

PROMOTING AFRICAN BEE PRODUCTS IN STRATEGIC MARKETS

By

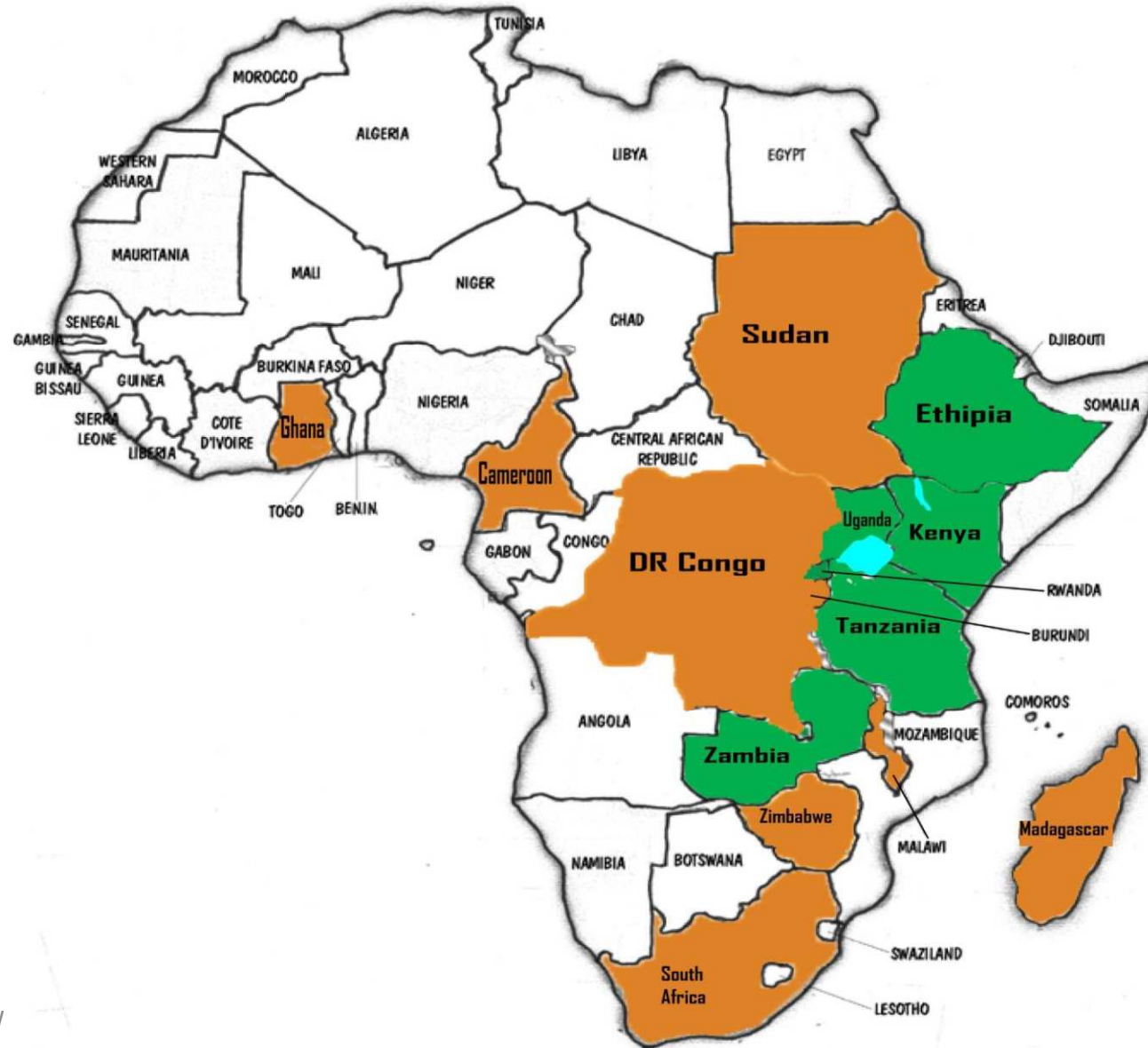
Bosco Okello, CEO APITRADE AFRICA

FRIDAY 23RD SEPT 2011

ApiTrade Africa: We are...

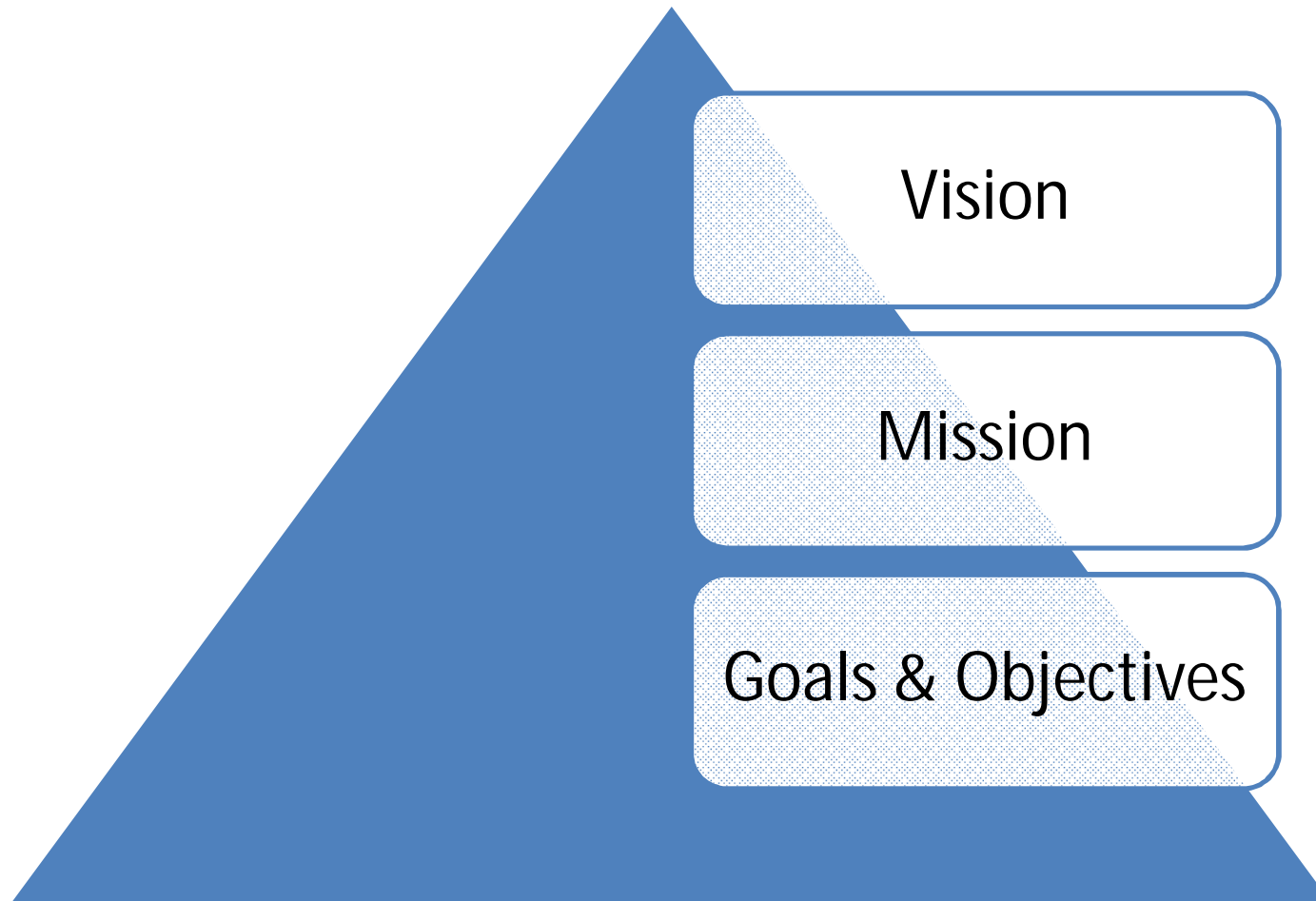
- Not-for-profit membership organisation dedicated to promoting trade in African bee products.
- Registered in 2008 in Uganda – head office
- Membership from Ethiopia, Uganda, Tanzania, Kenya, Zambia, UK, Belgium, Rwanda, Madagascar, Cameroon

Current coverage



What Guides US?

Our Vision, Mission and Goals



Our Vision and Mission..

- Our Vision is ...
 - A well coordinated and competitive Apiculture sector in Africa.
- And Our Mission is...
 - To promote trade in African bee products by addressing market access constraints and coordinating marketing initiatives

Objectives

- a) To promote African bee products in the market
- b) To promote the growth and supply of quality bee products from Africa
- c) To improve access to up-to-date trade related apiculture information in Africa
- d) To ensure good practices among members: honey traders, beekeepers' cooperatives and exporters
- e) To lobby and advocate for a competitive apiculture sector in Africa
- f) To enhance networking and linkages among stakeholders in Africa

Strategic markets

- What works – how 'we win'
- Where buyers are ready to pay well
- Where *costs* are low
- Where beekeepers and honey traders can meet the standards

Not necessarily exporting

... but do not forget the benefits of exporting

The markets are here...

- How to connect to the markets
- What are the roles of 'facilitating or coordinating organisations?
- Do beekeepers and honey traders know? (access to relevant information)
- BUT also:
 - Do the buyers KNOW and understand the products?
 - If they have distorted info, what happens?

Functional market chain

- Linking producer organisations to the markets
- National promotional events e.g. Annual Uganda National Honey Week
- ApiExpo Africa 2012 (Addis Ababa, Ethiopia) September 26th – 29th
- Apimondia e.g. See Africa in Stall C87
- Others: BioFach, SIAL, Anuga, African Big 7
- Direct marketing programs

**DON'T
SEE AFRICA THROUGH
OTHERS...**

KNOW AFRICA

WELCOME TO:

ApiExpo Africa 2012

**September 26th – 29th,
Addis Ababa
Ethiopia**

JOINTLY ORGANISED BY



CONTACTS

www.apitradeafrica.org

www.ethioapic.org

Tel: +256414667845

Email: info@apitradeafrica.org