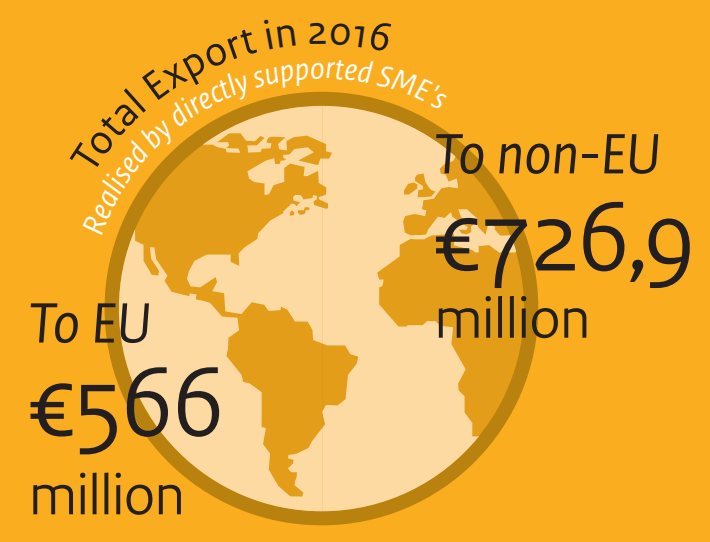
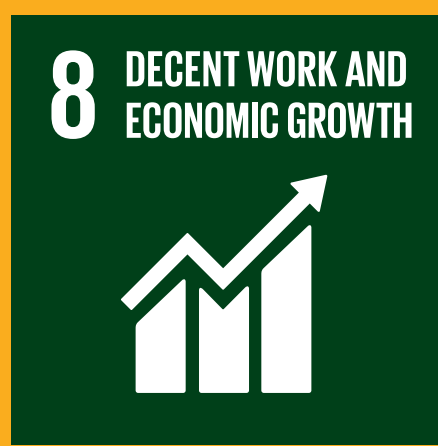
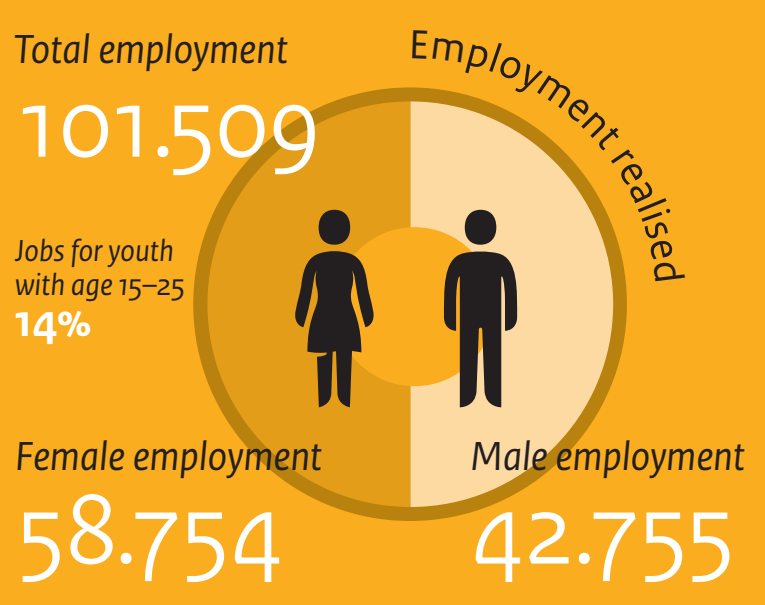




CBI Results 2017

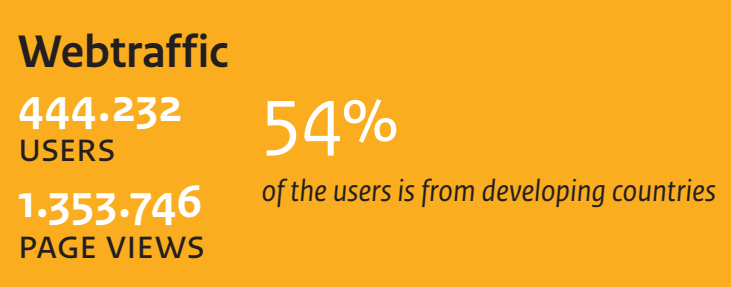
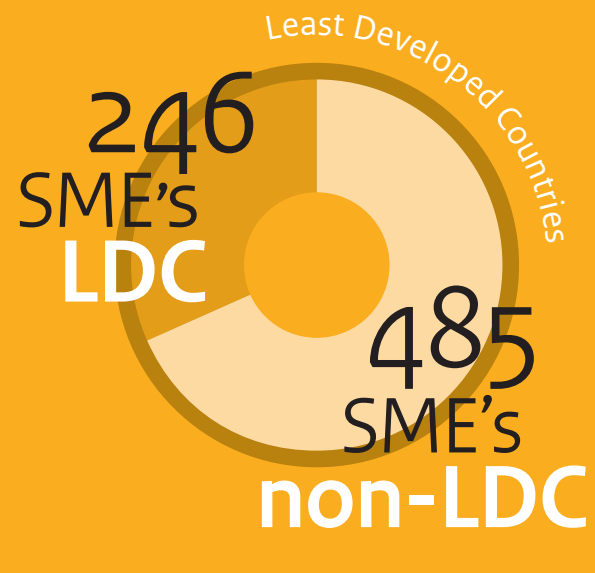
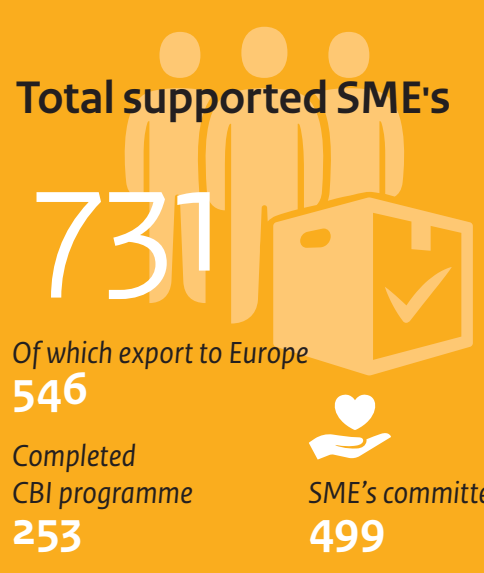
Access to Export



Linens exports open doors for Egypt's underprivileged women

For many women in Egypt, leaving home and finding paid work is impossible. Local handicraft business Malaika Linens helps them learn a valuable skill and improve their economic standing and independence. By participating in CBI's Home Decoration and Textiles Egypt export programme, the company has fine-tuned its logistics and gained important exposure on the European market. It has also launched a new export line for hotel linens and is the sole linen supplier to a big hotel developer. As the company grows, so does its social impact. New training centres in areas in where women badly need job opportunities will soon be built. Moving away from plastic packaging and using natural dyes are important, as is Fair Trade certification. Malaika's Linens encourages people to buy genuine, hand-made Egyptian products created with Egyptian raw materials. Not only will this help preserve traditional Egyptian handicrafts, it will also help improve the lives and livelihoods of Egyptian women.

"The CBI training sessions helped us fine tune our organisation and logistics and showed us how to communicate and fulfil orders for the European market."
- Laila Helaly - Business Development Manager at Malaika's Linens



- Active sectors**
- Apparel
 - Cocoa and Cocoa Products
 - Coffee
 - Fish and Seafood
 - Fresh Fruit and Vegetables
 - Grains, Pulses and Oilseeds
 - Home Decoration and Home Textiles
 - Natural Food Additives
 - Natural Ingredients for Cosmetics
 - Natural Ingredients for Health Products
 - Outsourcing
 - Processed Fruit and Vegetables and Edible Nuts
 - Spices and Herbs
 - Tourism

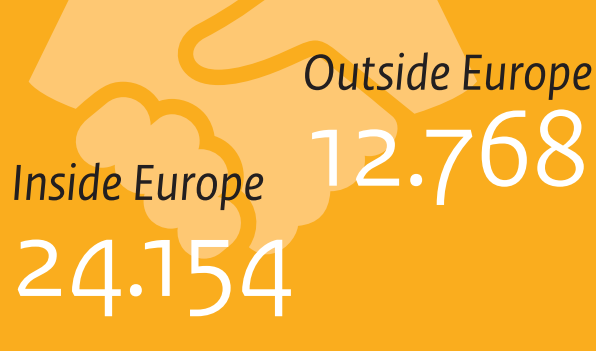
Back to where the brew began: supporting Ethiopian coffee roasters

Arabica coffee originates from Ethiopia. With support from CBI, Sara Yirga is convinced that Ethiopian coffee will be making a comeback on the international coffee markets. YA Coffee Roasters, a small artisan coffee roasting company in Addis-Ababa, is a firm believer in exporting coffee roasted at origin. However, many European coffee companies do the roasting themselves, claiming that European tastes are so specific that non-European suppliers cannot get them right. After meeting at the African Fine Coffee Association (AFCA) conference in 2015, YA joined the CBI's Coffee Export Coaching Programme to develop an Export Marketing Plan. Sara now targets online retailers and specialty shops, and with help from CBI, she was able to get support in branding and packaging design from Proudly Made in Africa. Sara and CBI also collaborated to promote gender awareness. She participated in the Ethiopian branch of Women in Coffee and was a panel member at the 2017 World Trade Organisation's Aid for Trade Conference in Geneva.

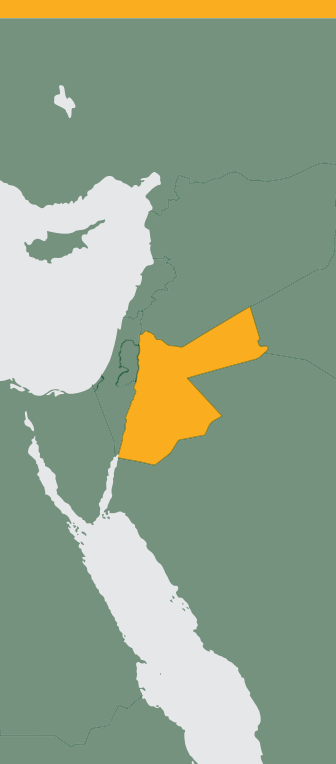


"CBI has helped us develop an Export Marketing Plan and offered encouraging advice on our market potential."
- Sara Yirga, Founder and CEO of YA Coffee Roasters

Realised business contacts between importers and exporters



Export enabling environment with 180 partners



Helping Jordan's farmers to get back in the export game

Syria's war has cut off Jordanian produce exporters from their most important markets, with an influx of refugees adding to the pressure on jobs. CBI acted quickly to help the farmers and refugees get back in the game. CBI's Sector Export Marketing Plan (SEMP) identified four potential export markets for Jordan's farmers: Western Europe, Eastern Europe and Russia, the Far East, and the most promising region, the Gulf States. Jordanian exporters and other stakeholders tested the findings of the SEMP at trade fairs. CBI further supported these companies in drawing up individual export marketing plans. With fertile land, farming, entrepreneurship, and political stability, Jordan has high potential. Figures by the International Labour Organisation, however, show over 630,000 refugees entered Jordan by January 2016, putting pressure on the economy and labour market. This has resulted in the informal labour market. Export growth will create jobs for Jordanians and refugees. The government acknowledged this placing agriculture exports firmly on its agenda, and the World Bank and other donors are embracing this effort as well.

"We deliberately focus on agriculture because this sector offers a lot of employment potential."
- CBI Country Manager Koos van Eyk