

United Nations Conference on Trade and Development

National Workshop on

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

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Promoting Excellence in African Industry

By

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



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Promoting Excellence in African Industry

Fostering Integration of the Ethiopian Roasted Coffee Value Chain

2021

Who are we?

- PMIA is a Dublin-based social enterprise with charity status in Ireland
- We believe the fastest way to break African poverty cycles is to create decent African jobs for African people
- We work hand in hand with African SMEs to help them export – when they grow, they hire
- We work in trade-not-aid
- Our team is a mix of senior African scholars and commercial procurement specialists



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Some stats on PMIA

- Established in February 2008
- Over 700 producers on our books mainly from East and Southern African countries;
- Working actively in 9 countries: Ethiopia, Uganda, Kenya, Tanzania, Zambia, Madagascar, Mauritius, Eswatini, Ghana
- Supported partners to deliver over €1m export sales p.a.
- Education programme since 2015 to push business in Africa onto university business curriculum
- Engaged almost 20,000 students and 65 lecturers across 16 universities on the Island of Ireland



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AWARD OF EXCELLENCE



PMIA Sourcing Criteria

1. African made
 - At least 65% of the product value must be generated on the continent
2. Ready to retail
 - No green bean – dried, roasted, finished, branded, ready
3. High quality
 - Of importable standard to the EU and US markets
4. Positive social impact impact
 - Assessed by PMIA to international standards



What Buyers Want

1. The Basics

- Speed to market, capacity, quality, standards, market access

2. Transparency

- Bean to cup traceability, connection to producers, single origin

3. Positive Impact

- Social benefit, upskilled workers, lower environmental impact, open and happy workplaces

4. A Marketable Story



What Ethiopia Offers

1. The Basics

- Speed to market to Europe and ME and tariff free trade
- Abundance of product
- High Quality Arabica

2. Transparency

- A connection directly to farmers with the rule change on auction houses

3. Positive Impact

- Job creation in roasting industry and upskilling beyond agriculture
- Low environmental impact with traditional farming methods
- Empowered workers

4. The origin story of coffee

- Ethiopia is the birthplace of the bean!
- The beauty of the coffee ritual!



The Challenges

1. Roasted at Source

- Ethiopia's target export markets are premium drinkers
- Fresh roast is desired
- Marketing is important – roasted at source brings benefits beyond the superficial

2. Logistics

- Expensive
- Air freight can damage the bean quality

3. Packaging

- Access to new materials - recyclable, biodegradable
- Choice and cost





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