

Centre for the Promotion of Imports from developing countries (CBI)



CBI
Ministry of Foreign Affairs of the Netherlands

www.cbi.eu

The CBI is an agency of the Ministry of Foreign Affairs of the Netherlands, which was established to support sustainable development in developing countries through the expansion of exports from these countries.

Aims and Priorities

The CBI's contribution consists of sustainable strengthening of the competitive capacity of SME exporters, producers and Business Support Organizations in developing countries, focusing primarily on European markets. Its core competence is threefold: advice, counselling and knowledge management. It identifies opportunities on the European Market and translates these into practical consideration for actions, for exporters.

Project information

The CBI operates in four market sectors: agriculture, fishery and forestry; consumer products; industrial products; and services. In 2013 it provided training to 2,571 persons in developing countries and 287 in the EU, completed 129 companies' audits, offered technical assistance to 76 companies and provided 8 strategic conferences. It supports exports from 48 developing countries in 27 sectors.

CBI's strategy for the coffee sector

The main objective of the CBI's activities in the coffee sector are to increase the export volume of specialty coffee to European markets. In the so-called Export Coaching Projects (ECPs) the CBI shares a common goal with specialty coffee producers and exporters: expand the export of specialty coffees from Development Countries to Europa and develop sustainable relationships with importers. To achieve this goal CBI:

- assist participants to meet market requirements and get the necessary certifications;
- provide companies with skills and knowledge on the European market
- assist participants at tradeshows and organize business meetings to meet potential clients

CBI programmes not only stimulate the export of single companies, but also focuses on dilemma's in the export environment that cannot be solved by a company alone. The CBI focuses on capacity development among local Business Support Organizations and National Coffee institutes to ensure that programmes have a long-term impact. The CBI works together with these local partners to establish National or Regional specialty coffee task forces (consisting of companies, BSOs, and other relevant (production-level organizations) to focus on issues that go beyond the reach of individual companies. The CBI assists coffee

institutes for example in developing a national promotion strategy to position their national specialty coffee sector in the European market. In this way local partners have enhanced understanding, tools and skills to effectively play their role in export development & promotion.

Existing projects in the coffee sector

- *Central American Agro-Food Export Programme 2012-2017*: This programme aims to increase Central America agricultural exports to Europe. The main objective of the programme will be to increase the export volume of around 70 Central American agro-food exporters to European markets, including coffee. The programme should lead to €25 million worth of additional European exports for the participating companies in the region. In the coffee sector CBI supports 20 coffee companies and cooperatives from Guatemala, Nicaragua, Honduras and El Salvador. Recently, CBI expanded the support in Central America from company level to sector level by the signing of a Letter of Commitment between CBI, and several coffee institutes from the region. Over the coming years, these organizations will work together to develop and implement a national promotion strategy to position their national specialty coffee sector in the European market.
- *Food Ingredients Asia Programme 2013-2018*: As part of the programme CBI supports 8 specialty coffee companies from Indonesia to gain access to European markets
- *Uganda Specialty Coffee*: This programme aims to increase Uganda Specialty Coffee exports to Europe. 18 companies are participating and CBI is working to develop a sector strategy for this sector in close collaboration with UCDA (Uganda Coffee Development Authority).

New projects in the coffee sector

- *Processed Specialty Coffee in Colombia will run from July 2014 till 2018 (closed for application)*
 - Aims at 10 Colombian companies
- *Specialty Coffee and Cocoa Peru will run from July 2014 till 2018 (application is still open until the 10th of October)*
 - Aims at 10 Peruvian companies