



# African Pavilion at BioFach 2008



Final report  
May 2008

Agro Eco & Grolink

# Table of contents

---

Table of contents.....	2
Executive Summary.....	3
Background.....	4
Project setup.....	5
Organisation.....	6
Making it happen.....	8
Fundraising.....	8
Preparations.....	9
Preparation in the countries.....	10
Promotional work.....	11
Logistics.....	12
Symposium.....	13
The work involved.....	13
The event.....	14
The pavilion.....	14
The exhibitors.....	14
Events in the pavilion.....	16
The symposium.....	17
Press and promotion.....	18
Evaluation and Follow up.....	19
Evaluation.....	19
Conclusions by the organisers.....	21
Financial report.....	24
Country budgets.....	24
Future.....	26
Thanks.....	27

# Executive Summary

---

The African Pavilion took place at the Biofach trade fair in Nuremberg, Germany 21-24 February 2008. In the 500 square meter pavilion there were 75 organic exporters from 13 African Countries. The Pavilion featured colourful decorations; a packed event program; a reception; music and more than hundred enthusiastic persons. It became one of the most appealing stands in the whole fair, and was visited by numerous VIP delegations, including the guest of honour, French actor Gerard Depardieu, and many ministers.

In addition to the Pavilion there was a one day Symposium about organic in Africa which was well attended and appreciated by the participants.

The event was organised by Grolink and AgroEco with the following partners:

- EPOPA
- ITC
- FAO
- IFOAM
- Osec - Sippo
- UNEP-UNCTAD CBTF
- EAOA –Ethiopian Association for Organic Agriculture
- NOGAMU- National Organic Movement Uganda
- KOAN- Kenya Organic Agriculture Network
- TOAM- Tanzania Organic Agriculture Movement
- OPPAZ – Organic Producers & Processors of Zambia
- GOAN – Ghana Organic Agriculture Network
- Organic South Africa
- Organic Exchange
- Ministry of Agriculture Rwanda

The event was supported by a number of donors, notably Sida; The Oxfam/Novib Biodiversity Fund; Cordaid; Triodos Foundation and Hivos.

The African Pavilion gave Africa a good visibility and a great image, and it fulfilled its objectives:

- *more business opportunities for African exporters,*
- *an improved image of African organic products,*
- *increased foreign support including investment in the organic sector in Africa,*
- *increased awareness of the relevance of organic agriculture as a contribution to sustainable development in Africa.*

The exhibiting companies experienced a lot of interest for their products and many million Euros worth of business was generated at the fair. In addition they learnt a lot about how the market works and how to present themselves and their products.

It is recommended that the African Pavilion concept runs for another three years with increased attention to preparation of the exporters and follow up on business opportunities.

# Background

---

BioFach is by far 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. Most of them are from Europe. Table 1 shows the presence of Sub-Saharan countries at BioFach over the past 5 years, in average 24 per year.

<b>Countries</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
Burkina Faso	1	1	1		1
Ethiopia			1	1	
Ghana	1	1	2	2	3
Kenya				5	1
Senegal				1	
South Africa	3	3	3	5	6
Tanzania	1	3	8	6	6
Uganda	1	9	13	10	10
Zambia	4	3		1	1
<b>Total S.S. Africa</b>	<b>11</b>	<b>20</b>	<b>28</b>	<b>31</b>	<b>28</b>
<b>Total exhibitors</b>	<b>1945</b>	<b>1897</b>	<b>2045</b>	<b>2088</b>	<b>2565</b>

Most of the African exporters have been sponsored by export promotion programs, such as EPOPA, Sippo and CBI. This has enabled their participation, but it also meant that mostly they have been in the stand of their sponsor, leading to that sometimes companies from the same countries displayed with different sponsors. If exporters from the same country display together, they build trust in the country as a reliable source of organic products and they can emphasize their national or African identity rather than the one by whom they are supported.

Already back at the BioFach 2006 there were some discussions within a limited group of people that it could be interesting to make an African Pavilion, or rather a sub-Saharan African Pavilion. Those ideas brewed for a year and there was some research done during 2006 of the possibility to make Africa “the country of the year” at BioFach 2008. However the conclusion was that there were too high costs involved for the “country of the year” status.

At the BioFach 2007 two consultancies, Grolink and Agro Eco, invited a number of stakeholders to a meeting to discuss the possibility to organise an African Pavilion at BioFach 2008. The proposal was met with enthusiasm both by the African stakeholders and several support organisations, such as the FAO, ITC, IFOAM and Sippo. It was agreed that the consultancies could take the lead in the further development. In April 2007, Sida gave a tentative positive signal to support the event; the EPOPA programme, also financed by Sida and implemented by Grolink and Agro Eco, decided to allocate substantial funds to support exporters from Uganda and Tanzania and some general organisational support and IFOAM could guarantee some funds as well. In the period April to June, the organisers worked out a budget for the event and finalised a funding proposal that was circulated to various donors in the period July to December.

## Project setup

In the funding application the following was stated:

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

*The Outcomes will be more business opportunities for African exporters, an improved image of African organic products, increased foreign support including investment in the organic sector in Africa and increased awareness of the relevance of organic agriculture as a contribution to sustainable development in Africa.*

*The Target groups are the international organic trade on one side, and development policy makers on the other side. Beneficiaries are ten thousands of African smallholder farmers who presently often earn less than U\$1/day.*

*Targeted countries/regions are Ethiopia, Kenya, Uganda, Tanzania, South Africa, Madagascar, other SADC countries, Cameroon, Ghana and francophone West Africa. 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:*

- *Engage African export boards and other trade promotion institutions*
- *Coordinate a number of agencies to pool their resources in one pavilion*
- *Attract and assist the exporters for successful export marketing*
- *Design, contract out the construction and manage the pavilion*
- *Set up a congress with high level speakers and attract a good audience*
- *Coordinate media efforts, generate good publicity*
- *Organise an African café where various products can be tasted.*

*The Output is a successfully organised Africa-Focus for BioFach 2008, with media coverage, participation of at least 60 African companies as exhibitors and high-level political participation from selected Sub-Saharan African Countries and selected EU Countries.*

# Organisation

---

## Organisers

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

- General Project Leader was Gunnar Rundgren (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. During the fair itself and afterwards, Chido Makunike (Africa News network) also worked with the press.
- 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 Elzakker, Kolbjörn Örjavik and Gunnar Rundgren made in-country visits to prepare exporters and national coordinators.
- Haike Rieks, Bo van Elzakker and Gunnar Rundgren did most of the fund-raising.
- Kolbjörn Örjavik was in charge of the registration, hotels, visa and stand design.
- Gunnar Rundgren was in charge the symposium program and was assisted by Haike Rieks and Willem-Albert Toose (Agro Eco)
- Carina Lindskog (Grolink) managed most of the finances assisted by Gunnar Rundgren.
- Haike Rieks was in charge of the evaluation of the event.
- Gunnar Rundgren was in charge of the communication with the partners.

A number of other persons were involved in the pavilion itself: Peter Lustig and Eva Mattsson from Grolink, Patricia Wangong'u (IFOAM&KOAN), Sarah Banda (OPPAZ) and Irene Kugonza (NOGAMU). Roxanne Kenny and Lena Möller managed the kitchen and Patrizia Kenny was in charge of flowers and decorations.

## 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:

Jean Pierre Imele	Cameroon
Addisu Alemayehu Ferede	Ethiopia
Willem-Albert Toose	Francophone WA
Samuel Adimado	Ghana
Eustace Kiarri	Kenya
Rajaonarison Andrianjaka	Madagascar
Peter Muvura	Rwanda
Ernest Klokow	South Africa
Noel Kwai	Tanzania
Charity Namuwoza	Uganda
Chitalu Munshimbwe	Zambia
Silvère Tovignan	Burkina Faso & Benin

## Partners

There were many partners involved in this event:

- EPOPA
- ITC
- FAO
- IFOAM
- Osec - Sippo
- UNEP-UNCTAD CBTF
- EAOA –Ethiopian Association for Organic Agriculture
- NOGAMU- National Organic Movement Uganda
- KOAN- Kenya Organic Agriculture Network
- TOAM- Tanzania Organic Agriculture Movement
- OPPAZ – Organic Producers & Processors of Zambia
- GOAN – Ghana Organic Agriculture Network
- Organic South Africa
- Organic Exchange
- 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 fund-raising and spreading information.



# Making it happen

---

## Fundraising

### Contributions from the partners

Some of the partners contributed substantial funds to the event, such as EPOPA, ITC, FAO and IFOAM. EPOPA, ITC, FAO and Sippo also supported many exporters' participation directly. IFOAM assisted the organisation with translating documents into French and with the symposium. The UNEP-UNCTAD Capacity Building Task Force engaged itself in the symposium program and funded the ministers (who in the end failed to show up).

### Contributions from donors

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

- Sida
- The Oxfam/Novib Biodiversity Fund
- Cordaid
- Triodos Foundation
- Hivos
- CTA
- SSNC
- Avalon Foundation

The Messe Nürnberg-BioFach contributed with in-kind assistance and free rooms for the symposium.

Notably almost all funds raised originated from the home countries of the two organisers, the Netherlands and Sweden.

### 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:

- EPOPA contributed 30 000 Euros each to the Ugandan and Tanzanian national budgets.
- The Ethiopian stand was supported by SNV, GTZ and the Ethiopian Embassy in Germany.
- ITC supported the stand space, flights, hotels and DSA of 14 exhibitors, including all five from Rwanda.
- Sippo supported four exporters.
- FAO supported almost twenty people, exporters, speakers and visitors to the pavilion.
- SSNC supported participation from Zambia and Ethiopia.
- Oikos and Hivos supported participation from Zambia.
- The Embassy of Sweden supported the Tanzanian participation.
- The Chamber of Commerce and Industry France-Madagascar supported the Malagasy participation.

- The Government of Burkina Faso supported the participation of their exhibitors.

See more in the financial section about country budgets.

### Contributions from sponsors and exhibitors

Ethiopian airlines supported the Ethiopian delegation through a discount fare. SN Brussels shipped 1.1 ton of produce from Uganda free of charge.

Five companies/organisations sponsored the African Pavilion with 500 Euros each: EOSTA, BCS, Merkur, KRAV, Kipepeo and Naturland. Doens contributed 1000 Euro. The City of Nuernberg hosted a fantastic VIP dinner.

For the pavilion itself Stellar Winery, Coetzee SA, Simply Hibi, Coop Sweden, Löfbergs Lila, Premier Cashew, EOSTA, Kipepeo & BioFresh, Blue Skies, Biotropical and Charlemagne contributed with products for snacks and the reception.

The exporting companies all contributed their time for the event. Some of them had all costs funded, a few paid almost all costs by themselves, including the stand space, and many contributed to parts of the costs, e.g. the flight. In Uganda all exhibitors contributed 500 Euro each.

## Preparations

### Mass mailings

An announcement of the event was sent out to more than 1000 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

From own sources the organisers built up a 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

Different forms and guidelines were developed: 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. After the first announcement in August more exporter information was circulated mid September, followed by more detailed guidelines and a binding application early October. All exporters received a last minute information (one week before the fair) about logistical information, weather conditions, clothing, etc. A Guideline for the National Coordinators was sent out early October.

The following deadlines were communicated:

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

20 October – 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 all costs that are covered by the organizers  
15 December – the country stand design and the exhibitors demands for furniture etc. has to be finalised  
19 February - all exhibitors exporters arrive in Nuremberg.  
20 February – organising the stand, briefing by trade experts  
In the end few deadlines were respected.

After registration of stand space in the Africa Pavilion, the companies were registered on the BioFach website and in the BioFach catalogue (the so called “communication package”).

### 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 total four comprehensive updates were sent. In addition there were many mails about certain issues, e.g. asking advise on the conference 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 within the countries. Usually the meetings were divided in an introduction meeting followed by a planning and implementation meeting: Uganda (2), Ethiopia (2), Kenya (2), Rwanda (several), Tanzania (2), Cameroon (1), Ghana (2) and Burkina Faso (3), Zambia (2), Madagascar (4). The organizers participated in information meetings with exporters in:

- Ethiopia
- Ghana
- Tanzania
- Rwanda
- Uganda
- Benin
- Cameroon
- Burkina Faso

In addition the organizers met with National Coordinators in Kenya, Uganda, Tanzania, Ethiopia, Rwanda, South Africa 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.

In several countries contacts were taken with the governmental trade promotion agencies, e.g. in Tanzania, Uganda and Ghana, long before the project was initially launched. In most cases they were initially positive, but in almost all cases, in the end, they didn't contribute any funds and didn't participate themselves. In Rwanda and Burkina Faso 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 the available support.

## Promotional work

Before the BioFach an important promotion tool was the Africa Pavilion newsletter or newsflash. 5 newsflashes were distributed to all stakeholders involved and other interested persons. The newsflash contained the latest news and small articles from partners.

Several promotional materials were developed and used:

- Banners (printed material) with the logos of the donors of the pavilion were placed at the kitchen tower and at the raised floor.
- 3 sponsor posters: 1 for products, 1 for donors/partners and 1 for small money sponsors.
- A big banner with the logos of the sponsors of the symposium, was put behind the speakers put on wooden stakes.
- Flags, with printed Africa organic logo, were attached to the booths of importers, certifiers, partners etc. (not only sponsors) with the text: "we support Organic from Africa".
- Pins with the Africa Organic logo were distributed to everybody involved in the pavilion and symposium.
- Reception pamphlets with the invitation to the reception and the sponsors of the snacks.
- Press files were made available with the brochures and leaflets inside for the press room.
- The catalogue; the list of exhibitors.
- Events brochure; a brochure with cultural events and general info on AP and a guide to the stand.
- Initial brochure, also used to send to potential donors.
- Symposium programme.
- Cotton bag with the Africa Organic logo.
- Scarves with the Africa Organic logo.

## Web site

A web site was established for the event. [www.organicafrica2008.com](http://www.organicafrica2008.com). It contained general information about the event, sponsorship opportunities, the needed registration forms, guiding documents (English and French), information about the symposium. After the event, the web site also featured a directory of all exhibitors, photos and all the presentations from the symposium. In January the site had 12 000 hits, increasing to 19 000 in February and 30 000 visitors in March. In January 9 000 files were downloaded increasing to 13 000 in February and 19 500 in March. Before the event, the program of the symposium was the most downloaded file. The most downloaded files after the event were the presentation by Georgina Komsom (IDEAL Providence Farm) from the symposium and the presentations by IFOAM.

## Logistics

### The stand

Already in July the organisers booked 500 square meter of floor space, and in September 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. Furniture had to be rented or purchased just before the exhibition because the number brought were too few. A two-storey stand was raised overlooking the village square.

### 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 15<sup>th</sup> December, but in the end hotels were booked up to the last day. Late booking and budget restrictions meant that some participants were booked in less favourable locations. More problematic a number of rooms were cancelled late and the organisers could not get a refund for most of those rooms. At the same time many of those donors supporting participants (e.g. ITC) will only pay directly to the participant, which means that the organisers had to absorb costs for some of the no-shows.

### Flights

Flights were booked for some staff and speakers. In the end similar problems as for hotels occurred due to no show, but the costs for the organisers were limited to cancellation and travel agent booking fees etc.

### Visas

Visas proved to be a real challenge, especially for those applying late. Some participants never got a visa with varying motivations from the German Embassies. A few examples:

- One participant, an employee of the organisers, had to buy a ticket to Sweden instead of Germany just to get a visa issued by the Swedish Embassy instead of the German Embassy where visa had been denied.
- One person that was supposed to be a host in the pavilion was denied visa as she had no work permit and because Grolink was not based in Germany.
- Several persons were denied visa for no other reason than that they were young, poor and single.

Some participants initiated the visa application procedures too late and were not well prepared for the visa application interview.

## Symposium

The planning of the symposium started early and had to be largely completed by mid October to allow publication in the BioFach congress programme. The programme and requests for speakers were sent out to the partners several times. All speakers and moderators got a brief, indicating what was expected from their intervention and instructions for their presentations. The main challenge for the organisation of the symposium was late cancellations of speakers, in particular for the high-level panel, where two ministers and the FAO Deputy Director all cancelled shortly before the event, in fact the Minister of Trade from Uganda cancelled the night before her scheduled participation.

## The work involved

All in all the organisers put in more than 320 work days for the event. The support staff during the fair worked another 40 days. And it was still not enough.

The National Coordinators also spent a lot of time, one organisation has spent 97 days, others state to have spent from 20 to 50 days. All in all we are speaking about almost 1000 work days.



# The event

---

## The pavilion

In the African pavilion, country or sub-regional stands were grouped around a “village square”. 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 m<sup>2</sup> was built by a Swedish contractor which gave a uniform look through the Pavilion. The 73 exporters from thirteen 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 87 entities had stands within the African Pavilion.

322 square meters were allocated to exhibitors' stands and the remaining 178 were used for the village square, meeting areas, a common information point, wardrobe, office, kitchen and some paths. In addition, a second floor, which could hold 20 persons, was constructed as an extra meeting place.

## Village Square

Within the pavilion there was a 100 m<sup>2</sup> 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 (of which one fell ill and was hospitalised after the first day) and one florist to assist with decoration, four hosts from Africa were recruited, but one was denied visa. 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. The role of the staff was explained, the stand design and the common area, the symposium, the events and the reception were gone through. “House rules” and dressing 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. A professional florist took care of all flowers and plants. Two thousand roses were brought from Zambia ; from Tanzania palm leaves, coffee and tea plants; Uganda provided flowers, banana leaves and bark cloth and a pallet of fruits. Unfortunately, the organic bananas from Ghana never arrived. 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 national cloths. All the materials and products made the pavilion attractive.



African music during the reception in the African Pavilion

### Exporters attending the African Pavilion

The table below gives an idea of the participating companies. A complete catalogue of all exhibitors was produced. See annex 1.

Countries	No of companies	Products
Burkina Faso	4	Sesame, Mango (fresh, dried, puree) Hibiscus, Cashew nuts, Shea butter
Benin	1	Cotton
Cameroon	1	Pineapples

Ethiopia	7	Honey, Sesame, Coffee, Linseed, Pineapples, Papaya, , Shea butter, Medicinal plants, Spices,
Ghana	6	Mango, Passion, Frankincense, Myrrh, Essential Oils, Natural mosquito repellent, Coconut oil, Dried fruits, Dairy, Jams, Pickles,
Kenya	7	Coffee, Macadamia, , Hibiscus tea, Chamomile
Madagascar	3	Bat guano, , Black Pepper, Cloves, Artisanat, Cinnamon Flowers, Pepper, Passion fruits, Fresh fruits, Geranium oil,
Rwanda	7	Chilli, Cassava
South Africa	3	Rooi bos tea, Sesame, Cotton, Pineapples, Groundnuts, Black & White pepper, Cardamom, Ginger, Lemongrass, Cinnamon, Clove,
Tanzania	13	Cocoa, Coffee, Certification body, Spices Fresh & Dried fruits, Vanilla, Cocoa, Chilli, Shea butter, Vegetables, Spices, Hibiscus, Lemongrass oil and dried,
Uganda	12	Rosemary oil, Cardamom, Pepper, Certification body Training, Vegetables, Cereals, Legumes, Cotton, Spices,
Zambia	8	Honey, Wax, Groundnuts,
Zimbabwe	1	Dried Herbs, Essential oils, Garlic, Beans

### Support to the exhibitors during the fair

The combination of increasing market for organic products, a big and colourful pavilion and support from the organisers helped towards successful business. Thursday morning before the fair started all African Pavilion exhibitors received a list with exhibitors (importers/traders) at the Biofach that they should visit and show their products to. Most exporters went around visiting the listed buyers. The organizers got many questions about how to go on with several contacts and assisted as far as they could. Already on Friday (the second day) some exporters reported that they “could relax and have fun the rest of the fair” as their products were sold out, and other exporters reported that they would go home and increase the production to fulfil the requirements.

### Events in the pavilion

#### Cultural events

A special event program was developed. During all four days of the fair, music was provided by Lamin Kuyateh from Gambia who played traditional music on a kora. Different events such as the launching of the East African Product Range “Jambo”; fruit tasting, wine tasting, tea tasting, Ethiopian coffee ceremony, coffee roasting, lemongrass oil extraction, story telling etc. gave a special attention to the African Pavilion (see attached the events brochure, annex 2).

Several VIP’s visited the African Pavilion, namely: Secretary of State in the German Ministry of Agriculture, Dr. Gerd Müller; Guest of honour Mr. Gerard Depardieu; Swedish Minister of Agriculture Mr. Eskil Erlandsson and the Minister of State from

Bavaria, just to mention some. Ms Patricia Francis, Executive Director, International Trade Centre, Switzerland and the Ugandan Ambassador also visited the stand.



Gerard Depardieu and Georgina Komsom from IDEAL Providence Farm.

### The Reception

Friday there was a reception at the African Pavilion. Jordan Gama from TOAM Tanzania opened the reception together with Maria Selin from the Swedish Embassy in Uganda and Kari Örvavik from the organizers. The Griot Company performed with West African music. More than five hundred people came to the reception tasting food, wine and hibiscus drink; listening to the band and meeting old friends or making new ones.

### The symposium

The symposium was held the 23 February 2008 at the fairground. It featured a high-level panel with:

- Okasai Opolot speaking on behalf of Janet Mukwaya, Minister of Tourism, Trade and Industry, Uganda
  - Patricia Francis, Executive Director, International Trade Centre, Switzerland
  - Pascal Liu, Economist, Trade and Markets Division, Food and Agriculture Organization of the United Nations FAO, Italy
  - Moses Muwanga, Coordinator, National Organic Agriculture Movement of Uganda
  - Maria Selin, Swedish International Development Cooperation Agency, Sweden
- Originally there were three ministers invited to the symposium: - Janet Mukwaya, Minister of Tourism, Trade and Industry, Uganda; Fatou Gaye Sarr, Minister of Rural Development, Senegal and Benedict Kapita, Minister of Agriculture, Zambia. They cancelled one by one.

The subsequent sessions of the symposium were on the following topics:

- The status of organic farming in Africa
- How organic markets can help and has helped African small holders
- Doing business from and with Africa
- Organic Agriculture and the fulfillment of the Millennium Development Goals
- Initiatives to support organic farming in Africa
- The way ahead for organic in Africa

In total there were 28 speakers of which 17 were from Africa and 9 were women.

The objectives of the symposium were to:

- Give participants information about the current status of organic farming in Africa
- Give participants understanding of the potential for organic trade from Africa.
- Demonstrate the relevance of organic farming and trade in organic products for economic and social development in Africa, in particular for small holders.
- Identify opportunities and challenges for reaching the full potential of organic in Africa

The Symposium was well attended with between 60 and 150 persons for the various sessions. All presentations from the symposium are posted on [www.organicafrika2008.com](http://www.organicafrika2008.com). The complete program is in annex 3.

## Press and promotion

The press was invited to the symposium and press releases were given out before and after the symposium. A special press conference was organised with seven journalists participating. It obviously helped a lot that the VIP tour with French actor Gerard Depardieu passed by the African Pavilion. The African Pavilion received further attention through articles and adverts in:

- BioFach newsletter
- BioFach congress programme
- BioFach website
- EVE magazine
- Internationale samenwerking, the magazine from the Ministry of foreign affairs in Holland
- Organic Wellness News website
- Organic market info website
- Social Venture Network newsletter: MarketPlace
- Organic Wellness News magazine
- Africa News network
- Modern Ghana
- The African Executive
- Jimma Times of Ethiopia
- Bio-Markt info
- Ekoland magazine
- Sustainable Trade News, Triodos

# Evaluation and Follow up

---

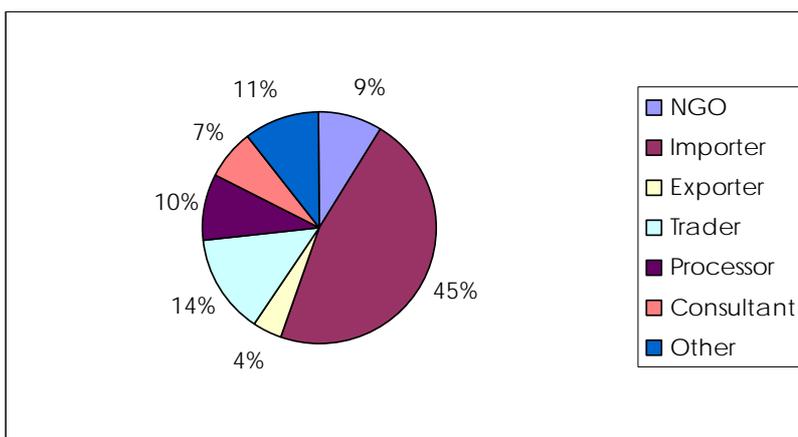
## Evaluation

### Result of evaluations

There were evaluation questionnaires handed out on a daily basis to the exhibitors and there were separate evaluations of the symposium and by the national coordinators.

85 % of the exhibitors filled in the forms and they had spoken with 2189 persons with the following background/profession.

The respondents said that they had 713 direct business discussions and assessed that there would be 313 serious business possibilities coming out of the meetings.



Most exporters assessed the event and the business established as good or excellent. They also found the stand, the service and the program in the pavilion to be good.

The country coordinators evaluation was also positive and they assessed the General organization African Pavilion 2008 to be good – excellent.

General impression African Pavilion 2008 was good – excellent.

All in all the African Pavilion lived fully up to their expectations.

They expressed that they need more training for the task e.g. in

- Raising funds
- Software program, managing the information flow
- Understanding of stand design and layout
- How to involve stakeholders in contributing for event

One country coordinator expressed that it was far too much work involved and that he would not like to do it again.

### Evaluation meeting

The day after the event, the organisers, some of the partners and most of the national coordinators held an evaluation meeting.

Overall the evaluation was that the event had been a smashing success and all participants expressed that it will be worth while to do it again in the future. Some concerns were raised about

- Hotels
- Visa
- Funding

- Difficulties with stand design and lack of furniture.

### Business results

Business was made during the exhibition; WAD from Ghana received orders for his whole year production of pineapples, GFP from Tanzania got a contract for all its spices this year and Outspan from Uganda sold all their production of sesame, just to mention some of the good results.



After the BioFach a questionnaire was sent to all exporters asking about the direct and indirect business benefits of the event.

Number of respondents: 16 of which 1 was a certification body

- Have you got any direct orders from your participation at the BioFach? If so, can you quantify the approximate value of the orders	10 companies indicated value of orders of 2.3 million Euro in total. Most other had no products or where in conversion
- Did you meet your already existing buyers at BioFach? If so, was it useful for your business relationships	Those that had existing buyers had met them, and in some cases re-confirmed orders, agreed on specifications etc.
- Have you got some promising new business contacts as a result of BioFach?	13 of the respondent reporting in total 240 new promising business contacts

- What other business benefits can you see from the participation at BioFach

a. Better understanding of competition? *All respondents: Yes*

b. Increased knowledge of buyers' specifications and demands? *All respondents: Yes*

c. Increased ability to find relevant information for my business (e.g. prices, technology etc.)? *All respondents except for one: Yes*

### Other comments

- Keeping in touch with the BIO world in general; re-affirming exciting relationship with clients.
- Development organizations like Cordaid and African Development Foundation showed big interest in our project.
- Found right partners even for the project support like Rabobank.
- We have yet to get organic certification and have therefore not been selling organic products.
- We got orders, but we are not yet up to the capacity required.

- I attended BioFach as a seller and within a short period of time found I was both a buyer and a seller. Most of my contacts were thus for importing products into Kenya.
- We found it helpful to speak with competitors who have advised us to tie up with the Fairtrade scheme.
- Every year you meet new and better companies which are paying better for the products and create a partnership for a long term.
- Biofach has permitted us to understand better the intensity of the competition in our business.
- Biofach helped establish relationships with reliable partners and financiers.
- The need of cooperation among exporters.
- Being able to participate and to meet many people and provide information about the UgoCert services raises the company profile, recognition and respectability.

#### **More feedback**

Many of the participants, donors and partners sent their comments afterwards. Almost everybody were very satisfied, two examples below:

*From: IDEAL Providence Farms <ipfghana@yahoo.co.uk>  
Subject: BIOFACH 2008  
To: gunnar@grolink.se*

*Dear Gunnar,  
back to Ghana I would like to take the occasion to thank you, Grolink and SIPPO for the tremendous support and assistance ahead of Biofach and during BIOFACH 2008. Especially the publicity and all the information during and after the trade fair (internet etc.). Best regards, also to your wife  
Georgina*

*From: "Liu, Pascal (ESTT)" <Pascal.Liu@fao.org>  
Subject: RE: FAO presentation at the Biofach  
To: Gunnar Rundgren <gunnar@grolink.se>*

*Dear Gunnar,  
Thanks again for having invited me to the Symposium and congratulations on its excellent organization and on the beautiful African Pavilion. I heard many positive comments on it and no doubt this will benefit organic exports from Africa. Our participants met a lot of potential clients and were very satisfied. Kind regards  
Pascal*

### Many small details to improve

While the overall feedback was almost overwhelmingly positive, there were many remarks on details that will assist in making a future event even more successful.

### Conclusions by the organisers

#### Fulfilling the objectives

The planned outcomes of the event were:

- *more business opportunities for African exporters,*
- *an improved image of African organic products,*

- *increased foreign support including investment in the organic sector in Africa,*
- *increased awareness of the relevance of organic agriculture as a contribution to sustainable development in Africa.*

Clearly the first two objectives have been accomplished. It is also likely that the third objective is accomplished. Several exhibitors mentioned improved financing as a result of BioFach. The Symposium and the associated media coverage contributed to the fourth objective.

## Funding and financing

There was a considerable risk-taking from the organisers to make this event happen. At the time when major expenditures were made, such as payment of stands space and down payment to stand builder- in total 150 000 Euro – there were almost no funds secured. This meant that the organisers had to pre-finance this and also face the risk of never get the funds recovered. Few organisations except for private companies are willing to take such risks and for many organisations it is procedurally not possible to pre-finance expenditures unless there are already contracts signed for the financing.

That funds are raised in many different ways and on various levels is a strength, but it also adds complications, especially as some donors are very particular about what kind of costs they want to cover. Without quite substantial funds allocated for general support it would have been impossible to make the event happen.

Some donors can't issue funds to private companies, so in some cases funds had to be channelled through other organisations, such as IFOAM or the AgroEco Foundation. This adds complication to the administration of funds and the reporting, but was manageable.

Some donors will only fund individuals for their participation. The organisers ended up covering costs (e.g. hotels) for persons doing a no-show, without getting any funds from the donor. It also meant that some promised funds could never be used as the identified person never came and the support could not be transferred to another person.

Apart from high costs for stand space etc. there is substantial work involved in organising an event like this. The event would not have been successful without the work put in by the organisers and the national coordinators. Still it is clear that even more work should have been put into the preparations in-country as well for the support of the exhibiting companies at the fair. Considerable savings could be done if the organisers wouldn't book hotels – several man weeks were spent only on the hotels. However, in the end, it could also have meant that some exhibitors would never get a hotel room at all.

It is hard to find the right way to compensate the national coordinators. Some of the national organic movements have BioFach participation as a core activity in their annual work plans while for others this was an extra burden. The organisers were able to compensate for most direct costs for the coordination, but only to a small extent the work involved. It would be good to increase the contribution to the coordinators, but there must also be some relationship between the costs and the outcome. In some countries a lot of work was spent, but in the end there were almost no exhibitors.

## Country engagement

The country coordination was difficult in many cases. In a few cases, e.g. Zambia, the stand space, hotels and participating companies were made clear already in October, but in some countries things were not really clear until the day of the event. There are many factors contributing to this:

- Late start of preparations, first on the side of the organisers and then on the side of the country coordinators.
- Expectations that the organisers would fix funding for everything.
- Exporters also expecting everything to be paid and are not willing to make contributions.
- Lack of experience from the country coordinators in organising events like this, including realistic assessment of how much space is needed, which furniture and what decoration to bring.
- Late start of local fund-raising efforts.

In most cases organic is still not considered important enough by the government to merit any considerable investment. This was reflected by the drop-out of the invited ministers and by the total absence of export promotion agencies from Africa, despite them being invited and offered to be partners in the event. This means that for the coming years there is a need to keep the initiative for this event with the private sector, while continue seeking government involvement.

Clearly the country coordination is essential, but also for the future there needs to be considerable back-stopping for the country coordination. Even with perfect country coordination there will be a need to have strong central coordination.

## The pavilion

Overall the pavilion was very attractive. Some country presentations were weak, with too little products and decoration. Other countries were rather crowded, with too small spaces allocated per company. There was a shortage of furniture and the stand builder had overstretched himself. The design of the stand could be improved so that service areas don't face the attractive aisles. The reception, the music and the other events put a silver lining to the pavilion and should continue.

## Symposium

Overall the event was successful and generated quite some attention. The comments from participants were positive, while some thought it was not enough "news" presented. The programme of the conference also reflected the quite separate priorities of the donors and partners, where some wanted the emphasis to be on business and others on development issues.

## Exporter support

More staff need to be allocated to assist the exporters, first in their preparations, then in their presentation at the fair, and finally in the marketing work at the fair itself. Ideally there should also be support for the follow up of market contacts. This assistance can be partly done by the national movement or other local actors, and partly by specialised consultants.

# Financial report

---

## Income

Donor support	318,780
Sold stand space	138,907
Sold communication packs	36,075
Hotels etc invoiced	50,968
<b>total</b>	<b>544,730</b>

## Costs

Pavillion 500m2	248,258
One day Congress	34,435
Promotion	66,937
Exhibitor support	76,726
Overall coordination	68,083
Hotels etc to be invoiced	50,769
<b>total</b>	<b>545,207</b>

**result** **-477**

Stand space was sold, also to the partners and organisers, for the calculated actual costs of the total space and the design (which in the end was ten percent higher than calculated). This did not include any of the support work, events, snacks and drinks or promotion. 140,000 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.

The following caused considerable higher costs than anticipated:

- Stand design and building
- Organisational work
- Exhibitor support work, including support to national coordination

In total the central organisation contributed almost 45,000 Euro to the national coordination, including costs for travel of most of the national coordinators.

Speaker costs for the symposium was lower than anticipated, largely because of drop out of some speakers, and that some speakers were funded in other ways.

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.

## Country budgets

While not formally part of the financial report by the organizers, it is useful to see the full picture and realise that there was substantial funds generated in-country. Below are the country budgets for Zambia and Burkina Faso as examples.

## Zambia

<b>Cost description</b>	<b>Euro</b>
Stand space	4,531
Accommodation	3,312
DSA	4,088
Insurance	318
Visa	535
Stationery	347
Samples	288
Transport	6,828
Decorations	462
Miscellaneous (phones, BioFach night, taxi, etc)	550
<b>Total</b>	<b>21,261</b>

Contributions were made from Oikos, Hivos, SSNC, Cordaid, Exporters and Hivos

## Burkina Faso

<b>Organisations</b>	<b>Euro</b>	<b>Funding</b>
Burkinature	6,151	Funded by FAO
Club des productrices de beurre de karité bio (four people were funded)	24,604	Funded by FAO
Cercle des sécheurs	6,151	Funded by SIPPO
Gebana	6,151	Funded by SIPPO
Common organisation, decoration and coordination	6,000	Funded by Government of Burkina Faso
<b>Total</b>	<b>49,057</b>	

Other countries had budgets ranging from very little to above 70,000 Euro for Tanzania and Uganda. In total the country budgets seem to approach around 400,000 Euro, still in many cases the budgets didn't include work spent by staff of the national organic movements. All in all, the true total cost of the event might be as high as 1,000,000 Euro.

# Future

---

The African Pavilion is a good concept that fulfils several roles:

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

Without doubt the organisers and partners think it is useful to continue with this concept for a number of years. It is not necessary to have a big symposium every year, but perhaps every second or third year.

It would be beneficial to see the African Pavilion as the most visible manifestation or the culmination of a wider programme to support organic exports from Africa, which would include more training of exporters and sector organisations as well as longer term hands-on support for exporters, something like an EPOPA programme for Africa. If so, such a programme would need a more stable organisational frame than the current, e.g. within the ITC, or as a self-organised foundation or NGO.

It is desirable to have more involvement of the national movements and the export promotion agencies in the planning of the event. However, there is also in the future a need for a strong central organisation. The level of organisation and the strength of the sector varies a lot in the African countries, so there is a big need to have a flexible approach for what can be done in-country and what should be done on the central level.

It would also be beneficial to get national governments and African institutions, such as NEPAD, COMESA, ECOWAS and SADC involved in the event. However it is important not to bank too heavily on their support at this stage as organic still has some way to go before it is mainstreamed in these institutions.

Both the FAO-program in West Africa and the EPOPA program in Tanzania and Uganda end in 2008. Together they contributed to the general organisation of the event and they assured about one third of the exporter participation. The Sippo program is also ending, but may be prolonged. This means that there is a need for an earlier and stronger donor commitment for the African Pavilion to happen in 2009 and beyond.

# 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.



## Annexes:

1. The catalogue of exhibitors
2. Events brochure and Programme
3. Symposium brochure
4. Detailed budget follow up

Annex 4: Detailed financial report

### Budget and Costs Africa pavilion Biofach 2008

	Budget 14 Oct 70	Budget 12/02/2008	actual expenditure	variation
<b>Pavillion 500m2</b>				
Floor space	90,440	90,870	91,225	-355
Design/building	57,500	63,000	70,217	-7,217
decorations&flags	0	2,500	1,030	1,470
Cooling room	0	2,000	0	2,000
Snacks	0	3,000	854	2,146
Organisation	28,209	27,753	37,606	-9,853
Piazza manning	36,590	30,181	32,104	-1,923
Utilities	7,034	7,500	6,375	1,125
Cultural event	0	8,000	7,920	80
Reception	1,000	1,000	925	75
	220,774	235,804	248,258	-12,453
<b>One day Symposium</b>				0
Organisation	14,599	14,021	24,466	-10,444
Venue	free	0	0	0
Translation (F)	free	0	0	0
Drinks, gifts	7,000	1,000	233	767
Speaker support	16,000	21,132	9,534	11,598
VIP support	18,000	1,000	202	798
	55,599	37,153	34,435	2,718
<b>Promotion</b>				0
Coordination	5,400	13,250	18,149	-4,899
Catalogue	24,693	36,300	36,051	249
Promotional material	15,802	15,000	9,574	5,426
Press support	6,802		3,163	-3,163
Adverts & Art	20,000	10,000	0	10,000
Press flights	15,000		0	0
	87,696	74,550	66,937	7,613
<b>Exhibitor support</b>				0
Preparation seminar costs	45,608	4,000	4,951	-951
preparation&support work		34,646	50,773	-16,127
Visa assistance service		3,500	3,285	215
Meeting room briefing		510	750	-240
Exhibitor partic.	100,000	5,000	16,967	-11,967
	145,608	47,656	76,726	-29,070
<b>Overall coordination</b>				0
Coordination work	36,888	28,439	39,681	-11,242
Coordination costs		5,900	3,075	2,825
future Biofach		6,899	2,000	4,899
Audit costs, contingencies		25,000	1,972	23,028
Admin	16,397	11,781	21,355	-9,575
	53,285	78,019	68,083	9,936
<b>Total</b>	<b>562,962</b>	<b>473,183</b>	<b>494,438</b>	<b>-21,256</b>
Hotels etc to be invoiced		50,769	50,769	
		<b>total costs</b>	<b>545,207</b>	

## Income for Biofach Africa 2008

	1. General budget	2.Support Exporters and Symposium
IFOAM	14,973	
FAO	18,926	
EPOPA	32,653	
Hivos	20,000	
CTA		13,394
Avalon	8,000	
Commercial sponsors	4,000	
Swedish Society for Nature Conservation	10,638	
Sida	106,196	
Cordaid	12,000	8,000
Triodos Foundation	20,000	
Biodiversity Fund	50,000	
<b>sum</b>	<b>297,386</b>	<b>21,394</b>
Sold stand space	138,907	309 sqm
Sold communication packs	36,075	1 per exhibitor
Invoiced costs	50,968	hotels etc.
<b>Total income</b>	<b>544,730</b>	

Notes:

### Donors paying stand space and communication packs to organisers

ITC	31,934
FAO	14,074
EPOPA Ug	26 596
EPOPA Tz	18 791
OSEC-Sippo	18,605
GTZ Ethiopia	12,481
	<b>120,856</b>

The rest of space and communication packs paid by individual exhibitors **54,126**

Other major contributions not handled by the organisers (estimates)

ITC	28,000	Travel support
FAO	32,000	Travel support
UNEP UNCTAD CBTF committed to cover costs for two ministers who never came		