

United Nations Conference on Trade and Development

National Workshop on

Fostering Integration of the Ethiopian Roasted Coffee Value Chain into Regional Value Chains

11 March 2021, Addis Ababa, Ethiopia

Centre for the Promotion of Imports from Developing Countries (CPI)

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The views expressed are those of the author and do not necessarily reflect the views of UNCTAD.



CBI
Ministry of Foreign Affairs

CBI

Centre for the Promotion of
the Imports from developing
countries

Nico Smid



Mission

We connect SMEs in developing countries to the European market and thereby contribute to a sustainable and inclusive economic growth.

8 DECENT WORK & ECONOMIC GROWTH

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all





CBI's Core Competences

Company
Coaching

Training

EU Market
Entry

EU Market
Intelligence

Enabling
Environment
Support

- **Export marketing Planning**
- **Market Readiness**
- **Corporate Social Responsibility**
- **Certification**

- **Market Research**
- **Effective Trade Fair Participation**
- **Website Promotion / E-commerce**
- **Product Development**

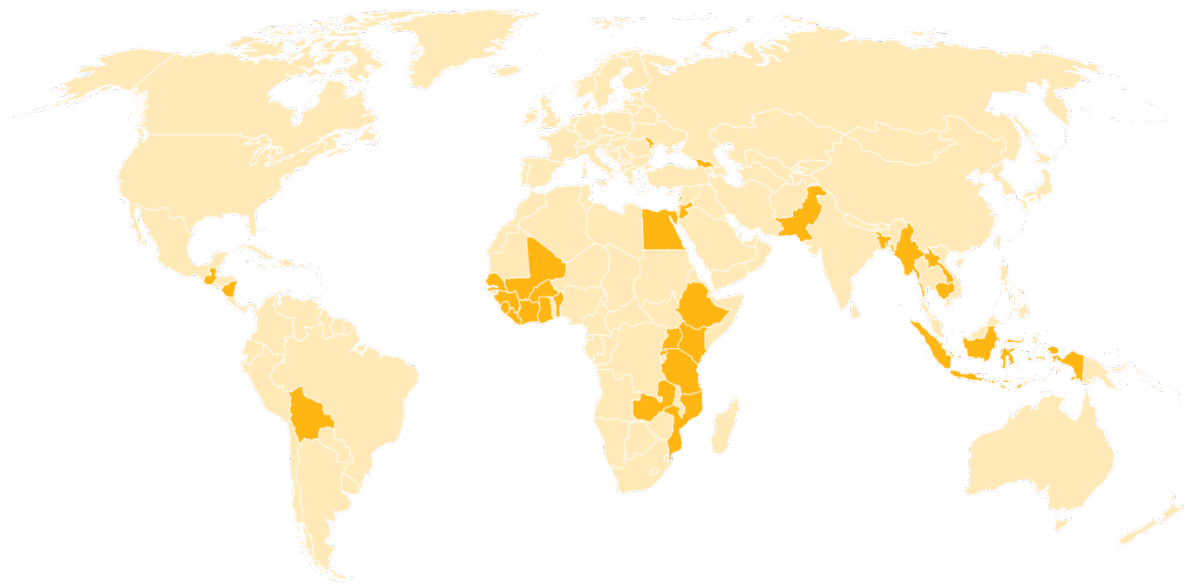
- **Trade Fair Facilitation**
- **Buyer Missions**
- **Match-making**
- **Roadshows**

- **27 sectors**
- **Market Trends & Developments**
- **Export Value Chain Analysis**
- **Import & Policy Intelligence**

- **Support Organisation Development**
- **(Sector) Export Strategies**
- **Sector / Territorial Branding**
- **Stakeholder Conferences**



CBI Target Countries



Asia

Bangladesh
Cambodia
Indonesia
Laos
Myanmar
Pakistan

Latin America

Bolivia
Guatemala
Nicaragua

Middle East

Egypt
Jordan
Lebanon
Palestinian Territories

Europe

Georgia
Moldova

Africa

Benin
Burkina Faso
Ghana
Ethiopia
Guinee
Ivory Coast
Kenya
Liberia

Mali
Mozambique
Rwanda
Senegal
Sierra Leone
Tanzania
Uganda
Zambia



Focus Sectors



Fresh fruits
& vegetables



Herbs
& spices



Natural food
additives



Cacao



Coffee



Grains, pulses
& seeds



Fish



Natural ingredients
for cosmetics



Natural ingredients
for health products



Processed fruits
& vegetables



Apparel



Home Decoration
Home Textile



Outsourcing



Tourism



Colombia

- 2014 - 2018
- 6 sectors
- Over 60 companies
- Local partners



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Coffee Roasted in Origin

- 10 companies
- Various regions
- Producers & roasters
- Own brands & private label
- Variety of certifications





The Process

- Development Phase
- Implementation Phase
- Evaluation Phase



Programme Development Phase

- Long list sectors -> short list
- Value Chain Analysis
- Validation workshops
- Signing MoU's with partners: ProColombia & FNC
- Develop Business Case / Programme
- Promotion / recruitment workshops



Implementation Phase: Export Coaching Programme

- Audits, selection & action plan
- Market orientation mission:
 - Trade Show Visit
 - Company Visits
 - Trainings
- Coaching: Technical assistance & distance guidance
- Trainings: generic & sector specific
- Trade Show participation: PLMA, ACF & Alimentaria





koelnmesse



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Man in white shirt and brown pants, crouching in the front row.

Woman in black jacket, kneeling in the front row.

Man in green jacket, kneeling in the front row.

Woman in white top, kneeling in the front row.

Woman in black jacket, kneeling in the front row.

Woman in blue jacket, kneeling in the front row.

Man in dark suit, standing in the back row.

Man in grey suit, standing on the far right of the group.



Café La Moreña



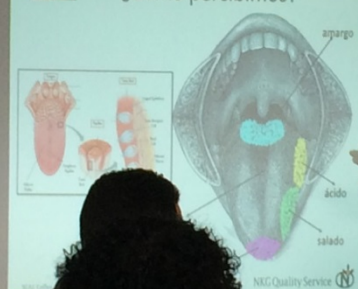
Expo EJE CAFE



25, 26
MAYO
Centro Metropolitano
Armenia

Campeonato
Exhibición
Muestra

¿Cómo percibimos?



amargo
ácido
salado

NIG Quality Service

Presentadora

Auditorio







Implementation Phase: Enabling Environment / Sector Activities

- Market Intelligence Study
- Establishing Consortium



Process: Evaluation

- Final Audits
- Surveys
- Evaluation session with partners
- Certificates of participation



Thank you very much!



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