**Export Coaching Programme Processed Mangos West Africa**

***Invest in your future: professionalise your processed mango export to the European Union!***

Do you have a mango processing business in Burkina Faso, Mali or Ivory Coast? Are you interested in an improved market position in the EU? The Netherlands Centre for the Promotion of Imports from developing countries (CBI) can show you the way. Our Business Export Coaching programmes have already guided multiple exporting organizations towards successful business relations with European clients. If you are interested in an improved market position in the EU, CBI’s Processed Mango programme offers you good opportunities:

* Find out which opportunities there are for your company on the European markets;
* Learn more about European requirements, legislation and certification;
* Learn everything you need to know to be a (more) successful exporter;
* Get support and assistance from our sector experts;
* Exhibit at leading European trade fairs such as SIAL and Biofach.

As a participant in our programme, you’ll receive individual guidance. You’ll benefit from our training and skills development expertise and our knowledge of the market. We’ll help you make the right choices and identify the most promising markets. We’ll work with you to optimise your facility and ensure your products meet European standards. Our experts will teach you better ways of presenting your business, on your website, at trade fairs, and elsewhere.

***Who are we?***

The Centre for the Promotion of Imports from developing countries (CBI) is part of the Netherlands Enterprise Agency (RVO.nl) and works on behalf of the Netherlands Ministry of Foreign Affairs. We contribute to sustainable economic development in developing countries by expanding exports from these countries. By increasing the export-related knowledge and skills of entrepreneurs and helping them enter European markets, we aim to strengthen their international competitive capacity. Our programmes are focussed on exports to member states of the European Union (EU) and the European Free Trade Association (EFTA).

***A powerful and practical programme***

To enter the European market, candidates need expert knowledge and a thorough understanding of the European processed fruit sector. CBI’s expertise and its global network of independent experts and Business Support Organizations (BSOs) ensure that your company will be guided to success. The Programme consists of the following modules:

1. Business Audit & Action Plan
2. Export Capacity Building
3. Market Entry

Within two years, the programme aims to endow your company with the right training and support to enter the European market. In the second, third year and fourth year of the programme, we introduce you to potential EU partners to increase your exports. We continue to support you in this process until you develop sustainable on-going relationships with EU buyers.

***The Business Audit & Action Plan (Duration 0.5 years)***

Based on incoming application forms, a CBI sector expert makes a pre-selection of companies that meet the selection criteria and are eligible for participation.

Once your company is pre-selected, the CBI sector expert will visit your facility to carry out a so-called export audit, evaluating factors crucial to export success such as:

* Production facilities and capacity;
* Price;
* Marketing and management skills;
* Product features and packaging;
* Certification;
* Quality and safety;
* Labour conditions;
* Supply chain management;
* Compliance with consumer health regulations.

The export audit leads to an action plan, describing areas of improvement, required measures and deadlines. Now, CBI decides regarding the final selection of participants. Companies that have been selected and have reached an understanding with CBI on the action plan will continue to other modules in the programme depending on individual needs.

***Export Capacity Building (first 1-2 years)***

Technical assistance offered in the Capacity Building Module consists of on-site consultancy by sector experts and distant guidance.

While you are investing and implementing the action plan, your company will be visited by one or more CBI sector experts for more assistance, covering every key export area. They possess extensive knowledge on the European market, process improvement and certification which will be at the disposal of your company.

During the entire programme the CBI sector expert will render distant assistance. The expert can advise your company and give access to his or her network and knowledge.

In addition to this, you will be invited to a so-called EXPRO seminar, an export marketing training in Europe, to familiarize you with the European market and to be equipped with practical skills on export marketing, export management and promotion in your sector in Europe. At the end of the seminar you will have developed your own Export Marketing Plan for the European market, for the writing of which you will receive (individual) counselling. We also visit a European trade fair or a leading buyer.

At the end of the module, the company is able to meet European market demands and has familiarised itself with the European market. Furthermore, an Export Marketing Plan has been developed.

***EU Market Entry (Year 2-4).***

The focus within the EU Market Entry module is on exports to European markets. In order to promote your company and products, you will participate, for instance, in the world leading trade fair on fruit products: the SIAL in Paris or the Biofach in Nuremberg and be involved in other business matchmaking activities.

As a result of your participation in this module, supported by joined promotion efforts by CBI and your company, you will gain knowledge about marketing your products on the European markets and will acquire relevant European business contacts.

Upon concluding this module, you (as a participant) should be able to secure yourself a sustainable position on the European markets. However, this depends of course on factors such as your commitment and willingness to stay up-to-date with market developments.

***What are the benefits?***

CBI offers access to a large number of European countries. The more time, effort and finance you are prepared to invest in our Export Coaching Programme, the more you will benefit. When you have completed the programme, you will be all set to export to your target markets, thus growing your turnover, profitability and productivity. Compared to your competitors, your visibility on the market is increased and you will have added considerable value to your business.

***Are we looking for you?***

CBI’s new Export Coaching Programme Processed Mango Export West Africa is targeted at processing/exporting companies of processed mango products in Burkina Faso, Mali and Ivory Coast that are interested and have the capacity to export to the EU. Companies that comply with the following criteria can apply for this programme.

**General CBI criteria**

* Company is active in adding value through processing of mangos or is performing the export function itself. If the company is not producing itself, it should be able to demonstrate that it has sufficient influence on its third party supplier(s) in order to be able to implement any required product/production adaptations.
* Company offers products which fit in the selected range of products of this CBI project. The focus is on dried mangos, juices, purees and frozen mango, but if you process mangos into other products, you are also welcome to apply. Drying of other fruit types next to mangos could lead to an advantage in the selection.
* At least 51% locally owned by owner (s) residing in the country itself. Co-owners with a minority share can only reside in another developing country in the income categories lower than Upper Middle Income Countries or higher (this excludes for instance EU countries, China, South Korea and South Africa https://data.worldbank.org/income-level/upper-middle-income);
* Company size: 25 to 500 employees (including seasonal workers; exceptions can be made in view of the proportions permanent and seasonal employees and will be looked at on a case-by-case basis);
* No joint venture with a company based in a country with a classification of UMIC or higher; (UMIC: Upper Middle Income Countries https://data.worldbank.org/income-level/upper-middle-income)
* Compliance or the willingness to comply with EU market requirements;
* No licensing commitments that prohibit or limit export possibilities of products to the EU;
* Competitive prices and sufficient production capacity;
* Management or sales staff able to communicate in English, or willingness to learn on short notice;
* Willingness and capacity to invest:
  + in adaptations required by the European market. For instance, specific adaptation of the product assortment and production processes might increase the chance of successfully penetrating the EU market.
  + European trade fair participation / visit during the Market Entry stage, (in year 1: costs not covered by CBI and its partners like cost of traveling, lodging, sending samples etc. and in subsequent years also increasing percentage of stand costs).
  + in improving your supply chain.
  + More detailed estimation of investment required will be discussed with the company during the company assessment/selection phase since this is company specific.
* Willingness to implement a corporate social responsibility (CSR) strategy in your company;
* You have not participated in a CBI export coaching programme before

Selection of participants will take place based on an evaluation of the applicant companies by CBI experts on the above criteria and in consultation with CBI partner organisations in each country.

***How to enrol into the programme?***

If your company complies to the above mentioned general CBI criteria and you are interested to join this CBI programme, please duly fill in the application form CBI Export Coaching Processed Mango West Africa and send it to [agriculture@cbi.eu](mailto:agriculture@cbi.eu)

***Contact***

Should you have questions on any aspect of the programme, please send your email to [diboulonijeanbosco@yahoo.fr](mailto:diboulonijeanbosco@yahoo.fr). We would love to welcome you into the programme!

Please Note: Deadline for Application is the 1st of August 2020