



# CBI Export Programme

## Cocoa from Sierra Leone and Liberia to the European Market

### Let CBI show you the way to Europe's lucrative (fine flavour) cocoa market!

The European market for high-quality and fine flavour cocoa offers great opportunities for suppliers of cocoa from Sierra Leone and Liberia. An increasing number of European consumers is prepared to pay higher prices for high-quality cocoa that is traceable and has a special story. Liberia and Sierra Leone have historically proven to be able to supply high quality cocoa, with potential for further improvement, good processing structure and the story there is to tell. There is a lot of opportunity in developing market demand for Liberian and Sierra Leonean cocoa, if quality continues to improve and product differentiation is promoted.

#### Do you have the ambition to export to the EU?

The Netherlands Centre for the Promotion of Imports from developing countries (CBI) can show you the way. Our Business Export Coaching has already guided exporting organizations in for example Central America and Peru in the cocoa industry towards successful business relations with European clients.

**We know what needs to be done** to get your products ready for export. You'll get support and assistance from our sector expert. And we'll teach you all you need to know to meet European rules and regulations and will prepare your company with the skills and knowledge on European market. This project will help you build the right foundations for success in Europe – and will also

match you with European importers to set you on the path to success and to secure your export future: enroll today!

**Invest today** in the opportunities that await you. First of all, you need to enrol in our step-by-step, multiannual Business Export Coaching project.

To be successful, you must be willing to invest the necessary time and energy as well as reserve a (marketing) budget. Your key to success lies in the belief that, with our help, you can do this. The more you invest, the more you will benefit.

### What can you expect from a CBI project?

Created for (aspiring) exporting SMEs and cooperatives in the cocoa sector from Sierra Leone and Liberia, CBI offers technical assistance through a practical Business Export Coaching project. CBI prepares your company or cooperative with the skills and knowledge you need to enter into the European market:

- One-on-one multiple year coaching for you and your staff on doing business in the European market, aimed at your specific needs, by highly qualified CBI experts
- Training courses about specific subjects, such as Market Access Requirements, certification and developing a Corporate Social Responsibility (CSR) plan
- Assistance with developing your Export Marketing Plan
- Assistance in what certification is suitable to your market entry strategy and coaching to obtain the certification you need

- Assistance with implementation of your CSR Action Plan
- Participation in the one-week, fully-financed Market Orientation Mission to Europe (EXPRO)
- Participation in and guidance in preparation for leading international trade fairs or other market entry activities, such as international buyers' missions.

## What do we expect from you?

CBI is looking for ambitious and highly motivated SMEs and cooperatives that are:

- Fully committed to the project and the activities
- Participating with the right person(s) in all CBI visits, workshops and trainings
- Showing eagerness to actively pursue knowledge on the subjects discussed during the individual support, workshops and trainings
- Demonstrating willingness to inform CBI about the company/cooperative's export and sustainability progress (CBI will treat the provided information as confidential)
- Committing to invest, also in terms of staff allocation, in necessary adaptations to become successful on the European market and increasing sustainability, and paying costs related to the market entry and sustainability activities (part of the costs of the trade fair participation and sustainability activities which are not covered by CBI and its partners like costs of traveling, lodging, sending samples etc.)
- Allowing CBI and its partners to use the company's name, logo and achievements for promotion of the project.

All these agreements will be part of a commitment letter between CBI and your company or cooperative.

## Who can participate in the project?

Do you have a cocoa business in Sierra Leone or Liberia?  
Are you interested in exporting to different international markets?  
Check whether you fit the CBI profile!

This project is designed for ambitious (aspiring) cocoa exporters from Sierra Leone and Liberia who are eager to expand their export activities in the European market and that fit the following profile:

- Offer products that fall within one of the following categories:
  - Cocoa
  - Cocoa related products (beans, nibs, cocoa paste (mass or liquor), butter, powder and/or couverture)
- are SMEs, producer associations or cooperatives with up to 250 employees
- are at least 51% locally owned (Sierra Leone / Liberia)
- No joint venture with a company based in a country with a classification of *LMIC* or higher
- 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 which is able to communicate in English
- Willingness and capacity to invest in adaptations of, for instance, product assortment and production processes, if and as required by the European Market
- are not involved in the production or trade of illicit products or subject to (gradual) prohibition according to national laws and regulations and / or international conventions, in cross-border trade in waste (unless this trade complies with the Basel Convention), in the destruction of areas of high conservation value, in the trade of radioactive materials, in activities of pornography and / or prostitution, racist or anti-democratic media, or being involved in a substantial way (> 10%) of its operations) in the production or trade of alcoholic beverages (less beer and wine), tobacco, weapons and ammunition, or gambling
- have no licensing commitments that prohibit or limit export possibilities of products to the European market.

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

### Costs

Most costs will be financed by CBI. The following costs will have to be borne by participants:

- Flights and other travel expenses in case of European trade show participants (NB: except for the Market Orientation Mission, which will be fully financed by CBI)
- Domestic travel expenses in case of training outside your city of residence.

## Interested?

For more information, please visit  
<http://www.intracen.org/NTF4/Mano-River-Cocoa/> and  
<https://www.cbi.eu/projects/cocoa-mano-river-union>.

Apply for the CBI project using this link:  
<https://www.cbi.eu/files/applicationformcocoasierraleonliberiapdf>  
and make the first step towards this investment in the future  
of your company.

**You can apply until April 14, 2019.**

### Implementing Partners

In Sierra Leone, CBI and ITC will work (amongst others) closely with the Sierra Leone Investment & Export Promotion Agency (SLIEPA), and the Produce Monitoring Board (PMB). In Liberia, we will work with (amongst others) the Liberia Agriculture Commodity Regulatory Authority (LACRA) and the Liberia National Investment Commission (LNIC).



Furthermore, the project will have synergies with ongoing activities in projects from German international cooperation service provider GIZ, Worldwide Healthcare Trust (WHH), Solidaridad and Sustainable Trade Initiative (IDH).



Netherlands Enterprise Agency



### About CBI

The Centre for the Promotion of Imports from developing countries (CBI) is part of the Netherlands Enterprise Agency and is funded by the Dutch Ministry of Foreign Affairs. We contribute to sustainable and inclusive economic development in developing countries through the expansion of exports from these countries. CBI's goal is to strengthen the international competitive capacity of Small and Medium-sized Enterprises (SMEs) by developing the export-related knowledge and skills of entrepreneurs and by helping exporters enter the European market. Within the framework of the Netherlands Trust Fund (NTF) Programme, this is a joint project with the International Trade Centre (ITC).

### About ITC

The International Trade Centre (ITC) is a development agency that enables SMEs in developing and transition economies to become more competitive and connect to international markets for trade and investment, thus raising incomes and creating job opportunities, especially for women, young people, and poor communities. ITC's mission is to foster inclusive and sustainable economic development, and contribute to achieving the United Nations Global Goals for Sustainable Development. ITC works towards creating 'trade impact for good'.

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