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# 10.10.08 ENTREPRENEUR CALLS FOR AFRICAN SELF-RELIANCE

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A Kenyan-born British business leader is encouraging African farmers to process and package their produce locally, as he explained in a video interview at the World Export Development Forum.

Khalid Sheik, chairman of Clifton Packaging Group, said giving African communities the knowledge to value-add to their produce would allow them charge a higher price for their goods.

Mr Sheik said that an African farmer received just two pence from every £2 cup of coffee sold in the UK.

“ We need to give Africans knowledge and expertise so that they may have a fair opportunity to become sustainably self-reliant”, Mr Sheik said. He is developing a project, “Buy African, Build Africa” to help address this issue.

Mr Sheik said Africans should become part of the whole supply chain – not just the providers of raw goods for which they get paid a pittance.

He also said the business sector had a strong role to play in international development by providing a positive model which entrepreneurs in developing nations could follow.

WEDF - one of the most influential forums for discussion of trade issues in the developing world – is organized every year by the Geneva-based International Trade Centre (ITC).

[www.intracen.org/wedf](http://www.intracen.org/wedf)

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