

# sourcing MISSION

## GHANA & IVORY COAST, JULY 2020



As COVID-19 spreads around the world, we're all facing new unexpected challenges. Without international travel, buyers and importers are especially challenged with how to identify new suppliers, how to meet them, check their credentials and finally how to move forward with sourcing relationships?

*To close this gap, The Embassy of the Netherlands' Project HortiFresh™ and the German Import Promotion Desk (IPD) have collaborated to bring you a virtual fruit sourcing mission.*

During this **virtual sourcing mission** you will be introduced to reliable suppliers of fresh and processed fruit - fresh cut, dried and frozen fruit as well as juice and concentrate - from this rapidly developing region.

During introductory briefing calls with our experienced coaches you'll be able to customise a short list of exporting companies that you would like to meet. Then in June-July you'll have **online B2B meetings with your short list**. In these calls you will be able to familiarise yourself with their business operations, management and product range. And should you wish, you'll be able to take things further.

All exporters have been pre-selected by IPD or the business support team from project HortiFresh™. This is based on rigorous assessment during company visits where we have checked product quality, capability and capacity for export.







To ensure the best chance of high quality matches only a limited number of invited exporters are able to participate.

### YOUR BENEFITS

- Meet reliable suppliers of fresh, dried, frozen fruit & juices
- All companies are carefully selected and assessed so that they match your needs.
- All companies have received business coaching to ensure that the e-meetings are fruitful
- Obtain information about the supply chain
- View images or video of the factories, farms, packhouses etc



## KEY SOURCING OPPORTUNITIES

	FRESH	IQF	JUICE	DRY
 MANGO	Ghana & Ivory Coast	Ghana & Ivory Coast	Ghana & Ivory Coast	Ghana & Ivory Coast ORGANIC
 BANANA	Ghana & Ivory Coast ORGANIC FAIRTRADE		Ghana & Ivory Coast	Ghana & Ivory Coast ORGANIC
 COCONUT	Ghana & Ivory Coast			Ghana & Ivory Coast ORGANIC
 PINEAPPLE	Ghana & Ivory Coast NICHE VARIETIES	Ghana & Ivory Coast	Ghana & Ivory Coast ORGANIC, NOT FROM CONCENTRATE	Ghana & Ivory Coast ORGANIC
 PASSION FRUIT	Ghana & Ivory Coast		Ghana & Ivory Coast	
 CITRUS			Ghana & Ivory Coast ORGANIC, NOT FROM CONCENTRATE	

*Looking for other fruits? Contact our team to learn more.*

## THE PROGRAM

1

### PREPARATORY BRIEFING CALL (JUNE 2020)

To ensure the best chance of high quality matches you'll be able to discuss your needs with a **Virtual Sourcing Mission business coach**. These experienced business coaches regularly support importers looking to build linkages with suppliers and vice versa. In these short preparatory calls we'll discuss your needs and will build a tailored "supplier short list" for your business.

2

### B2B MEETINGS (22 JUNE - 3 JULY 2020)

In these meetings you'll have 1-on-1 discussions with your customised "short list" of exporters. In each meeting, you will be introduced to senior management from reliable Ghanaian and Ivorian suppliers. These have been pre-screened by the Project HortiFresh™ and the German Import Promotion desk team. Many have relationships with EU importers or belong to long term supplier development programs supported by Project HortiFresh or IPD.

During this meetings both businesses will be able to ask more specific questions about operations, product specifications, working together and other essential information needed to assess whether there's potential to do business. And if you're both ready, you can take things further.

**Experienced business coaches from Project HortiFresh™ and IPD will facilitate.**

## HOW TO REGISTER?

To ensure the best chance of high quality matches only a **limited number of invited importers and exporters** are able to register and take part. **Registration closes on 14 June 2020**, or when the places are filled- whichever comes first. Please confirm your attendance via **Kerry Kyd, Kerry@timeforsense.com**.

For further questions please contact:

**Anitra van der Kraan** Email: [anitra.vanderkraan@nabc.nl](mailto:anitra.vanderkraan@nabc.nl) Tel: +31 (0) 657 880 732  
**Thomas Derstadt** Email: [derstadt@importpromotiondesk.de](mailto:derstadt@importpromotiondesk.de) Tel: + 49 (0) 228 909 00 81 82

Country Sector fact sheets are available on the registration portal: <https://bit.ly/2GfSjRL>