INITIATIVES OF APITRADE AFRICA TO PROMOTE INTRA-AFRICAN TRADE IN HONEY AND OTHER BEE PRODUCTS FROM AFRICA

PRESENTATION

AT THE 3RD ANNUAL GENERAL ASSEMBLY OF THE AFRICAN APICULTURE PLATFORM / 5TH EDITION OF APIEXPO AFRICA 2016, KIGALI CONFERENCE AND EXHIBITION CENTRE, RWANDA

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ApiTrade Africa
Who we are

- ApiTrade Africa (AA) is a private sector-led not-for-profit, member-based organisation which works in 16 African countries
- A uniting body for beekeepers and honey traders
- Global advocate: AA sits on the Board of Apimondia, to represent Africa. Ethiopia holds the chair for Africa
- Legally registered in 2008 to promote the image of African honey globally and strengthen trade and investments in the sector
APITRADE AFRICA’S FOOTMARK

KEY

Countries where ApiTrade has MEMBERS

Countries where ApiTrade has CONTACTS
Vision and Mission...

• Vision...
A well coordinated and competitive honeybee industry in Africa.

• Mission...
To promote trade in African bee products by coordinating marketing initiatives
Objectives are...

a) To promote African bee products in the market

b) To promote the growth and supply of quality bee products from Africa

c) To improve access to up-to-date trade related apiculture information.

d) To enhance coordination of the apiculture sector across Africa.

e) To lobby and advocate for a competitive apiculture sector in Africa

f) Enhancing networking and linkages among stakeholders in Africa
Membership

a) Core members
   • Private sector
   • Companies, cooperatives, individual traders
   • Fee: US$50 (membership) and US$100 annual subscription

b) Associate members
   • Associations of beekeepers – local or national
   • Government departments which support beekeeping
   • Civil society organisations whose work support beekeeping
   • Fee: US$50 (membership) and US$100 annual subscription

c) Honorary members
   • These are experts of exceptional standings who support work on beekeeping and honey trade in Africa
   • Fee: zero.
What we do: services

a) Market development
   • Marketing and promotional events in Africa e.g. ApiExpo Africa event in Rwanda, Apimondia events, etc
   • Private sector capacity building e.g. linking exporters to buyers
   • Supporting market access protocols (including Residue Monitoring Plan)

b) Investment promotion
   • Investment channels: B2B missions – inward and outward
   • Developing tools for investment promotion e.g. honey sector profiling work in collaboration with government, private sector and civil society

c) Lobbying and advocacy on issues that affect beekeeping and honey trade in Africa

d) Beekeeping Policy development and review
RECENT INITIATIVES

APIEXPO AFRICA FAIRS – HOSTED IN AFRICA

• Majority of participants and exhibitors are Africans
• All AU Member States can host it

NATIONAL HONEY SHOWS

• Uganda – National Honey Week: since 2009 – with TUNADO
• ApiEthiopia Expos  - with Ethiopian Apiculture Board and stakeholders
• Plans for Cameroon, with MINEPIA
INITIATIVES...

• Developing tools for investment promotion tools: e.g. National Apiculture Sector profiles

• Communication platform for African beekeeping

• *The African Honey Magazine* – since 2009

• Encouraging similar publications at national level – ApiNews in Uganda and Ethiopia
INITIATIVES...

• Supporting Market Access protocols
  • Currently working with Nigeria Export Promotion Council on Residue Monitoring Plan for EU market access since June 2016
  • Our vision is to support one country annually

• Communication platform for African beekeeping
  • *The African Honey Magazine* – since 2009
  • Publications on beekeeping at national level e.g. ApiNews in Uganda and Ethiopia
RECOMMENDATIONS

1. AU-IBAR and Regional Economic Communities (RECS) should integrate the initiatives and efforts of ApiTrade Africa and other private sector actors in their plans.

2. AAP should endorse *ApiExpo Africa* and embrace it as a pan-African event it can use for investment and trade promotion.

3. Developing of a strategic vision for Africa to influence the global agenda of beekeeping. *Therefore, AAP should work in Africa but look beyond the continent.*
Thank you for listening

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