



DEUTSCH-AFRIKANISCHES  
WIRTSCHAFTSFORUM  
NORDRHEIN-WESTFALEN  
23. Februar **2016** in Dortmund

Marktpotentiale bei der Verbesserung der Value Chain in Afrika

Präsentation Deutsch-Afrikanisches Wirtschaftsforum

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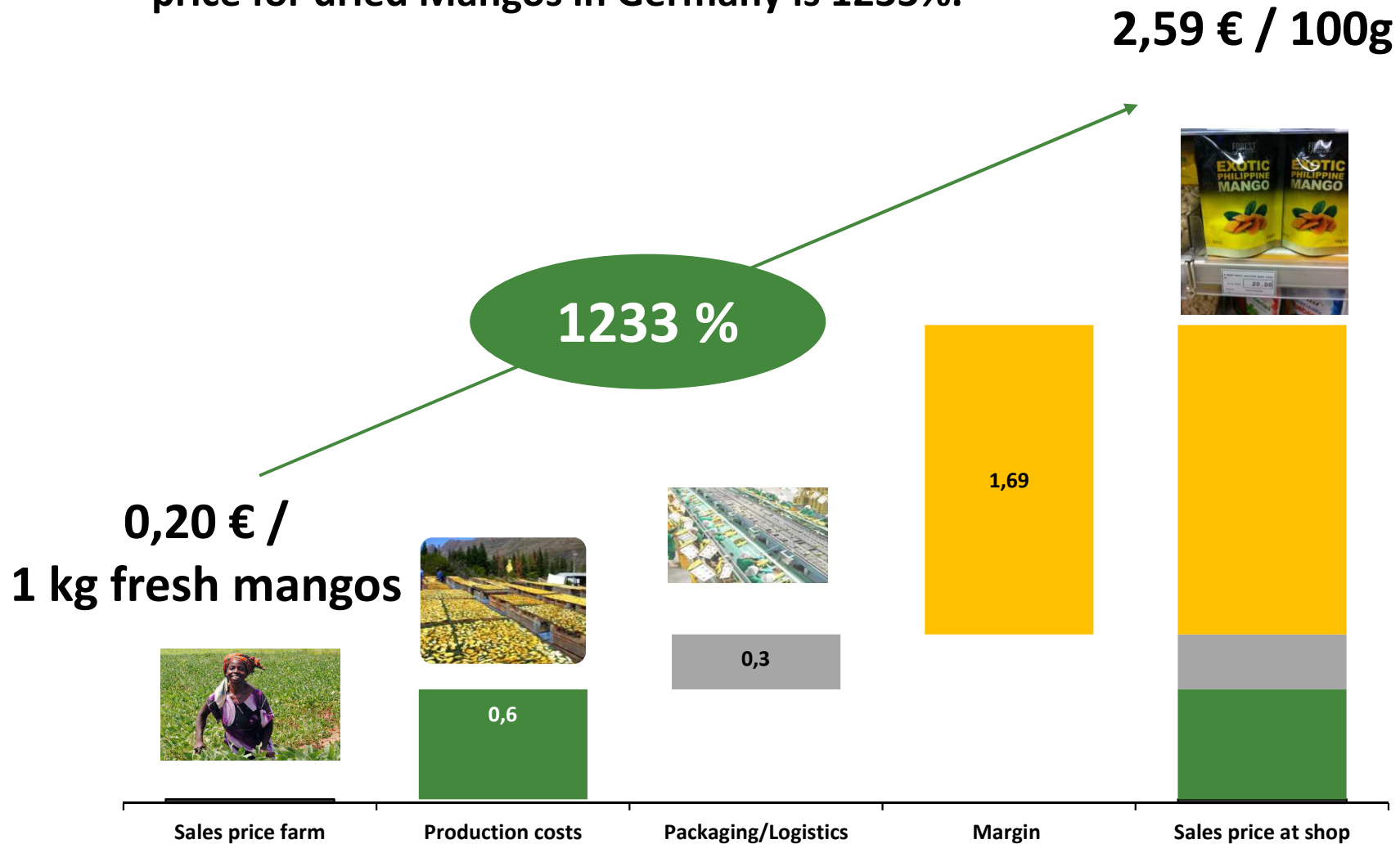
**Africa is still in need for simple solutions also recognized by the leaders of Africa.**



‘We need to complete the full value added chain’ ... ‘Look at mango for instance ... We produce so much of that fruit, export it for processing and at the same time import mango juice. Why can’t we produce the juice our self and then export it?’

J. Kikwete, President of Tanzania

The difference from a buying price in Kenya to a sales price for dried Mangos in Germany is 1233%.



Sources: [www.oanda.com](http://www.oanda.com); Mango buying price at farm, GIZ Agribusiness (2010); [www.seeberger.com](http://www.seeberger.com); <http://in-euters.com>; [www.nieuwoudt-farm.com](http://www.nieuwoudt-farm.com)

**Dried mango production in Kenya is highly profitable and generates various opportunities for German companies.**



**Various companies can benefit from the African potential. Packaging, producing, consulting, chemicals and so on.**

Project component	Partner
Cultivation, Capacity Building and Logistics	  
Processing and Packaging	     
Sales and Marketing	   

**A consulting company with sole focus on the African continent.**

**WHO IS africon?**

**A hands on consulting team with extensive african experience**

**ESTABLISHED**

**2010**

**SOLE FOCUS AREA**



**KEY BENEFITS**

**Reduction in costs  
Reduction in time  
Reduction in risk**

**Our clients are multinationals and SME from all over the world seeking a market strategy for Africa.**

More than  
**35 clients**  
in 5 years



HARVARD  
BUSINESS SCHOOL

**NETZSCH**



## REINER

*“africon has got a local presence in Nigeria ensuring reliable data along the whole project timeline.”*

*(Hugh Bonfield, VP Sales EMEA)*

## HP

*“Due to the real hands on approach locally we could perfectly verify the data we had collected earlier.”*

*(Alexander Boss, Director Africa)*

## NETZSCH

*“The introduction to key distributing companies in Nigeria and Kenya was key to our success in Africa.”*

*(Matthias Lehnert, Export Manager Africa)*

## Questions ?

### Please do not hesitate to contact us:

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