



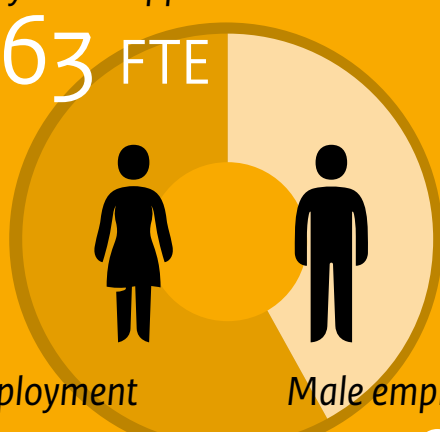
# CBI Results 2018

Centre for the Promotion of Imports  
from developing countries

Total employment supported

59,663 FTE

Jobs for youth  
aged 15-25  
20%



Female employment

34,852 (58%)

Male employment

24,811 (42%)

8 DECENT WORK AND  
ECONOMIC GROWTH



Sustainable Development Goal

Total Exports in 2018

(realised by directly supported SMEs)

To EU

€395  
million

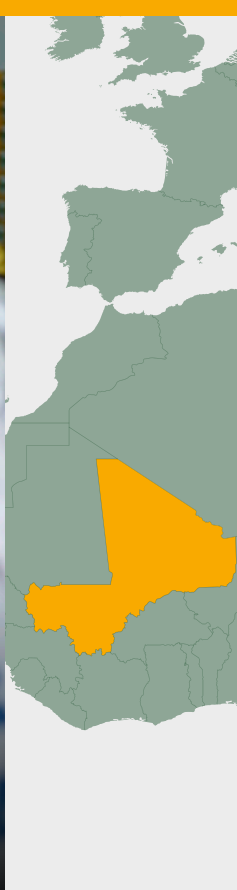
To non-EU

€311,5  
million



“CBI helped us analyse our company and our market,  
and thus to gain a more thorough understanding of  
opportunities, threats, strengths and weaknesses.  
It has made us far more effective.”

– Marlène Amegankpoe, Managing Director of SCS International, Mali



## Mali's mangoes link rural farmers to global markets – and a better future

Mangoes have become one of the world's most popular fresh tropical fruits. As demand grows, so do the export opportunities for West African countries like Mali. By participating in CBI's programme, Malian cooperative SCS International has targeted the Netherlands as a leading importing country and fruit trading hub. It has also gained more visibility by participating in European trade fairs, like Fruit Logistica.

CBI's extensive coaching programme has resulted in a doubled export turnover in four years, to nearly €2 million, and almost 200 new employees. As the company's exports grow, its social impact is growing too. SCS International is now able to support producers and young entrepreneurs in replicating their export model. New facilities are running on solar energy and women in the fruit business are encouraged to get every kind of training they can. SCS wants to help them turn their small businesses into well-organised companies that can really give back to the local community in terms of jobs, redistributed revenues and improved living conditions.

Total supported SMEs

526

of which export to Europe

416

which completed a  
CBI programme in 2018

353



which committed to  
Corporate Social Responsibility

462

178  
LDC  
SMEs

Least Developed Countries (LDC)

348  
non-LDC  
SMEs

Published market  
research reports

216

80% of the supported companies which state  
that their decisions were influenced by  
CBI market studies

Web traffic

583,774  
users

1,510,932  
page views

56%

of users from developing countries

## Active sectors



## Entry to the cosmetics market makes companies shine

By exporting natural ingredients, companies can strengthen their country's economy in a sustainable way. Harvesting and processing these ingredients also creates jobs in rural areas. European cosmetics buyers are very interested in natural ingredients. However, entry to the cosmetics market is not easy for most suppliers. Over the past four years, CBI has coached manufacturers of natural ingredients from Peru, Colombia and South Africa on exporting to the European cosmetics market.

At the CBI stand at In-Cosmetics Global, the leading event for personal care ingredients in Europe attended by the world's top suppliers, 15 natural ingredients manufacturers exhibited their newest product ranges in order to increase awareness of the provenance of their local products in the global market. The companies, six of which are led by women, cover the full range of natural ingredients: vegetable oils, essential oils and other plant extracts. Given that the companies acquired a total of 1,745 new business contacts from among the 9,000 visitors at the fair, their participation was a success.



“The CBI programme gave us the opportunity  
to expand into the cosmetics industry. Now  
we not only operate in the food sector (nuts),  
but also in the cosmetics sector (oil).”

– Gastón Vizcarra Kennedy, President of Candela, Peru



Realised business contacts  
between importers and exporters

Outside Europe  
13,950

Inside Europe  
27,782

Export-enabling environment  
partners:

220



Institutional  
strengthening



Laws and regulations



Export increase



Value chain  
cooperation



Sector marketing  
and branding

## Exporting craft home decor from Tanzania

For many entrepreneurs from developing countries, taking the first steps towards exporting to Europe is incredibly difficult. CBI's Market Intelligence studies help such entrepreneurs to become successful exporters. Ayesha Mawji, CEO of Moyo Designs, had always worked as a photographer before starting her design house in Dar es Salaam, Tanzania. Running and structuring a business was completely new for Ayesha and she had no system in place. When the economy in Tanzania slowed down, she started looking at the possibilities for exporting her products. The CBI website and market information reports proved incredibly valuable to her. Because of their accessible design, the tools are also usable for people without a background in commerce or economics, like Ayesha. 'Doing research has taught me things I didn't even know were important for marketing my products. Corporate social responsibility in my sector is one of those things.' In Tanzania, there are fewer requirements regarding producing textiles. For instance, there are many dyes that the EU does not accept in imports. The CBI tools helped Moyo Designs to find alternative solutions and meet international standards.

“Bright oranges and pinks were probably  
not going to work in Europe, whereas my  
greens and blues would work much better.”

– Ayesha Mawji, CEO of Moyo Designs, Tanzania