



18-22 November 2019, Addis Ababa

World Export Development Forum 2019

Trade and Invest in One Africa

Business-to-Business Meetings, 20-21 November 2019



In partnership with



**Ethiopian Chamber
of Commerce and
Sectoral Associations**

A contribution to



AIW
AFRICA INDUSTRIALISATION WEEK
2019

Positioning African Industry to supply the AfCFTA Market

Meet in Ethiopia to do business with Africa

Join us at Business-to-Business (B2B) meetings, an integral part of the World Export Development Forum, which takes place this year in Addis Ababa, Ethiopia. This unique global conference brings together business leaders, policymakers and trade experts to 'talk business, and do business'.

The theme is Trade and Invest in One Africa, building on the momentum of the newly ratified African Continental Free Trade Area. The single market in development hosts 1.2 billion people with an aggregate GDP of over \$2 trillion, opening up new business matchmaking opportunities.

Ethiopia hosts the African Union, which has led the creation of this new free trade area. Uniquely positioned in the Horn of Africa, Ethiopia is also an important bridge that connects Africa to global markets.

Join us to make the most of the growing momentum to trade and invest in Africa. Agribusiness companies of all sizes from across the globe will be present, linking exporters and importers, commercial farmers and manufacturers.

Business matchmaking will focus on agricultural products (fruits, vegetables, meat, cereals, dairy, tea, coffee, spices, and others), as well as agriprocessing technologies and packaging solutions.

You can also join our Meet the Expert 'speed workshops', allowing you to learn more about business development, ranging from marketing through social media, advice from agribusiness entrepreneurs and technology solutions.

The B2B event is part of a week of World Export Development Forum activities, to which you have full access.



Agribusiness, machinery, packaging companies

Expect a **small investment with high returns**. Past experience shows that B2B participants save time and money in expanding their business networks and finding new business partners from around the globe. Companies typically find new suppliers and expand their distribution channels.

Find or sell **cutting-edge machinery** for food processing, storage and packaging solutions for a variety of agricultural products.

The type of companies that are encouraged to participate include commercial farmers, manufacturers, exporters, importers, wholesalers, retailers and investors.

If your company is active in these areas, join us at WEDF B2B event to do business. The ITC business matchmaking platform will allow each company to **connect with up to 15 potential business partners** through pre-arranged meetings, based on a preliminary identification of business complementarities. Companies can also request additional appointments to be organized on the spot, during the B2B event.



Business-to-Business Matchmaking Platform

ITC will conduct a preliminary identification of business complementarities.

Using ITC's online-business matching platform, each company participating in the B2B event will be able to consult the profile of other companies and request appointments in advance with those they would like to meet.

Each company will receive a list of potential business partners based on identified business complementarities.

In the course of two days, each company will have the opportunity to meet with over 15 potential business partners during 30-minute meetings, as well as request additional appointments facilitated, on the spot, by ITC.

Upon arrival, each company will receive a profile book including the company profiles of all other B2B participants and its own personalized schedule of appointments with potential partners.

ITC will monitor the activity on the platform to ensure that companies are actively requesting and accepting appointments and will provide support whenever required.

For more information, please visit: www.intracen.org/wedf18/b2b/

If you have questions, please contact the WEDF B2B team: B2B-WEDF@intracen.org

This year's B2B event welcomes commercial farmers, manufacturers, exporters, importers, wholesalers, retailers and investors interested in selling, buying or investing in the following products:

Food

Meat, fish and dairy products

- Meat and edible meat offal (HS 02)
- Fish and shellfish (HS 03)
- Dairy products (HS 04)
- Preparations of meat, of fish or of crustaceans, molluscs or other aquatic invertebrates (HS 16)

Agricultural crops and oilseeds

- Edible vegetables and certain roots, tubers and pulses (HS 07)
- Edible fruit and nuts; peels of citrus fruit or melons (HS 08)
- Coffee, tea, mate and spices (HS 09)
- Cereals (HS 10)
- Oilseeds (HS 12)
- Cocoa beans (HS 18)

Preparations of cereals, fruits, vegetables and oilseeds

- Edible vegetable oils and fats (HS 15)
- Preparations of vegetables, fruit, nuts (HS 20)

Machinery

For meat processing

- Meat cutter equipment
- Meat grinder equipment
- Meat mixer equipment

For fruit and vegetable processing

- Grading equipment
- Dehydration equipment
- Canning equipment
- Juice and pulp extraction equipment
- Fruit juice and pulp processing equipment
- Paste-making equipment
- Fruit-crashing equipment
- Homogenizer equipment
- Bottle-related equipment
- Cleaning equipment

For oilseed processing

- Oil-milling plants
- Oilseed-processing plants
- Solvent extraction plants
- Vegetable oil refining plants
- Continuous deodorizing plants
- Oil expellers

Packaging solutions for meat and agricultural products

- Primary packaging
- Secondary packaging
- Packaging machinery

Fertilizers

- Mineral, chemical, animal or vegetable fertilizers (HS 31)



B2B calendar

at the World Export Development Forum

20 November **B2B meetings:**
10:30 to 13:00 and
14:00 to 18:00

21 November **B2B meetings:**
11:30 to 13:00 and
14:30 to 17:30

Companies are also welcome to join World Export Development Forum events throughout the week, including a Women in Trade Forum (SheTrades Global) on 19 November; a Youth Entrepreneurship Forum (YES) on 20 November; and World Export Development Forum plenary sessions on 21 and 22 November.

This year's World Export Development Forum is part of Africa Industrialization Week, hosted by the African Union Commission, Department for Trade and Industry.

Register at: <https://wedf-registration.org/>

Tick the B2B box to download and complete the B2B company profile form and be part of the company profile book that is distributed to participating companies at the B2B event.

Contact: B2B-WEDF@intracen.org Phone: +41 22 730 0591

More information on WEDF 2019: www.intracen.org/wedf