

## Trade fair calendar.

- **ESE, 3–5 May 2011**  
Sea products, Brussels, Belgium
- **Interzum, 25–28 May 2011**  
The world's leading trade fair for furniture production and interior fittings, Cologne, Germany
- **Spoga, 4–6 September 2011**  
Garden furniture trade fair, Cologne, Germany

## Sourcing possibilities in sub-Saharan Africa.

From 2008 to 2010, Osec ran a programme for promoting direct investment in Ghana and Madagascar. As a concrete result of this programme, the local regional development agencies, the Ghana Investment Promotion Centre (GIPC) and the Economic Development Board of Madagascar (EDBM) again have a database of companies offering their services as local business partners to foreign companies.

The programme officially entitled «Investment Promotion in Sub-Saharan Africa IPSSA» supported a total of 188 selected local companies in the search for potential international business partners. These companies produce various goods, raw materials or services and are seeking customers, joint venture partners or providers of investment goods. In the case of Madagascar, the producers of essential oils and tourism offer interesting business opportunities. Food processing and real estate projects in Ghana are worth a special mention.



The Ghana Investment Promotion Centre ([www.gipc.org.gh](http://www.gipc.org.gh)) and the Economic Development Board of Madagascar ([www.edbm.gov.mg](http://www.edbm.gov.mg)) are available to answer any questions for identifying business opportunities.

## Contact.

**Osec**  
**Swiss Import Promotion Programme**  
Stampfenbachstrasse 85  
P.O. Box 2407  
CH-8021 Zurich  
  
Phone +41 44 365 51 51  
Fax +41 44 365 52 02  
[sippo@osec.ch](mailto:sippo@osec.ch)  
[www.sippo.ch](http://www.sippo.ch)

## Outlook.

### Buying Mission for clothes importers

15–20 May 2011, Serbia

European and Swiss importers will be offered the opportunity to visit manufacturers, particularly of jeans, shirts and knitwear in the region of Novi Pazar and around Ada. They will be supported by a specialist expert and can stipulate any production requirements directly on location.

### Sourcing mission and follow-up fresh fruit & vegetables and fish:

16–24. June 2011, Ukraine

Sourcing for new companies in this field and follow-up of companies that already take part in the SIPPO programme.

# SIPPO-Newsletter.

Issue 1/11

## Editorial.



Things are moving in Africa. Buyers and investors from all over the world are getting more and more confident in the continent. There is

in many places a great deal of competition regarding raw materials even resulting in a kind of «gold rush mood». As well as the fast pace of negotiations set by the traders, the corresponding product quality and strict adherence to delivery deadlines are expected. This upturn is a major challenge particularly for SMEs. These business relations are new territory for many people; the foreign importers' culture of negotiation is strange to many local producers. In the context of the SIPPO programme, entrepreneurs from Ghana, South Africa, Jordan or Egypt will be able to gain initial experience in negotiating with European importers, compare competitor products and consider their pricing policies. The beauty of this: the entrepreneurs want to face up to the change and are curious and thirsty for knowledge. And this will bring them the success that is hoped for!

Rita Stupf  
Head of Development Services

## The 2010 FIFA World Cup in South Africa – more than just a sports event.

**South Africa prides itself as a country that enjoys coming together when there is a reason to celebrate. In 2010, we came together to celebrate the largest and most important sporting event in our country's history. Since the World Cup finished, most of the critics have disappeared and we have proved to the world that a lot of the negative perceptions about our country were false. We have proved to the people of South Africa and abroad that we are a country with a well-functioning infrastructure, administration and with a middle-income economy with great potential. We now have the opportunity to take advantage of our success.**

The social and economic benefits created by hosting the 2010 FIFA World Cup will continue to be felt by South Africa and the African continent for many years to come. Over 309,000 tourists came to South Africa and spent around 3.64 billion rand with 96 per cent saying that they would visit the country again whilst 92 per cent said that they would recommend the country to friends and family as a holiday destination. Overall average spending per tourist was 11,800 rand, which was higher than the 8,400 rand spent by the average tourist in 2008. Internationally, total awareness of South Africa as a leisure destination increased by 9 per cent following



George Johannes,  
Ambassador of South Africa



the event and a more recent study found that about 59 per cent of the people interviewed said they were visiting the country for the first time. From these tourism figures alone, it can be deduced that the FIFA World Cup was worth every cent invested. Overall, the World Cup increased South Africa's GDP by around 0.5 per cent. We now have an opportunity to take advantage of this and make significant progress in boosting growth and employment. The World Cup has improved the image of South Africa and the African continent.

- 1 The 2010 FIFA World Cup in South Africa – more than just a sports event
- 2 Background information on Ghana

- 2 Several years of cooperation with Ghana in the field of organic products
- 2 SECO information
- 3 Fair trade travel package in South Africa

- 3 A success story from Egypt
- 3 Background information on Jordan
- 4 Sourcing possibilities in sub-Saharan Africa

**Background information on Ghana**

On 6 March 1957, Ghana was the first African country to gain independence from its former colonial power, the United Kingdom. What are striking about the West African country are the rain forest and the moist savannah. The evergreen rain forest offers the richest vegetation. Despite approaches towards industrialization, Ghana is still generally an agricultural land.



The Government joined the Debt Relief Programme of the World Bank and the International Monetary Fund (IMF) in 2004 for the most heavily indebted countries. The country was freed of most of its debts from the most varied creditors. Gold is, as before, an important commodity for Ghana. The share of overall exports is 32 per cent. Cocoa, sugar cane, coffee, tea and rubber are also exported.



Several years of cooperation with Ghana in the field of organic products.

SIPPO has been active for almost ten years in the West African country of Ghana and supports the producers of organically-certified fresh fruits (pineapple, papaya) at the BioFach. In the field of natural ingredients, companies from Ghana take part in the respective specialist trade fairs Vitafoods and Food/Health Ingredients that are specialized in the food, cosmetics and pharmaceuticals industries. The companies receive valuable support in exporting local products such as shea butter (extracted from the fruits of the shea), Voacanga africana, Griffonia simplicifolia or Thaumatococcus daniellii (a perennial shrub also known as katamfe). Thaumatococcus is a natural sweetener among local flora. While Griffonia decreases the appetite, Voacanga is initially used as a natural remedy for depression and anxiety. Both medicinal plants, which have become more important in Europe over the years originate from the natural biodiversity of the West African rainforest.



Health Ingredients 2010 clearly showed that demand for such processed and extracted products has increased dramatically. A great deal of success was achieved by the company located in the capital, Accra, called Bride Tidings, which took place for the third time in an international specialist trade fair with the support of SIPPO.

**SECO Info.**

The Swiss State Secretariat for Economic Affairs SECO supports efforts of developing countries in expanding their exports and commercial links. SECO concentrates its activities on three areas: general conditions for supporting trade; international competitiveness and improving market access. In this last instance, SECO works closely with SIPPO. Egypt, as one of SECO's priority developing countries has benefited from numerous programmes implemented by or with SIPPO. Supported sectors included agricultural products, clothing, software and leather goods. The most recent project concerns the promotion of medicinal & aromatic plants. It aims at raising the competitiveness and safety of Egyptian products in export markets and at developing a local supply chain. In a nutshell, the main outcome will improve the quality of products and their marketing, leading to a better sale price and new market opportunities.

The world's first ever Fair Trade travel packages revealed in South Africa!

On 28 October 2010, Fair Trade in Tourism South Africa (FTTSA) together with its sponsor, the Swiss State Secretariat for Economic Affairs (SECO) revealed the world's first ever Fair Trade travel packages at an exclusive event in Switzerland. The packages were developed in unique cooperation with one South African and two Swiss tour operators (Kuoni Private Safaris, Reise Service Imagine and Kuoni Travel). All components of the package as well as all contractual relationships in the value chain have been audited according to Fair Trade standards. This pioneering work marks the first time in the nearly 50-year history of the global Fair Trade movement that such systems can also be developed for international tourism and has been officially endorsed by the Fairtrade Labelling Organizations (FLO) International.

The launch of the FTT packages followed the participation of South African companies at the trade fair TTW (Travel Trade World) in Montreux. Within the framework of the SIPPO tourism program, eight companies successfully presented their wide range of high quality and enticing offers at the South African Pavilion. At the same time, this platform was used to promote the FTTSA certified companies as well as the brand new FTT packages.

Online B2B platform at:  
<http://www.sippo.ch/internet/osec/en/home/import/market/b2b.html>

**Success story from Egypt.**

When the small Egyptian enterprise Yadawee was included for the first time in the SIPPO handicraft programme in 2008, no one suspected how extremely positive the business success would turn out due to participation in the consumer goods trade fair, Ambiente. Yadawee was founded in 2003 by Hisham El Gazzar. The concept of the Cairo enterprise was right from the start based on the export of traditional Egyptian products such as scarves. The first time it took part in Ambiente turned out to be an excellent platform as the experiences, according to Hisham El Gazzar were invaluable. Yadawee was able in particular to count on the active support of other participating companies. This type of backing, especially for those attending trade fairs for the first time is always of decisive importance. Yadawee is confronted with the current political changes in Egypt. Hisham El Gazzar can only gain from this revolution. He sees the current developments as an opportunity for increasing democratization to give way to certain economic changes that will improve the general conditions for businesses, which will in turn boost free enterprise.

**Background information on Jordan**

Jordan's economy is currently in a serious crisis and is suffering enormously under the political crises raging through the region. Only five per cent of the land in Jordan is of agricultural use. And it is heavily dependent on irrigation. The most important economy is phosphate mining and the subsequent processing into fertilizer. The country mainly exports textiles, chemical products and raw materials (phosphate and potash). Jordan's economy is currently in a serious crisis and is suffering enormously under the



political crises raging through the region. Only five per cent of the land in Jordan is of agricultural use. And it is heavily dependent on irrigation. The most important economy is phosphate mining and the subsequent processing into fertilizer. The country mainly exports textiles, chemical products and raw materials (phosphate and potash).