

ONE TRADE AFRICA

Empowering
African businesses



BUSINESS PROFILES

ITC Projects at IATF2023





This catalogue serves to highlight the business profiles of the ITC-sponsored entrepreneurs attending the 3rd Intra-Africa Trade Fair. Businesses such as the ones highlighted in this booklet are instrumental in the development of regional value chains and supply chains, effective implementation of the AfCFTA, and sustainable and inclusive economic growth and development of the continent.

The SMEs will be exhibiting at the ITC Pavilion, participating in B2B and B2G meetings and attending capacity-building activities led by ITC including the One Trade Africa "AfCFTA Export Readiness Masterclass" delivered with the African Export Import Bank. These enterprises are ready to do business and scale to reach markets across Africa and internationally.

International Trade Centre (ITC)

The International Trade Centre (ITC) is a joint agency of the United Nations (UN) and World Trade Organisation (WTO) with a specific mission to support micro, small and medium enterprises (MSMEs) to compete in regional and international value chains and connect to international markets. ITC also works closely with partners to improve lives through sustainable trade.



ITC Projects at IATF2023

One Trade Africa

ITC's One Trade Africa Programme is ITC's dedicated programme to support Africa's regional integration process. One Trade Africa was launched in 2021 and sets out to empower and enable African MSMEs, as well as young and women entrepreneurs to access meaningful business opportunities created by the AfCFTA, and other regional agreements.

One Trade Africa adopts a three-pronged delivery model which supports African MSMEs to compete, connect and change at the enterprise, business ecosystem and policy levels.

One Trade Africa centres around Africa's private sector and particularly supports small businesses, young entrepreneurs and women, through close partnerships with the African Union Commission, AfCFTA Secretariat, Afreximbank, African Organisation for Standardisation, Africa Business Council and UN agencies working in Africa.

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WEST AFRICA COMPETITIVENESS PROGRAMME (WACOMP)

Regional Component

The West Africa Competitiveness Programme (WACOMP) aims to support a number of selected value chains at national and regional level to promote structural transformation and better access to regional and international markets, while taking into account social and environmental concerns. Its overall objective is to strengthen competitiveness of West African countries and enhance their integration into the regional and international trading system.

Specifically, the programme will work to:

- Improve the performance, growth and contribution to industry, regional trade and exports of selected value chains, and
- Improve the business climate at national and regional levels.

The WACOMP consists of one regional component and sixteen national components (15 ECOWAS Member States and Mauritania).

WACOMP Regional Component

The International Trade Centre (ITC) is an implementing agency of the WACOMP programme along with United Nations Industrial Development Organization (UNIDO) in collaboration with the ECOWAS commission. WACOMP regional aims to:

- Ensure trade support institutions are well equipped to provide tailored services to businesses and improved interaction through a network for these institutions and their regional counterparts
- Prioritise environmental concerns by improving infrastructure in the region
- Establish policies that prioritise and grow competitive industries
- Set up the Regional Competitiveness Observatory tool, to assist with monitoring and analysing the market scope of specific West African products.
- Reinforce the regional bodies involved in the programme (i.e. ECOWAS, UEMOA) in areas of management, coordination and monitoring as project participants through their national member representation.

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WACOMP Senegal

Project brief

In Senegal, the West Africa Competitiveness Program (WACOMP), is implemented by the International Trade Centre (ITC), in partnership with the Ministry of Trade, Consumption and Small and Medium-Sized Enterprises.

WACOMP Senegal is funded by the European Union to implement the Regional Indicative Program (PIR) for West Africa with a budget of 6,300,000 million Euros for Senegal. The program started in August 2020 and ends in April 2025. WACOMP Senegal aims to support and strengthen the competitiveness of three strategic sectors on the regional and international markets, thus contributing to the creation sustainable jobs in Senegal. These are mango and onion value chains as well as the ICT sector.

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ACP Business-friendly: Supporting value chains through inclusive policies, investment promotion and alliances

Putting the value back in African, Caribbean and Pacific countries value chains.

Project brief/summary

The “ACP Business-Friendly: Supporting value chains through inclusive policies, investment promotion and alliances” is an Intra-ACP action funded by the European Union and the Organisation of African, Caribbean and Pacific States (OACPS) through a EUR 34.7 million contribution.

The Programme follows a tiered approach with engagements focusing on macro-, meso- and micro-level interventions implemented by the World Bank (WB), the United Nations Industrial Development Organization (UNIDO) and the International Trade Centre (ITC), respectively. The specific objective of the Programme is to support business-friendly and inclusive national and regional policies and strengthen productive capacities and value chains. This Programme is designed to achieve two key outcomes of:

- Adopting and implementing business-friendly, inclusive, and responsible national policies and legal frameworks.
- Strengthening capabilities related to production, processing, promotion, marketing and value chains.

ITC's micro-level approach

The International Trade Centre (ITC) is implementing the micro-level component of the Programme. Micro-level interventions are led by ITC through its Alliances for Action approach that promotes inclusive and sustainable agricultural value chains. Interventions aim to enhance value chain operators' individual and collective competitiveness with specific attention to family farmers, agri-entrepreneurs and processors. The actions draw on a holistic implementation approach and a coordinated framework that creates market opportunities through value addition and product diversification. At the heart of this intervention level is the promotion of sustainable production practices to build resilience and development of bankable business models to attract investments.

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ALLIANCES
FOR ACTION





NTF V Agribusiness

In September 2021, The Government of the Netherlands, and the International Trade Centre (ITC) signed a four-year partnership agreement aimed at enhancing trade competitiveness in selected African countries, through the strengthening of digital and agribusiness services and especially the connection between the two.

As part of this Programme, in Ethiopia, ITC is implementing a value chain development project with the objective of improving the competitiveness of livelihood farmers and agribusiness MSMEs in the coffee sector with a focus on digitalization. In Ghana, ITC is implementing a value chain development project with the objective of improving the competitiveness and livelihood of farmers and agribusiness MSMEs in the cocoa and associated crops sector. In Senegal, ITC is implementing a value chain development project aimed at improving the competitiveness of farmers and agri-food MSMEs in the cashew nut and associated crop sector. Cashew nuts will be the main crop targeted, but the project will also support the marketing of associated horticultural products (e.g. maize, cowpeas, cassava/yams and vegetables), following the multi-product, multi-market approach of the Alliances for Action initiative.

Through the project, ITC aims to promote more efficient and sustainable agribusiness and support services that will lead to increased trade, better incomes and livelihood opportunities, especially for the smallholder coffee, cocoa and cashew processing SMEs and farmers. The project also explores digital solutions and related services to overcome the negative effects of agribusiness value chains disruption brought by COVID-19, globally as well as locally, such as lack of agricultural inputs, increase in the price of raw material, decrease in international demand (during the lockdown period) and the consequent need of finding alternative markets. The agribusiness component of NTF V is implemented using the ITC Alliances for Action (A4A) approach that seeks to build resilience and growth for farmers and small and medium enterprises through more mindful and responsible trade, production and consumption systems. A4A works as a network that promotes responsible partnerships for development and better trade and leverages investments and technical support to achieve measurable impact for smallholder farmers and MSMEs.

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MUBI LEATHER

AUTHENTIC KENYAN MADE

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We are a sustainable Made in Kenya brand that designs and manufactures leather bags and accessories using locally sourced genuine Kenyan leather.





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SCAN ME



Lunas Enterprises Uganda Ltd. is a private knitting factory that produces various types of beautiful and unique sweaters for both the local and international markets. Our sweaters are known for their durability, excellent finishing, and suitability for cold/winter seasons. Thanks to the high quality of our sweaters, we were acknowledged as the best sweater knitters in East Africa after participating in the East African Jua Kali Nguvu Kazi Exhibitions held in Uganda in 2016 and 2022.





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SCAN ME



We process high-quality cocoa beans from Ghana to produce Portem brand cocoa butter, cocoa mass, cocoa cake, and cocoa powder. Additionally, we manufacture GoldenTree brand chocolate confectionery products, including bar chocolates, drinking chocolates, coated chocolates, chocolate spreads, and artisanal chocolates.



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SCAN ME



SCPL is an agri-food processing company located in Casamance (Industrial Zone of Ziguinchor) in southern Senegal. With 22 years of experience and equipped with modern processing lines, SCPL is currently the largest raw cashew nut processing plant in Senegal. The company manages the entire production chain, from roasting to packaging in small bags for distribution. It has an installed capacity of 2,400 tons per year.





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SCAN ME



Blissomo International Limited is a leading manufacturing and service delivery company incorporated by law and duly registered in Nigeria. BIL offers a wide range of services including Garment production where we provide a wide range of fashion styles, trends, and requirements through our tailored brands using indigenous and western fabrics to produce contemporary and Afro-centric ready-to-wear clothing lines for exports.



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LaNsele Boutique is an enterprise that produces hand crocheted products. The focus for now is on scarves made from wool.





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SCAN ME



The Aroma That Lingers! Kedemt Coffee was established in 2020. It is inspired by the centuries old tradition of Ethiopian coffee, a country often described as the cradle of coffee culture. It is passionate about coffee and its culture, and is dedicated to providing its customers with a premium product that they can enjoy every day. The origin of the coffee is known to be in Ethiopia, hence the brand name "Kedemt", meaning "The Origin". Kedemt takes the traditional Ethiopian way of processing and roasting coffee and simplifies it to fit today's urban lifestyle. Kedemt offers its coffee in a distinctive 15-gram bag that makes Kedemt unique in the Ethiopian market and provides an easy and individual way to enjoy coffee.





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SCAN ME



Kakia Oils is a Kenyan social enterprise. Our primary focus is on partnering with smallholder farmers and producers in Kenya and the East African region to expand their market reach (both Business to Consumer and Business to Business) for their plant oils, with the aim of ensuring sustainable livelihoods. In the post-Covid era, we transitioned into the production of natural cosmetics. We specialize in formulating personal care products to address a wide range of common African skin and hair issues.





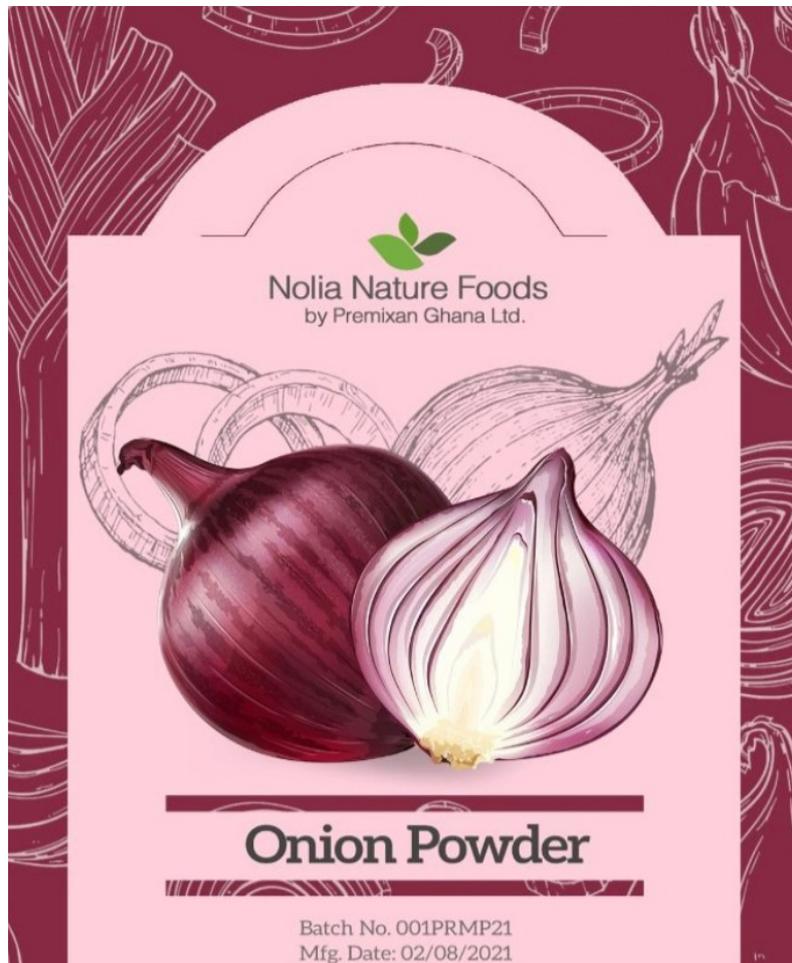
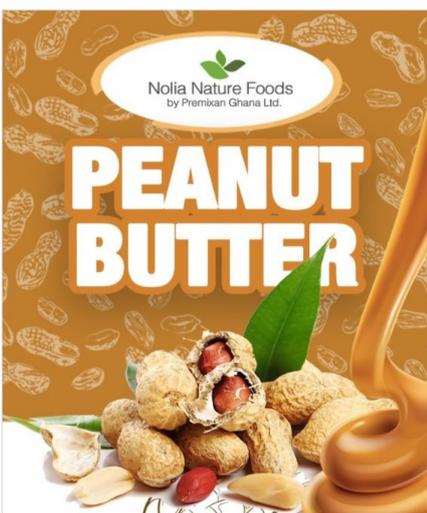
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SCAN ME



Premixan Ghana Ltd is a registered limited company based in Ghana, specializing in agro-processing, food processing, livestock farming, as well as export and logistics.





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Agro-based value addition food manufacturer that provides a diversified range of high-quality naturally fermented milk curds/kefir, yogurt, butter, juices, snacks, precooked and frozen organic trotters, free-range chicken, sugar beans, samp, offals, and frozen vegetables.



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We manufacture Cocoa Products: Chocolates, Natural Cocoa Powder (Pure and Sweetened).



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Azaavi Foods offers tasty, natural, and affordable dried fruits that meet the nutritional needs of our customers through carefully selected consistent, and year-round supply. We work with smallholder farmers to bridge the gap from farm to fork by providing market access. This helps in reducing post-harvest losses, creating employment opportunities, promoting sustainable production and consumption practices for organic farming, and ensuring food safety and security.



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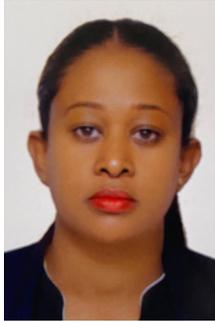


SCAN ME



Ethio Arabica Trading (EAT) is a company engaged in coffee roasting and the export of green coffee. It was established in 2020 by Mrs. Rekik Hailu Degefa and Mr. Mesfin Dabessa Chalchissa. The primary source of their coffee is their own farm located in Limmu, Jimma, Ethiopia. Mrs. Rekik serves as the General Manager of EAT plc, while Mr. Mesfin is the General Manager for the coffee farm.





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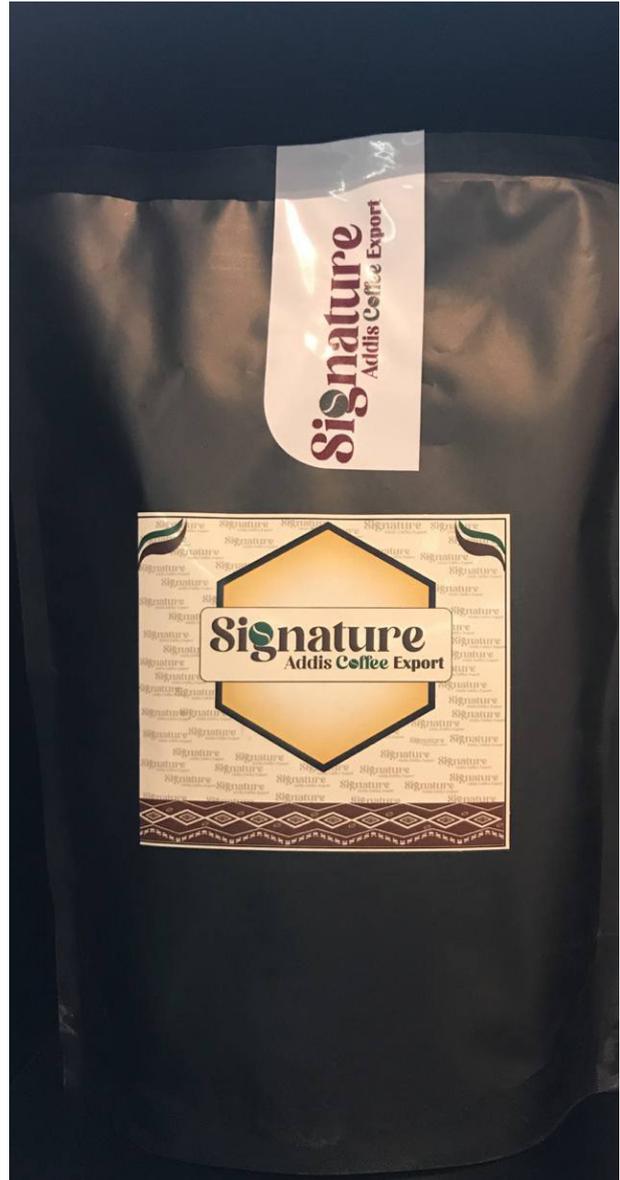


SCAN ME



Signature
Addis Coffee Export

Signature Addis Coffee Export was established in 2019 in Addis Ababa and founded by two young entrepreneurs in 2010 offering quality, sustainability, social responsibility, integrity and excellence. The Signature team has expertise in coffee production, quality Management, sales and marketing and and takes pride in its meticulous approach to sourcing, roasting, cupping and packaging coffee beans. The company carefully selects only the finest coffee beans, ensuring that each batch meets their stringent quality standards. The beans are expertly roasted to unlock their distinct flavours and aromas, capturing the essence of Ethiopian coffee. Signature Addis Coffee Export is one of the fastest growing export companies in Ethiopia which deals with exporting both green and processed / roasted coffee for several international markets located mainly in Saudi, Taiwan, USA , Sweden and across Africa.





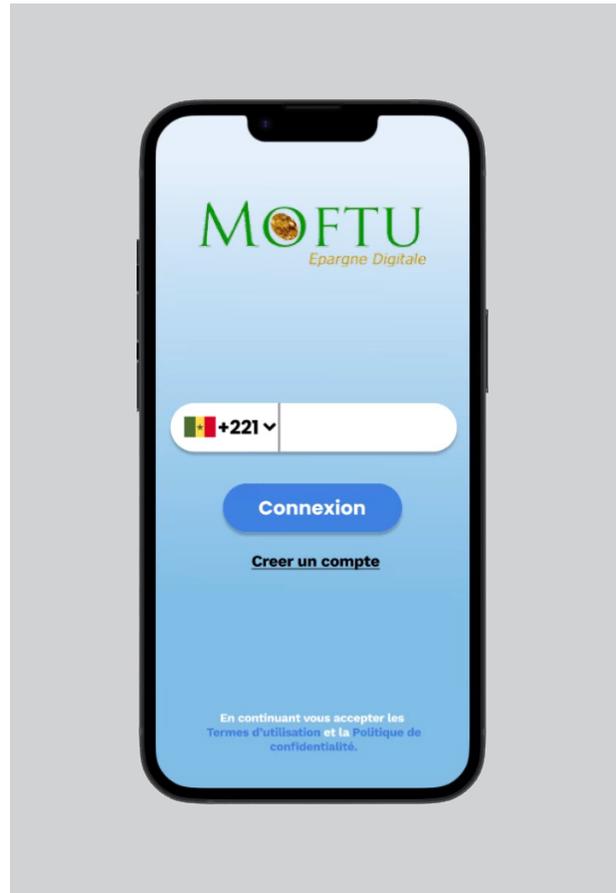
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SCAN ME



The company provides various solutions in the agricultural sector and related services. Our solutions enable agricultural stakeholders (producers, processors, traders) to access financing through connections with financial institutions. Regarding services, we possess expertise in conducting impact evaluation studies and other related areas.



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Brisco, Inc. is a family-owned agri-business dedicated to cultivating and producing coffee, cashews, and pineapples. We take pride in being one of the few farms in Liberia that cultivates Liberia's indigenous coffee species, Liberica, and are the exclusive producer of coffee sold within Liberia.

BRISCO NATURAL COFFEE
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UN Limited

Liberia's Finest Coffee
ROASTED, GROUND, TEA,
COFFEE RUM, BODY SCRUBS,
COFFEE INFUSED OIL, JEWELRY, ART



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BIOKO
TREATS

Bioko Treats is a leading manufacturer of high-quality, handmade chocolates in Ghana, specializing in artisanal chocolate.





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SCAN ME



A Non-alcoholic and De-alcoholised Wines House Brand. We produce and house our own brand and other South Africa produced non-alcoholic wines, gins and spirits.





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SCAN ME



We process a distinctively sweet, smooth, easily spreadable, and naturally preserved peanut butter, along with crunchy, freshly roasted peanuts, and natural honey.





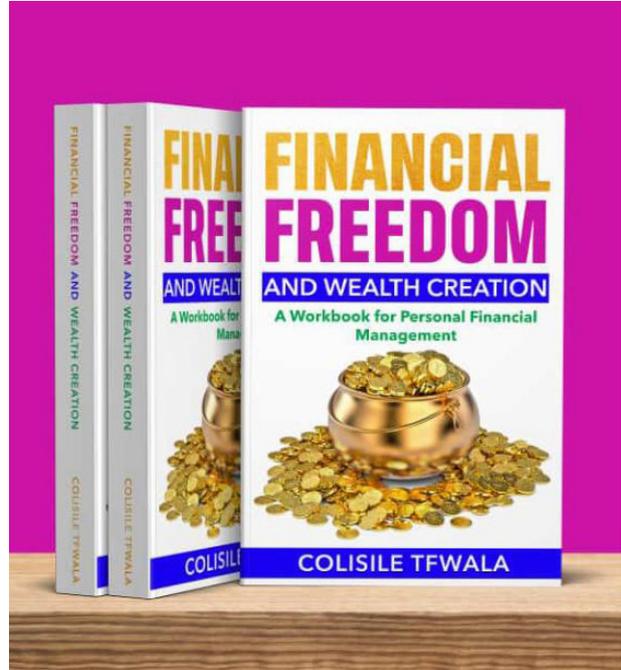
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SCAN ME



Busisiwe Bhembe Foundation is a social enterprise focusing on youth and women entrepreneurship development, youth mentoring and training on financial literacy. The financial literacy training focuses on topics such as setting personal financial goals, calculating your net worth, budgeting, savings, saving for retirement, investing, estate planning, taxes and why financial literacy should be taught to children.



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SCAN ME



The farm is located in the buffer zone of the UNESCO-registered Biosphere Reserve, believed to be the birthplace of Arabica coffee. We have been producing and exporting green and roasted coffee since 2014 to the USA, UK, Denmark, UAE, and the Netherlands.





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SCAN ME



SALMED
FARM FOR BUSINESS



At Salmed Cooperative, we take pride in delivering top-quality cocoa and coffee products that embody the richness and essence of Sierra Leone. Our expert farmers, deeply connected to the land, cultivate these beans with utmost care and expertise. Each bag is tagged with crucial details, providing complete traceability and a direct link to the farmers who pour their dedication into every harvest. We guarantee no involvement of chemicals or child labour in production, and we stand in solidarity with farmers and workers, advocating for economic sustainability. We have a vision to empower more women in the cocoa sector and engage more youths in agriculture by 2025. Together, we aim to protect the environment through agroforestry, ensuring a brighter and more sustainable future for all. Founded by Mr. Salmed Sabrah, our cooperative remains rooted in its initial motto, "Farmers in Action," embodying our dedication to quality and affordability.





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Lysa&Coisan SME established in 1977 with the mission of processing and marketing local nuts in a healthy and natural manner, employing artisanal expertise.



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SCAN ME



Compass Global Business Services boasts 26 years of expertise in crafting and executing strategic business plans and partnerships. With a decade-long focus on international trade, we excel in Business Development and Growth strategies, especially in new market entry and penetration. Our adept team has successfully expanded brands into markets across West Africa, the UK, US, and the Caribbean. Operating with flexibility and cost-effectiveness, our consultants blend business intelligence, financial acumen, and commercial prowess to ensure optimal performance and financial returns.



Sixteen years & Counting

Our Journey Over The Years Has Recorded A Milestone of Impact Across West Africa and The World - NIGERIA, GHANA, SIERRA LEONE, UK, UNITED STATES and the CARIBBEAN.



Over A Decade of Strategic Partnerships With Governments, Nigerian & International Brands



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Mama Mia's Soko is a financial inclusion platform that offers a path to financial freedom to its members who benefit from having access to online and offline sales and marketing solutions; connecting vendors and consumers of various products and services such as agri products, electronics, accessories and many more. Mama Mia's Soko operates under a Membership Model which enables both Vendors and Consumers to access benefits including e-Shops, health and life Insurances, Referral Sales Commissions among many as they refer other paid up and free members to purchase membership packages and buy from our registered vendors.

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Union des Sociétés Coopératives de la zone des Niayes. The Union brings together eleven agricultural cooperative companies with a commercial focus, primarily operating in the value chains of mangoes and onions, as well as other horticultural crops.





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Union des Sociétés Coopératives de la Vallée du Fleuve Sénégal: The Union brings together agricultural cooperative companies with a commercial focus, primarily operating in the onion and other horticultural products value chain.



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Union des Sociétés Coopératives de la Casamance Naturelle: The Union brings together six commercial agricultural cooperative companies based in Natural Casamance(Senegal) and primarily operating in the mango sector.



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Agricultural cooperative company with a commercial focus, primarily engaged in vegetable farming, especially onions, and other crops such as tomatoes, bell peppers, okra and green beans. The company also engages in Horticulture (mangoes and citrus), processing, and marketing.



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SCAN ME



Typica Specialty Coffee Exporter (Typica Coffee) is a private coffee roasting and green coffee exporting company based in Ethiopia, founded in 2009. The operation is run by and staffed with qualified master roasters, Q-graders, and experienced employees from the coffee industry.





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Entrepise Yehush was founded in 2009 and is based in Burkina Faso, where it processes local products such as mango pits into butter, milk and mango cream.



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Worldquest Multipurpose Concept Ltd. is a female-led business with a vision to reduce agricultural wastage by producing quality food products of international standard. They use the best quality raw materials to produce nutritious foods while employing best practices in their production process to retain maximum nutritional value. Their commitment to the highest standard is the foundation of trust in their brand.





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SCAN ME



TIC TOGO is an IT company specialized in communication and digital transformation. TIC TOGO today supports young companies in their digital communication, namely:

- Making websites and applications available to them at a lower cost.
- Providing them with digital communication services so that they can be more visible and credible.
- Providing them with an e-commerce platform www.assivito.com free of charge for the sale and promotion of their products and services. We also provide training and cybersecurity services.



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N'IN ACCESSOIRES SARL is a clothing and accessories company. We offer ready-to wear clothes in Wax and various fabrics.



