

# ITC-Alliances for Action at The Good Life Show

2024 | Cape Town

Our programmes | our network | our projects



The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC is the only development agency that is fully dedicated to supporting the internationalization of micro, small and medium-sized enterprises (MSMEs).

[At The Good Life Show, we represent selected ITC programmes and their partners. Visit us to discover fine foods produced at origin: Sustainable business that supports local communities and high-quality production.](#)

## **Alliances for Action:**

Alliances for Action is an International Trade Centre initiative to establish a network that transforms food systems and advances the Sustainable Development Goals through producer partnerships that cultivate ethical, climatesmart, sustainable agricultural value chains.

We aim at achieving resilience and growth for farmers and MSMEs through more mindful and responsible trade, production and consumption systems and improved opportunities to compete on a global market. This includes building strength and competitiveness of MSMEs and enabling sustainable market linkages and value addition. In the long term, this will serve to incentivize and engage more youth and women at all sector levels.

Stakeholder groups and institutions from across a value chain are included in the consultation, implementation, and governance phases of every development project. We call this the '3 C' process: Connection, Coordination and Collaboration to enable resilience, better trade and growth.

## **Netherlands Trust Fund - Phase V - Agribusiness and Digital Technology:**

The International Trade Centre's Netherlands Trust Fund V (NTF V) is a four-year partnership (July 2021- June 2025) signed by the Ministry of Foreign Affairs of The Netherlands and the International Trade Centre to support micro, small and medium-sized enterprises (MSMEs) in the digital technologies and agribusiness sectors.

As with previous NTF programmes, NTF V is jointly implemented with the Dutch Centre for the promotion of exports from developing countries (CBI).

The programme is designed to contribute to decent jobs and improved livelihoods in the agribusiness, agritech and digital technology sectors. To that end, it aims to:



- **Increase the competitiveness** of thousands of MSMEs
- **Increase sales** of supported companies to hit \$90 million
- **Support thousands of jobs** and positively impact more than 200,000 people as a result
- **Bring in-kind contributions** to create an additional 50% of project value

NTFV includes both sectors in Ethiopia, Ghana, Senegal, and the digital technologies sector in a multi-country project in Benin, Cote d'Ivoire, Mali and Uganda. In Ethiopia, Ghana and Senegal, ITC is working with smallholder agribusiness farmers focused on cocoa and coffee, associated crops, and horticulture.

NTF V draws on methodologies, partnerships and tools from two ITC programmes: Alliances for Action in agribusiness and the FastTrackTech initiative. Alliances for Action builds productive and commercial alliances between stakeholders that cultivate ethical, climate smart, sustainable agricultural value chains. FastTrack Tech works with small businesses in local tech ecosystems to ensure the benefits of technologies reach the widest possible number of beneficiaries.

In Ghana, Alliances for Action is working with selected cocoa processors on sustainable processing, recipe development, business management and marketing and building commercial linkages for high-quality chocolate products made in Ghana.

## **Ghana Export Promotion Authority**

The Ghana Export Promotion Authority (GEPA) is the National Export Trade Support Institution of the Ministry of Trade and Industry (MOTI) responsible for the facilitation, development, and promotion of Ghanaian exports. Established in 1969, the agency aims to diversify Ghana's export base, increase export volumes, and enhance the competitiveness of Ghanaian products in international markets. The agency organizes trade fairs, exhibitions, and business missions to showcase Ghanaian products and connect Ghanaian exporters with potential buyers and business partners.

In Senegal, Alliances for Action is working with selected cashew processors on sustainable processing and packaging, business management and marketing and building commercial linkages for cashew and associated products made in Senegal.

## **Eswatini:** Promoting growth through competitive alliances

The ITC-Alliances for Action project 'Eswatini: Promoting growth through competitive alliances', funded by the EU, supports job creation for small farmers, entrepreneurs and artisans. Eswatini offers the global market unique organic produce, artisan roasted coffee, handmade cultural creations and gourmet condiment lines.

The country has prioritized private sector-led growth and an export-led economy to counter its high levels of poverty and unemployment, and low levels of investment. But MSMEs are still faced with key structural problems that need to be addressed if Eswatini is to overcome its endemic employment challenges.

ITC understands these challenges, so the organization work with the government to improve the country's business climate and attract investment. ITC also works closely with smallholder farmers, agro-processors and artisans in Eswatini to support them in ways that are sustainable and benefit both people and the planet. In this way, ITC fosters and preserves cultural heritage, and draws on artisan skills and concepts of green growth.

**CHOCOLATE  
AND CASHEW  
BRANDS** from  
ITC Alliances for  
Action's network





# 57 Chocolate

**Country:** Ghana

'57 Chocolate is the pioneer bean to bar chocolate manufacturer in Ghana. Since 2016, we've taken dried cocoa beans and processed them into luxurious chocolate and confections. We make products that celebrate and reflect African art and culture.

**Story:** In 1957, Ghana attained independence, starting a domino effect, inspiring other nations to do the same. We channel Ghana's Independence Day spirit by manufacturing world class finished goods with the country's natural resources, and aim to inspire and empower the youth to do the same. '57 is about patriotism and sparking the entrepreneurial spirit among the youth in Ghana. We want to encourage young people to transform natural resources and manufacture high-quality products.

## CHOCOLATE SPECS

- Luxury Bean to Bar Chocolate

### Certification:

- Food and Drugs Authority of Ghana
- HACCP

**Representative:** Kimberly Addison

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# Adansi Sweet Company Limited

**Country:** Ghana

Adansi Sweet Company Limited crafts premium Ghanaian chocolates that embody the rich heritage, exquisite flavors, sustainable practices, nurturing partnerships with stakeholders, and employing artisanal techniques that honors Ghanaian tradition while embracing innovation. Our products serve as a beacon of quality, sustainability, and cultural pride by setting new standards of craftsmanship, ethical sourcing, and social impact by creating unforgettable chocolate experiences that celebrate the essence of Ghana while captivating hearts and palates worldwide.

## CHOCOLATE SPECS

- Adansi Chocolate Bars
- Adansi Chocolate Chips
- Adansi Chocolate Block

## Certification:

- Food and Drugs Authority of Ghana
- GSB and HACCP

**Story:** We take inspiration from the ingredients native to our land to create new chocolates that delight our customers. Our chocolate represents more than just a confection; it is a celebration of Ghanaian excellence, crafted with passion and dedication to honor tradition while embracing innovation. With every bite, we invite you to experience the warmth, vibrancy, and soul of Ghana, indulging in a taste that transcends borders and cultures.

**Representative:** William Ackom Ocran, Brand Manager

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# Black Mamba

**Country:** Eswatini

Black Mamba manufactures chilli-based condiments that are good for you, good for the planet, and good for the rural communities of Eswatini. We want to inspire foodies to share our passion for Africa, for spicy flavours, and our quest for a greener and fairer world.

**Story:** Black Mamba launched their first bottles at Bushfire, Eswatini's internationally acclaimed music and arts festival, in 2010. All 400 bottles sold out right away! Within months they went from employing one woman to stir a pot on their patio, to having their own workshop, and today, a fully- fledged factory.

Their range includes chilli sauces, pestos, chutneys and jams, made with organically grown ingredients and no added nonsense. Black Mamba sources its fresh, organic produce through Guba, a local permaculture NGO. Guba trains and collaborates with 50 smallholder farmers who grow fresh organic herbs & chillies for Black Mamba's products. The direct positive impact of this partnership reaches over 1,000 individuals in Eswatini.

Black Mamba has won several Great Taste Awards in the UK for their chilli sauces, and currently export their range to countries such as the US, Germany, Norway, Taiwan, South Africa and United Arab Emirates.

## PRODUCT SPECS

- Made in Africa with organically grown ingredients sourced from local small growers
- Award winning - Halal certified
- Made with no artificial colours or flavours.
- Available via CLF.

## Certifications:

FSSC2200 - Halal

**Representative:** Claudia Castellanos

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# Fairafric Ghana

**Country:** Ghana

Fairafric Ghana Limited is an organic chocolate manufacturing company located in the Suhum, Eastern Region of Ghana. Fairafric produces world-class chocolate from bean to bar right here in Ghana.

**Story:** Fairafric is revolutionizing the chocolate industry in Ghana by producing world-class chocolate from bean to bar on the spot. While about 70% of the world's cocoa is produced in Africa, mostly Ivory Coast and Ghana, the percentage these countries get to enjoy of the global cocoa value chain and chocolate industry is less than 6%. Fairafric aims to change this narrative by adding value to the cocoa beans by making chocolate and exporting a greater share to Europe to increase the income generated in the cocoasector. More jobs are created in the country with the establishment of the factory. We also aim to improve the lives of the farmers and communities involved in cocoa farming by paying a premium for organic cocoa beans. The factory is situated in a cocoa-growing community, hence providing direct and indirect jobs to the community.

## CHOCOLATE SPECS

- Organic chocolate bars and artisanal chocolates
- Milk and dark chocolate
- May contain nuts

## Certifications:

- FSSC 22000
- Made in Africa
- Bio Organic

**Representative:** Michael Marmon-Halm

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## Lysa & Co

**Country:** Senegal

SENAR Les Délices Lysa (Lysa & Co SAS today) is a small enterprise created in 1977 with the mission of processing and marketing local nuts in a healthy and natural way with artisanal know-how. Senar products are mainly sold in major retail chains in Senegal, in hotels, service stations, restaurants and direct sales to individuals in Dakar in the SENAR boutique, from the online boutique, at trade fairs, in tourist boutiques (Duty-free at DIASS airport) and on SERVAIR and Emirates flights.

### CHOCOLATE SPECS

- Sesame-flavoured cashew pralines
- Wood-roasted cashew nuts
- Spiced or pepper-flavoured cashew nuts
- Moringa, coconut and chilli-flavoured cashew pralines,
- Cashew butters,
- Cajoutella

**Story:** SENAR became Lysa & Co SAS in 201, following a partnership signed with Teranga Capital, an impact investment fund for the development of Senegalese SMEs. Lysa & Co has long-standing expertise in offering its customers healthy, natural products of the highest taste quality, made from local raw materials processed using traditional methods (wood-fired cooking, triple sorting to reduce aflatoxin levels, salting throughout, small quantities of pralines, etc.). Lysa & Co products are made by hand using traditional recipes, with the greatest respect for the raw materials, by experienced operators.

**Representative:** Sylvie Sagbo Gommard

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# Societe de Commercialisation des Produits Locaux (SCPL SA)

**Country:** Senegal

SCPL is an agri-food processing company based in Casamance (Zone industrielle de Ziguinchor) in Southern Senegal. It has 22 years' experience with modern processing lines.

**Story:** Today, SCPL is the largest raw cashew nut processing plant in Senegal, handling the entire production chain, from roasting to packaging in small bags for distribution. It has an installed capacity of 2,400 tons/year.

## CHOCOLATE SPECS

- Roasted salted cashew kernels,
- Roasted unsalted cashew kernels and plain cashew kernels
- Different kinds of cashews

**Representative:** Papa Elimane Drame (CEO)

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ITC is pleased to enable cocoa producers and entrepreneurs to attend The Good Life Show in Cape Town, and to help pave the way for new sustainable partnerships in the Ghana and Senegal's cocoa and cashew sectors respectively.

**If you wish to learn more about ITC's inclusive agribusiness projects and understand how to collaborate with us, please reach out to:**

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