



CBI
Ministry of Foreign Affairs of the Netherlands

Export Coaching Programme Fish and Seafood Senegal

Invest in your future by exporting fishery products to the European Union!

You own or operate a medium-sized company that processes or produces fish and seafood products. You are based in Senegal and you export your products to Europe - or have the ambition to do so. You want to learn; you want to grow, you want to invest. And you could use a little help.

If this sounds like you, our Export Coaching Programme, may be just what you're looking for. We are CBI, the Centre for the Promotion of Imports from developing countries, and we'd like to help you establish a solid position as an exporter to Europe. 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 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).

Why Europe?

The European market is often perceived as a complex and dynamic market. The increasing number of food safety standards, EU rules and regulations appear as obstacles to export; but they only really are when you are not aware of them. CBI can help you reduce the complexity of those. The competition between suppliers worldwide shows that the regulations can be handled and that it is worthwhile to be on this market place. One of the reasons is the continuous reduction of own landings and increasing dependence of Europe's industry and trade on imported fish and seafood. CBI will support you handling this complex -but attractive- challenge.



A powerful and practical programme

To enter the European market, candidates need expert knowledge and a thorough understanding of the European fishery 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(s) make(s) a pre-selection of companies that meet the selection criteria and are eligible for participation.

Once your company is pre-selected, (a) CBI sector expert(s) will visit you 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. At this point, a decision is made 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, distant guidance and an Export Marketing and Management seminar.

While you are investing and implementing the action plan, your company will be visited by one or more CBI sector expert(s) 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(s) will render distant assistance. The expert(s) 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. You may 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 fishery products: the Seafood Expo Global in Brussels, Belgium and be involved in other business matchmaking activities.

As a result of participation in this module, supported by extended promotion efforts by CBI, you will gain knowledge about marketing their 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 Fishery Products Senegal is targeted at processing/exporting companies of fishery products in Senegal 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 fish and seafood or by packaging, cooling and/or logistics processes for fresh fish and 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 commercially interesting species for the EU market including aqua cultured fish and excludes fish species on the endangered list (including sardinellas). Fish meal and fish oil products only when proven sustainable sourcing takes place.
- 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 permanent employees (excluding seasonal workers; exceptions can be made in case of relatively labour intensive production process and will be looked at on a case-by-case basis); In case of companies without own production: not less than 5 and not more than 50 employees.
- No joint venture with a company based in a country with a classification of UMIC or higher;
- Willingness of compliance with relevant EU market access requirements and sustainability oriented catching/farming practice
- 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 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). More detailed estimation of investment required will be discussed with the company during the company assessment/selection phase since this is company specific.

- in improving your supply chain

Additional criteria

- In possession of EU export certificate or expected to acquire EU number before end of 2019.
- Willingness to play an active role in a EU Fish and Seafood Trade community Senegal
- Willingness to implement a social and environmental responsibility strategy in your company

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 Fishery program Senegal and send it to agriculture@cbi.eu .

Contact

Should you have questions on any aspect of the programme, please send your email to agriculture@cbi.eu. We would love to welcome you into the programme!

Please Note: Deadline for Application is
30 June 2019