



## Ready for New Markets...

## International Trade Fair Participation as Driver for Business Development

### From Ghana to the World

Mango, Passion Fruit, Papaya, Pineapple and Moringa are sought after products on the world market. Especially European, American and Japanese consumers seek year-round supply of exotic fresh and processed products and importing companies need constant supply in the desired quality.

Ghana has the climatic conditions and potential to produce many of these high value products. The country also has a vibrant sector of young and innovative entrepreneurs, who see opportunity in agribusiness. Many of these small and medium sized enterprises offer high-quality and nicely packaged products.

Nevertheless, many of them lack business contacts and thus marketing opportunities. Therefore, they cannot fully use their production capacity and do not have the funds to further expand. Often, they are ready to export but do not have the necessary certifications and know-how to access export markets.

This is where the Market Oriented Agriculture Programme (MOAP) steps in, supports certifications and facilitates market linkages between Ghanaian entrepreneurs or export associations and international buyers.

### Meeting face-to-face is still important

International trade fairs have proven to be an ideal meeting place for agro-enterprises to get inspired by the newest trends and innovations in the sector, to understand the demands of the buyers as well as to establish personal business contacts.

Therefore, from 2017 to 2019 MOAP has supported 77 private agribusinesses to participate in 10 international trade fairs. Among them are Fruit Logistica/Berlin (fresh

### Key Facts

- 77 private companies supported to participate in 10 international trade fairs (since 2017)
- Contracts of individual companies up to 600,000€ signed and delivered
- The contracts led to business expansions such as
  - Purchase of equipment and improvement of infrastructure
  - Purchase of additional raw material from farmers which increases their income
  - Expansion of cultivated land
  - Increase of workers by 10 – 50%

produce), MacFrut/Rimini (fresh produce), Biofach/Nuremberg (organic produce) and ANUGA/Cologne (processed food). Many companies participated several times throughout the years, first as visitors and subsequently as exhibitors.

Continuity is important, says a female entrepreneur producing citrus peels and dried herbs, *"My company targets to attend Biofach 5 years in a row, because the buyers want to see continuity, consistency and by that seriousness from the suppliers. Therefore, a single fair participation might not be enough to gain trust and secure contracts."*

With the right strategy to attend fairs, to promote their own products and negotiate with potential buyers, several of the supported companies were able to secure contracts and supply to interesting markets. They delivered to various countries in Europe and America and secured individual contracts up to 600,000€.

### New Markets... New Prospects...

The supported company representatives agree that the fair participation had a considerable effect on their enterprise in

terms of learning and understanding the international markets and its requirements. The signing of supply contracts increased the companies' funds and led to the expansion of their businesses:

- The managing director of organic papaya farm was able to secure and deliver various contracts to Italy, Portugal and Germany. *"We were able to expand our land by 30% and established 10 hectares under full irrigation for supply during dry season thanks to reliable supply contracts after attending Biofach. We also were able to increase the number of our workers by 50%, which means jobs for additional 18 people."*
- *"We were able to expand our business, buy a new dryer, set up a warehouse and hire more workers"* explains a citrus peel producer who got 2 contracts after Biofach 2019.
- *"Securing a contract of almost 90 tons of dried fruits means we need over 100 tons of additional fresh mangos in the minor season, which guarantees a market for local farmers and more income for them. And in the drying factory we could increase the number of workers by 10%",* says a processor who participated in Fruit Logistica yearly since 2017.

### MOAP's approach to support companies

MOAP targets interested companies with and without previous fair experience who are ready for export and in search for foreign markets. Companies mobilise own resources to contribute to the costs. MOAP's support includes:

1. **Fair Visits** for first-time participants and companies which seek inspiration and want to learn about trends in the sector. The participation provides a learning experience and an opportunity for Business-to-Business (B2B) contacts.  
*"The fair was a good place for us to meet existing and potential clients that have now become reliable clients",* states a vegetable exporter and Fruit Logistica 2018 & 2019 participant.
2. **Fair exhibition** to showcase own products at a stand is complemented by matchmaking and sales trainings.

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3. **Study tours** to wholesale markets and farms flank the fair visits and offer additional insights.

*"As a first timer at Fruit Logistica and a producer, the study tour was an eye opener into how exports work, various market options, necessary requirements and how to achieve product specifications. I'm most grateful to MOAP for the support to participate in such an important fair",* says a mango producer about the Fruit Logistica 2019 Study Tour.

How MOAP supports companies:

- **Direct support:** MOAP supports companies directly to participate in selected trade fairs on a cost-sharing basis.
- **Indirect support:** MOAP supports the *Federation of Associations of Ghanaian Exporters* (FAGE) to organise the Ghana stand at Fruit Logistica 2017-2019 and MacFrut 2019 and to facilitate the fair participation of FAGE members.
- **Cooperation with the Import Promotion Desk:** Since 2019, MOAP works closely with the Import Promotion Desk (IPD), an initiative of the Federation of German Wholesale, Foreign Trade and Services and sequa gGmbH, which seeks to promote the import of certain products from selected partner countries to the EU. 21 Ghanaian companies have been selected by the IPD in 2019 and benefit from its support, which encompasses also fair participations and sales trainings. Through this coordination, a higher outreach to more companies and fairs can be achieved.



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