

NAABC
Netherlands-African Business Council

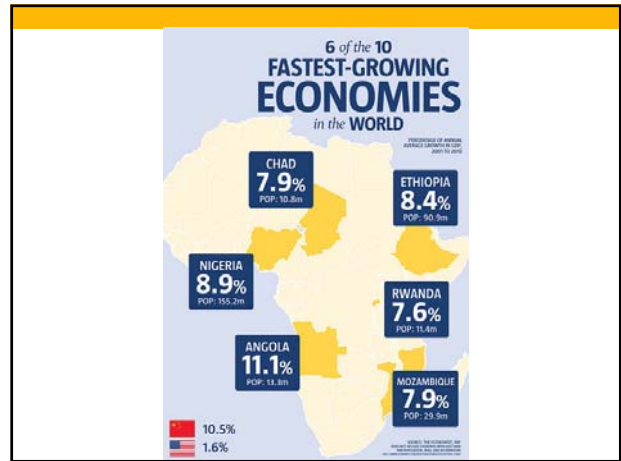
AGRIFOODTOP 2015

The Netherlands-African Business Council &
Chances in the African Livestock Sector

Africa? or ... Africa!

The Economist 2000

The Economist 2013



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Market for Livestock Products

- Animal-source foods market: growth of 2.8% for meat and 2.2% for milk per year
- Milk: most consumed animal-protein volume wise
- Meat: beef and poultry most consumed

Product	Estimated consumption 2005-07, million tonnes		Growth, million tonnes		Estimated consumption million tonnes 2010	Annual growth rate 2005-07-2010
	2005-07	2010	2005-07	2010-08		
Milk	14	21.4	24.8	25.4	22.6	2.2%
Eggs	1.4	2.0	2.5	6.1	6.1	3.1%
Pigmeat	0.8	1.1	1.5	3.5	3.5	3.2%
Mutton	2.2	1.7	2.1	4.8	4.8	3.2%
Poultry	3.9	16	5.3	11.8	11.8	3.2%
Beef	4.7	13	5.0	13.6	13.6	2.9%

Source: Elaborated from data of the FAO Global Prospective Studies Unit


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Market for Livestock Products

- Animal-proteins market skyrocketing
- Local market cannot keep up with demand

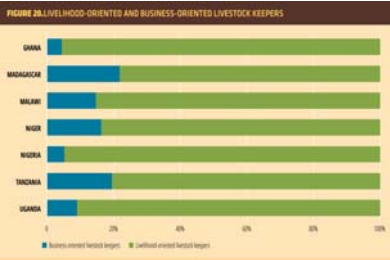
Source: Elaborated from data of the FAO Global Prospective Studies Unit

Livestock in Africa



- Limited number of commercial farms: 5-20%
- 2-17% of rural households incentives increase for market demand

FIGURE 20. LIVELIHOOD-ORIENTED AND BUSINESS-ORIENTED LIVESTOCK KEEPERS



Country	Business-oriented livestock keepers (%)	Livelihood-oriented livestock keepers (%)
Ghana	~10	~90
Madagascar	~25	~75
Malawi	~15	~85
Niger	~10	~90
Nigeria	~10	~90
Tanzania	~20	~80
Uganda	~10	~90

OK ... but where do I start

- **Visit** a country at least 2-3 times before you start doing business
- Grow your **network** in The Netherlands and in Africa
- Take **time** to find the right local partners
- You may not be the first to try so **learn** from one another
- Don't forget **local circumstances** and be **innovative**

Netherlands-African Business Council (NABC)




- NABC supports companies and knowledge institutes that want to do business in Africa or African stakeholders who want to do business in or with The Netherlands.
- *Africa*
- *Entrepreneurship*
- *Private sector focused*
- *Membership based*
- *Sustainable economic growth*

Core Activities




- **Catalyse**
 - Provide up to date market information, studies and identify opportunities. Also to new, unexplored markets
- **Strategise**
 - Show what the Dutch have to offer in terms of expertise, knowledge and products. Promoting doing business with Dutch partners.
- **Assist**
 - Support companies with their first steps in doing business in Africa. Provide general and practical information on how to do business in Africa.
- **Connect**
 - Through our network in The Netherlands and our local offices link stakeholders from both public and private sector


NABC and African Livestock Industry



- **Dutch-African Network**
- **Market orientation**
- **Trade missions**
- **Events**
- **Sector Platforms**
 - Dairy
 - Poultry
 - Horticulture
- **Other sectors such as Oil&Gas, Port Development and Water**




Quick-scan Dairy Ethiopia
A joint sector perspective on the Ethiopian dairy value chain
March 2012



How we provide local support

- Local offices
- Network of local partners such as chambers of commerce, investment promotion agencies and banks
- Partnership KPMG
- African membership
- Multi-annual programme's

NABC local offices



Local offices

- Algeria
- Ethiopia
- Ghana
- Kenya

Example – Dutch Dairy Africa

A network of companies, knowledge institutes, NGO's and government.
Joint activities:

- 3 year project in Kenya and Uganda
- Dutch dairy promotion
- Market and value chain analysis
- Trade missions and study tours
- Local presence





Impression of Trade Missions



Testimonials

“Through this partnership we represent the entire value chain which strengthened my company's promotion”

“The Holland branding at trade fairs appeared to be a great succes!”

“The one-stop-shop component makes it easy for us (Ethiopian) to know who to go to when you are looking for business”

NABC Agricultural events

- Opening poultry demonstration farm Ethiopia 8-12 June
- Visit minister of Agriculture Rwanda to NL 14-19 June
- NABC-WUR Agri-trade mission Mozambique 1-6 September
- Horticulture business visit Ghana 7-11 September
- Dairy exhibition & business visit Kenya 23-25 September

Questions?
Contact our agri team

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