasing to 12,497 in February and 17,061 in March. Before the event, the catalogue from 2008 was the most downloaded file while the Pavilion Catalogue from 2010 became the most downloaded file in April.



Logistics

The stand

Already in July 2009 the organisers booked 440 square meters of floor space and in September 2009 the stand-builder was contracted. A number of stand designs were circulated to the partners for comments and available online at all times. Forms for requests of furniture were not sent to the exporters this year. Instead, the exhibitors were informed that the stands would contain a desk and a chair and shelves for the wall among other material. 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 strict cancellation policies apply. The prices are also very high. The organisers assisted all exhibitors and many other participants with hotel rooms if requested. 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 216 nights in 2 different hotels.

Visas

Visas are always a real challenge, especially for those applying late but this year resulted in less trouble. There was a better support with, in most countries, a block application with support letters from the country coordinator and international organisation. Some participants did however initiate the visa application procedure 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 190 work days for the event. The support staff during the fair worked another 56 days. The country coordinators also spent a lot of time, some stated 20 days, other 30 and a few up to 90 days. All in all we are speaking about approximately 800 work days.

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 440m² was built by one contractor which gave a uniform look throughout the Pavilion. The 74 exhibitors from eighteen 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. 294 square meters were allocated to exhibitors' stands and the remaining 146 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 50m² "village square". An African *kora* player performed throughout the days, which gave the square a very relaxing feeling. 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 as well as two hosts. 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.

Promotional Events in the Pavilion

Promotional events were designed to attract more visitors to the pavilion:

- UNEP SEED award ceremony with speakers like the Minister of Agriculture from The Netherlands and the winner, Dominikus Collenberg from Zimbabwe.
- Various fruit and honey tastings.
- Women to Women Business which was a well attended networking event between business women from Africa.
- Tasting of organic and Fair Trade wines from South Africa
- A book launch – The Organic Business Guide
- Nomination of the most successful exhibitor and business man/woman of the year from 2009 – the award went to Corinne Engels, manager of Gourmet Garden, selling organic vanilla from Uganda.



from left: Corinne Engels – Gourmet Gardens, Hon. Henry Bagiire, Minister of Agriculture, Uganda , Mansoor Nadir – UCIL

Corinne Engels of Gourmet Gardens explained more about the results they obtain from participating in Africa Pavilion: "We have benefited considerably from being part of the Africa Pavilion in the last three years. When you don't visit the BioFach or other trade fairs, you do not really know what the buyer wants. But here we meet the buyer face to face and when we have a conversation we can understand what he needs. We now sell a product of which we did not know anyone was interested in it until we met the buyer here at BioFach. Before, we

threw it away because we didn't know anyone was interested to buy it. But now we know there is a market for it and we sell it to a buyer we met at BioFach. Our farmers profit from this very much, because it gives them an additional income in the lean season.”

Reception

An open reception was held, as earlier years, the Thursday 18 February and it was very well attended. Two of the events above was held during the reception.

The exhibitors

The Tuesday before BioFach, a meeting was organised for all exporters and participants. All participants were introduced to each other. Lectures were given about the importance of contacts, how to get into communication and how to keep the contact and how to get the best out of a fair. A demonstrative example was performed showing the errors and mistakes that the exhibitors should avoid. 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 Kenya; 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. Exporters brought a lot of samples.

There were 71 African exhibitors from 16 countries

Country	No Exhibitors
Benin	2
Congo D.R.	1
Ethiopia	8
Ghana	3
Ivory Coast	1
Kenya	3
Mali	1
Mozambique	1
Nigeria	3
Rwanda	13
Senegal	1
Sierra Leone	1
South Africa	1
Tanzania	9
Uganda	21
Zambia	2

Symposium

Africa is an emerging supplier of international organic markets, at the same time it has a potential to supply local and regional markets. Access to these markets is already benefiting hundreds of thousands of smallholder farmers, thereby contributing to (agriculture) development in Africa. In addition, organic agriculture is an important means to increase sustainability in rural areas. The aim of the **Africa Symposium** at BioFach 2010 was to delve deeper into these issues.

The Africa Symposium explored the current state of organic agriculture and trade in Africa, its potential and opportunities, the main bottlenecks and how various stakeholders can contribute expansion of the sector. The symposium was divided in four blocks: the two morning sessions were mainly about the private sector. Issues discussed were the current state for the organic sector (session one) and the main bottlenecks for private actors (session two). The afternoon focused on the public sector. In the third session, various public organizations presented their view on what the sector needs and how their organization contributes to the development of organic agriculture and trade in Africa. The speakers in the fourth session summarized the main bottlenecks and proposed concerted actions to be taken to assist the sector to expand. The full agenda is attached in annex 4.

After each session of presentations the panel and audience discussed the issues that were brought up. Background information such as an overview of the organic sector in Sub-Saharan Africa was provided in the conference pack. Moses Muwanga (Nogamu and IFOAM) and Bo van Elzakker (Agro Eco - LBI) facilitated the symposium. Among the speakers were: Dr. Yemi Akinbamijo on behalf of H.E. Rhoda Peace Tumusiime, Rural Economy & Agriculture Commissioner, African Union, Alexander Kasterine, ITC, Hon. Henry Bagiire, Minister of Agriculture, Uganda, Sophia Twarog, Unctad, Moses Muwanga, IFOAM World Board Markus Arbenz IFOAM Executive Director and Elisabeth Sollner, Norad

Some 130 persons participated in parts or the whole event

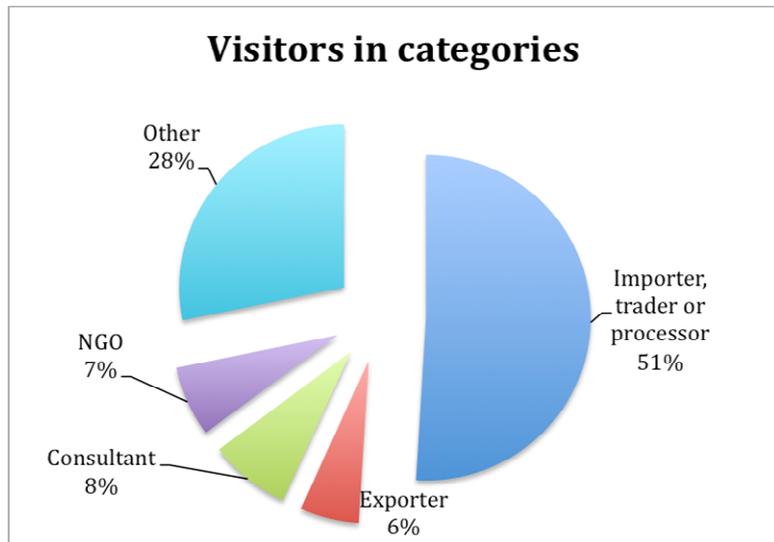
Evaluation

Evaluation

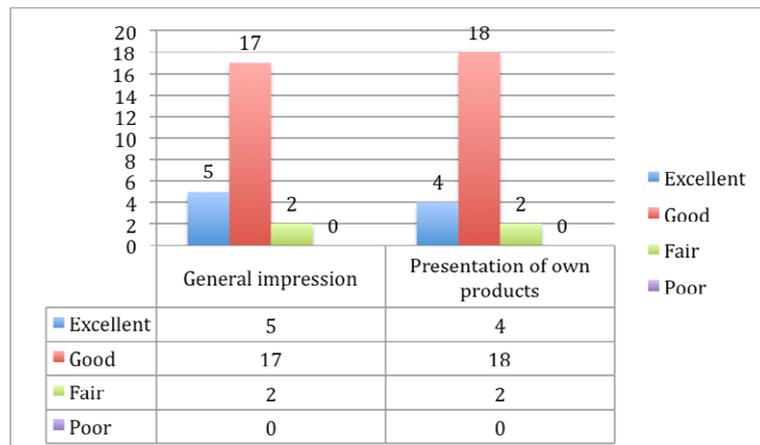
Evaluation questionnaires were handed out on a daily basis to the exhibitors and collected at the end of the day. A separate evaluation that was intended for the country coordinators was sent out after the event. A survey for the exporters was sent out to follow up on direct business after the exhibition.

Result of evaluations

Around 68 % of the exhibitors filled in the forms and they had spoken with 2 792 persons with the following background or profession (chart). Considering the answering frequency it is probable that the real number of visitors was over 4 100 persons.



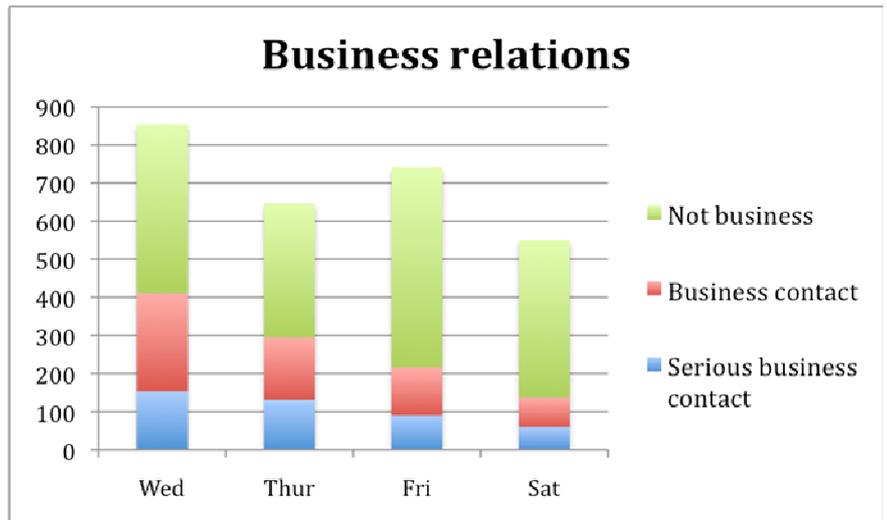
The **General impression** of BioFach was assessed as "Excellent/Very good" or "Good" by 92 % of the exporters. On the question about how the **exporters** valued their own **presence** the majority 75% found it "Good" and 17 % rated it as "Excellent/Very good".



For **Business relations** and **Network relations** a majority indicated that they made "Many new" or "Few new" relations. None indicated that they didn't make any new business relations.

90 % of the exporters have set their main goal to meeting new buyers during the BioFach. The whole 95 % stated that they have got new buyers, while 86 % met with existing buyers during the show.

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 1,059 business contacts, of which 434 were considered as serious business contacts. The criteria for "Business contacts" are visitors in the right target group and not just any interested visitor. The criterion for "Serious business contacts" is when the discussion led to an agreement of further contacts related to export of products. In some cases there were also confirmed orders.



86 % of the exporters stated that they want to exhibit in the African Pavilion at BioFach 2011. Those who will not participate gave reasons like: "We will exhibit with a new found buyer/partner" and "We want to ensure to meet the new buyer demands before exhibiting again".

Results

The African Pavilion was successful. There were a total of 74 exhibitors in the African Pavilion where 54 were exporters and 20 were other organisations (organic farmers unions, NGOs, certification bodies). 18 Sub-Saharan countries were represented by exhibitors.

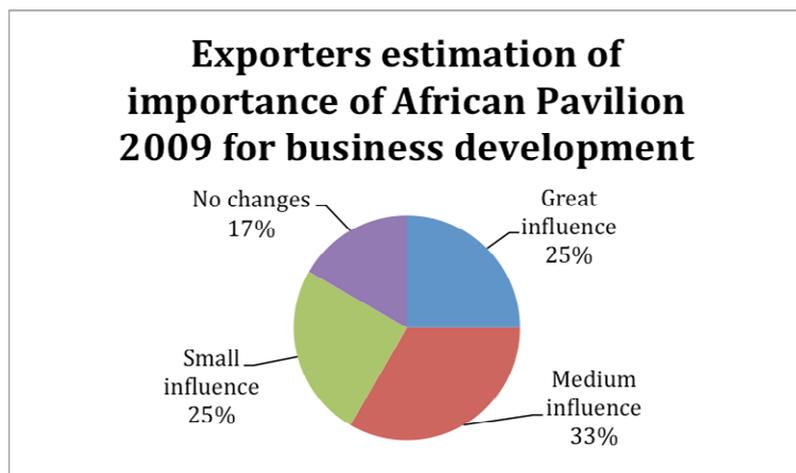
Nearly all exporters sell the produce of smallholder farmers. An exporter may represent 100 smallholders in the case of fresh and dried fruit, to several thousands in the case of sesame and cocoa. The estimated total number of smallholders benefiting from the intervention is more than 150,000. Of the exhibitors 18 were represented by women and 57 by men. The project staffs 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 to some extent 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.

Impact

Impact of BioFach 2009

As some of the exporters took part in the African Pavilion 2009, we had the opportunity to ask them about the impact of last years participation. 13 exporters participated for the second time, of those 6 reported increased volumes ranging from 10-100%. The remaining reported no change from previous year. Reasons stated for this was that their project partner had not made proper follow up, that they had already sold everything to existing buyers or that the required conditions for export were not in place. One company said their business had decreased due to spraying in their area by government (this refer to DDT spraying in Uganda).



Impact 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 direct sales value reported by the respondents was \$13 million. Considering that the respondents represented around half of the exhibitors it seems to be a reasonable assumption that the total direct sales from BioFach would be in the range of \$20 million. There was one direct order worth €650,000, while another exporter got direct orders for about \$300,000 with a supply contract for over two years. Examples of products sold are fruit, nuts, coffee and spices. One exporter got 80 new contacts while most of the others about 10 new contacts. That is considered a good result.

When comparing the orders received by the exporters after the exhibition with the investment from the African Pavilion it shows that the African Pavilion budget is less than 2 per cent of the total order value reported. The figure is probably even lower considering that only half of the exporters reported on their sales.

Results compared to the stated objectives

The overall Objective to achieve a positive image for African organic products and link more African organic producers to international markets has certainly 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, but not properly measured.
2. Direct business is generated	Business contacts for participating companies Direct orders as a result of Biofach	Accomplished: See survey
3. Generation of investments in the organic sector in Africa	Direct and indirect investments in the sector	See note below.
4. Exporters are capable of handling marketing	Satisfaction of the exporters and their clients	Business facilitators operated and supported the exporters during the exhibition. Not sufficient funding available to support them before and after the event. 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 available to support them before and after the event. Government export promotion organisations seem to lack interest.
6. Cooperation among exporters increased.	Direct cooperation initiatives	Accomplished in Uganda, Tanzania, Kenya, Ethiopia and Rwanda. Started in Zimbabwe, Ghana.

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 is difficult to measure. For the coming African Pavilions, the organisers will better monitor: The perception of the importers/buyers and the satisfaction of the clients of the exporters.

Financial report

Income

Donor support	257 254
Sold stand space	119 825
Sold communication packs	25 871
Hotels etc invoiced	18 918
total	421 868

Costs

Pavilion 440m2	205 067
One day Congress / Policy makers	26 015
Promotion	49 264
Exhibitor support	42 134
Contribution to National coordination	11 190
Overall coordination	69 743
Hotels etc to be invoiced	18 455
total	421 868

Result **0**

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 therefore low costs were booked on the African Pavilion budget.

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, support organisations, country 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
4. African Organic Symposium

Annex 1 Exhibiting companies

Benin

Karethic Benin SARL
OBEPAB

Cameroon

BioTropical

Ethiopia

Apinec agro-industry plc
Beza Mar Agro Industry
Ethiopian Association for Organic
Agriculture, EAOA
Oromia Coffee Farmers Cooperative
Sidama Coffee Farmers Cooperative union

Germany

PAN Germany

Ghana

Africa Fairtrade Network (AFN)
Agro Eco - Louis Bolk Institute West Africa

Ivory Coast

Coopaako

Kenya

Africert LTD
Kenya Organic Agriculture Network, KOAN

Mali

Mouvement Biologique Malien

Mozambique

IKURU

Netherlands

Agro Eco - Louis Bolk Institute

Nigeria

Lautech Agriculture Services (LAS) Ltd-
Napep joint programme

Rwanda

ARPEF
Concordia-Ineza Foundation
Entreprise Urwibutso
Floris
Ikirezi Natural Products
MIG/Sorwathe
PASNUA
Plaza Company Point
Raico
Rwanda Development Board (RDB)
Rwanda Organic Agriculture Movement
(ROAM)
Rwashoscco /Spread
Seneza Enterprise Ltd
Shekina Enterprise
Tuzamurane

Senegal

Enda Pronat

Sierra Leone

Millennium Cocoa Growers Cooperative

South Africa

Heiveld Co-operative Ltd.

Sweden

Grolink

Tanzania

BioSustain Tanzania Limited
GFP Ltd
HAI Ltd
IMITRA Development Trust
KCU
Kilimanjaro Native Co-operative Union
(1984) Ltd
Mayawa
Mufindi Tea and Coffee
Tancert
Tanzania Organic Agriculture Movement
(TOAM)

Uganda

Agro Eco - Louis Bolk Institute East Africa
Be Organic/Jali Organic Association
Bio Uganda
Biofresh Limited
Bushenyi Cotton Ltd
Dunavant (U) LTD
Esco Kivu Sprl
Flona Commodities
Fruits of the Nile U Ltd
Gourmet Gardens
Green Organic Watch Ltd
Gumitindo Coffee Co-operative Enterprise
Kawacom (U) Ltd
KFP Ltd
Mayana Limited
National Organic Agriculture Movement of
Uganda, NOGAMU
Outspan Enterprises Ltd
Rural Community in Development (RUCID)
Sulma Foods Ltd
Tuliraba Estate
Uganda Crop Industries Ltd
Zigoti Coffee Works Ltd

Zambia

Mpongwe Beekeeping Enterprise

Zimbabwe

KAITE
ZOPPA

Detailed information about each exhibitor
can be found on

www.organicafricapavilion.com/2010/

Annex 2 Detailed financial report

Pavillion	
Floor space	83 425 €
Design/building	49 726 €
decorations&flags	801 €
Snacks	309 €
Organisation	24 682 €
Pavilion manning	34 184 €
Utilities	5 919 €
Cultural event	5 708 €
Reception	313 €
	205 067 €
One day Congress / Policy makers	
Organisation	19 762 €
Venue	3 117 €
studies	0 €
Drinks, gifts	118 €
Speaker support	2 972 €
VIP support	47 €
	26 015 €
Promotion	
Coordination	12 874 €
Communication package	26 502 €
Promotional material	9 888 €
Press support	0 €
Adverts & Art	0 €
Press flights	0 €
	49 264 €
Exhibitor support	
Preparation seminar costs	1 019 €
preparation&support work	16 320 €
Visa assistance service	3 875 €
Meeting room briefing	393 €
Exhibitor partic.	20 527 €
	42 134 €
Contribution to National coordination	11 190 €
Overall coordination	
Coordination work	28 693 €
Coordination costs	6 044 €
Meeting at Biofach	0 €
Audit costs	5 004 €
Financial admin & Reporting	30 000 €
sub-total	69 743 €
Total	
Contingencies	0 €
Hotels etc to be invoiced	18 455 €
Total	421 868 €
Income	

selling stand space	119 825
Communication packages	25 871
Hotels etc invoiced	18 918
Commercial sponsors	1 500
Donors general	195 574
Donors tied	50 000
Other	10 180
total	421 868 €

Profit/Loss 0 €

Donors

Norad	115 226 €
SSNC	27 848 €
Cordaid	12 500 €
Triodos	20 000 €
Hivos	20 000 €
Grolink and AgroEco	10 180 €

Cordaid, ITC, Norad and Oxfam provided support directed to some exporters

Annex 3 Staff

The following staff was involved in the project.

- General Project Leader was Kari Örjavik (Grolink)
- Bo van Elzakker (Agro Eco – Louis Bolk) was responsible for the Symposium
- Kolbjörn Örjavik (Grolink) was responsible for the promotion, web site and media with assistance from Sonja Copijn (Agro Eco – Louis Bolk).
- Kari Örjavik (Grolink) was responsible for exporter assistance and overall stand organisation.
- Kari Örjavik, Bo v Elzakker, Peter Lustig and Gunnar Rundgren made in-country visits to prepare exporters and country coordinators.
- Bo van Elzakker, Kari Örjavik and Anne Oudes did most of the fundraising.
- Sonja Copijn was responsible for the events during the event with assistance from Kolbjörn Örjavik.
- Lena Möller (Grolink) was in charge of the registration, hotels and visa.
- Carina Lindskog (Grolink) managed the finances.
- Anne Oudes (Agro Eco – Louis Bolk) and Peter Lustig (Grolink) 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: Mario van Loon (Mercadero). Patricia Wangong'u and Sarah Banda were engaged as pavilion hosts. Roxanne Kenny was in charge of the kitchen and Patrizia Kenny was in charge of flowers and decorations.

Country Coordinators

Silvère Tovignan	Burkina Faso & Benin
Jean Pierre Imele	Cameroon
Muhammed Kiyar	Ethiopia
Samuel Adimado	Ghana
John Kangethe and Wanjiru Kamau	Kenya
Njaka Rajaonarison	Madagascar
Gideon Adeoye	Nigeria
Regina Kayitesi	Rwanda
Ibrahima Seck	Senegal
Alastair Taylor	Sudan & Congo
Noel Kwai	Tanzania
Charity Namuwoza	Uganda
Chitalu Munshimbwe	Zambia
Fortunate Nyakanda	Zimbabwe
Willem-Albert Toose	Other West African countries

Annex 4 The African Organic Symposium

09.30-11.00 **Africa and organic markets; state of affairs**

Opening address: Dr. Yemi Akinbamijo on behalf of H.E. Rhoda Peace Tumusiime, Rural Economy & Agriculture Commissioner, African Union

- Review of the available information: Hervé Bouagnimbeck, IFOAM Africa office
- Presentation of the Agrodok 'Entering the organic market': Marg Leijdens, Agromisa
- The synergy of local, regional and export trade in certified and non-certified organic products: Charity Namuwoza, Nogamu
- First experiences with health food shops, box schemes and supermarkets in Kenya: Su Kahumbu, Green Dreams
- Food processing in Tanzania for the local and export markets: Cleopa Ayo, Golden Food Products

11.00-12.30 **Challenges, the private sector**

Most organic initiatives are market driven. Not aid but trade. There are potentials, and there are bottlenecks to reach them. What are these for the different stakeholders, and how can these best be addressed?

- Bottlenecks identified by exporters from Africa, Anne Oudes, AE-LBI
- The perspective of a commodity trading company, Eva Mbanona, ESCO-Kivu
- Smallholder access to supermarket shelves: Eva Mattsson, Grolink/UNCTAD
- Farmers organization for the market: Edit Tuboly, Hivos
- Organic agriculture and carbon markets: Alexander Kasterine, ITC
- Presentation of the IFOAM Organic Business Guide: Bo van Elzakker, AE-LBI
- The EU Centre for Development of Enterprise: Jordi Rotllan, CDE

14.00-15.30 **Challenges, the public sector**

Organic Agriculture fits into various agendas, from combating poverty to broadening the export base, from food security to biodiversity, from organizing farmers to climate adaptation. Organic Agriculture is (part of) the solution. What is the role of governments.

- Organic agriculture policy of the GoU: Hon. Henry Bagiire, Minister of Agriculture, Uganda.
- Towards sustainable cocoa in the Nyihaniini district, Theresa Adomako, DCE
- Public-Private Partnerships, the CBTF, OSEA and GOMA projects: Sophia Twarog, Unctad
- The Trade for Development Centre: Steven De Craen, BTC

15.30-17.30 **Organic Agriculture; part of the solution**

What needs to be done to make Organic Agriculture reach its potential in Africa? Are there new markets for what it can achieve? Is the sector ready for larger scale implementation? What is the required organization, coordination, what are the capacities, what is the investment needed.

- National and African policy development for the organic sector: Moses Muwanga, IFOAM World Board
- The need for concerted action & organic sector readiness: Markus Arbenz IFOAM
- A donor's perspective: Elisabeth Sollner, Norad