Growth in West Africa

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BORD BIA
IRISH FOOD BOARD



Content

- Regional Overview
- Trade
- In Market Activities

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IRISH FOOD BOARD





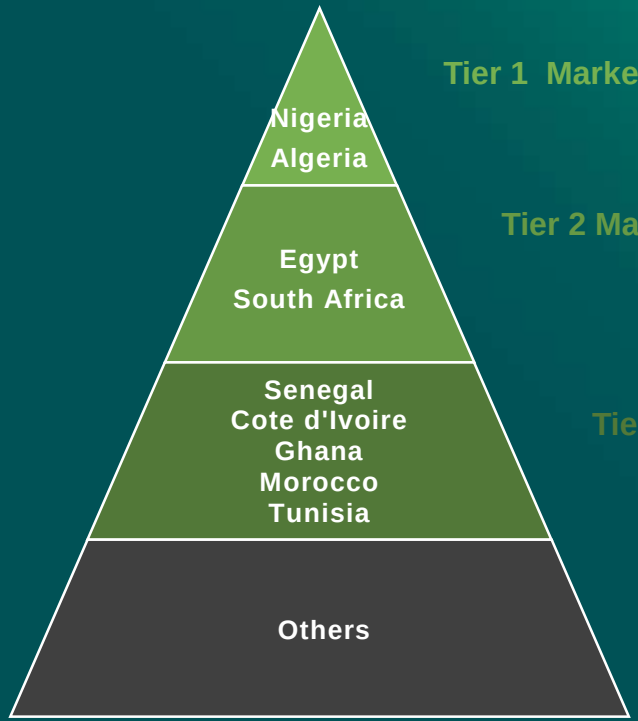
West Africa Snapshot

- Population – 402m (2020)
- 2nd most populous region in Africa
- 16 countries
- 48% urban population
- ECOWAS
- CFA Franc





Africa Regional Prioritization



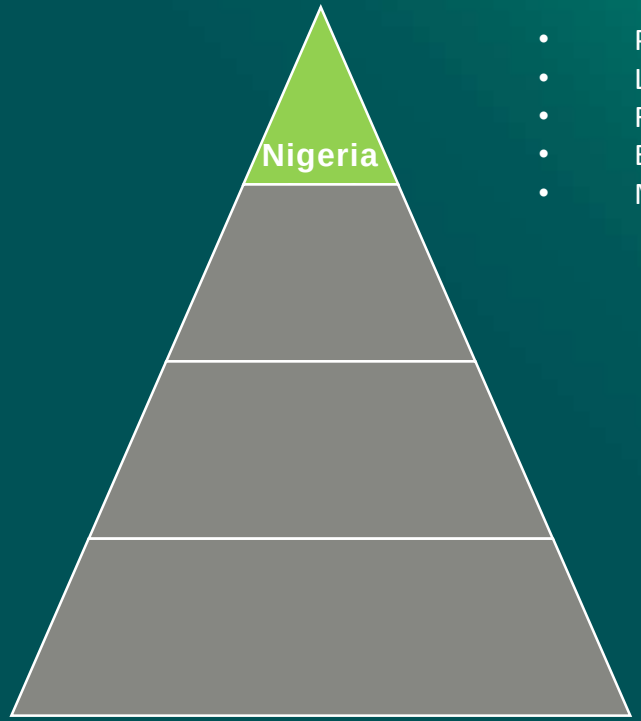
Tier 1 Markets

Tier 2 Markets

Tier 3 Markets – Market Understanding Approach

Non-Priority Markets

Africa Regional Prioritization

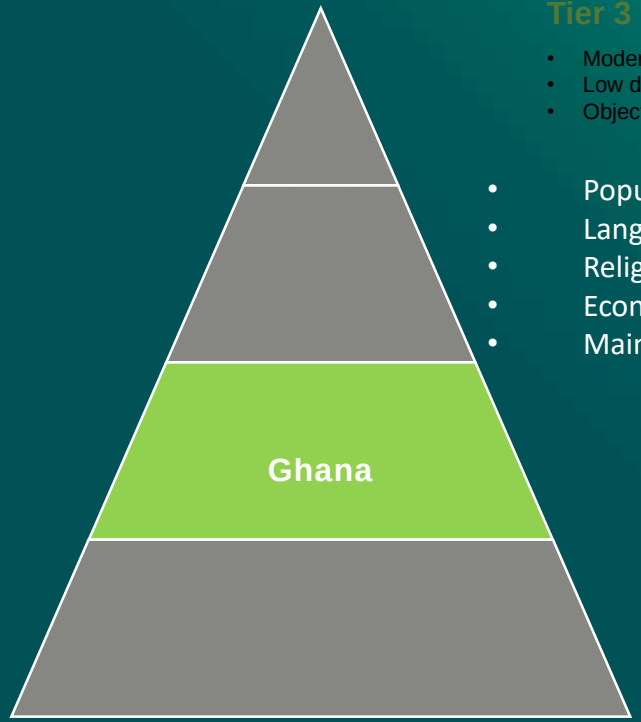


- Population : 206m (2020)
- Language : English
- Religion : Christian 50%, Muslim 50%
- Economy : #1 economy in Africa
- Main Economy : Crude Oil





Africa Regional Prioritization



Tier 3 Markets – Market Understanding Approach

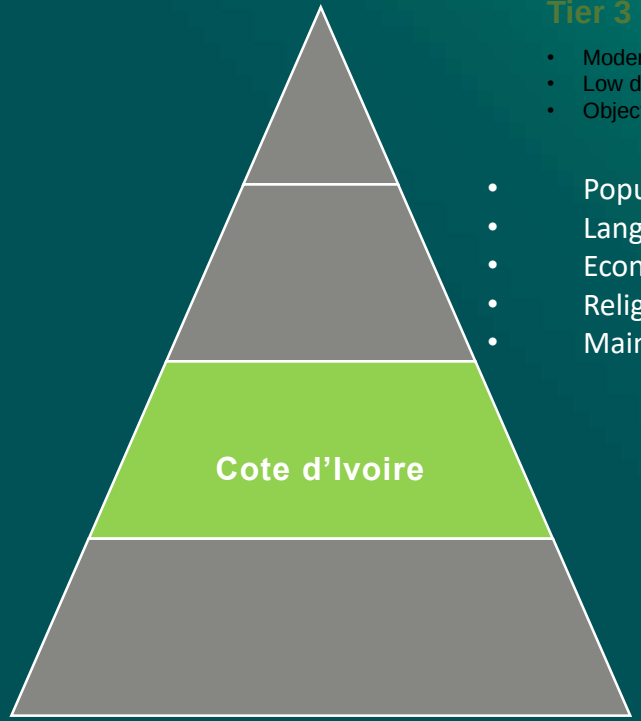
- Moderate current trade level
- Low direct trade engagement/high reliance on international companies
- Objective – acquire market knowledge via in-market visits and research

- Population : 31m (2020)
- Language : English
- Religion : Christian 71%, Muslim 18%
- Economy : #8 economy in Africa
- Main Economy: Gold ,Cocoa





Africa Regional Prioritization



Tier 3 Markets – Market Understanding Approach

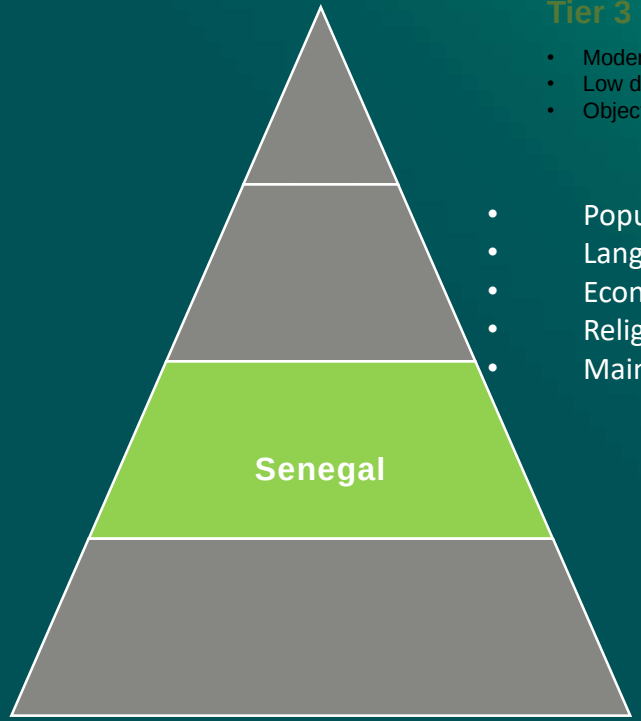
- Moderate current trade level
- Low direct trade engagement/high reliance on international companies
- Objective – acquire market knowledge via in-market visits and research

- Population : 26m (2020)
- Language : French
- Economy : #11 economy in Africa
- Religion : Christian 50%, Muslim 41%
- Main Economy : Cocoa, Coffee





Africa Regional Prioritization



Tier 3 Markets – Market Understanding Approach

- Moderate current trade level
- Low direct trade engagement/high reliance on international companies
- Objective – acquire market knowledge via in-market visits and research

- Population : 17m (2020)
- Language : French
- Economy : #17 economy in Africa
- Religion : Christian 4%, Muslim 96%
- Main Economy : Gold





Irish Food & Drink Exports To West Africa

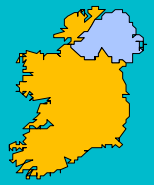


€13bn

World Food & Drink exports in 2020



INCREASE ON 2019



€415m

Irish Food & Drink exports in 2020



INCREASE ON 2019



Dairy

€327M

+5%

Largest regional market for Irish dairy in Africa



Seafood

€62m

+77%

Largest regional market for Irish seafood in Africa



Meat & Offals

€19M

+17%



Alcohol

€6m

+14%

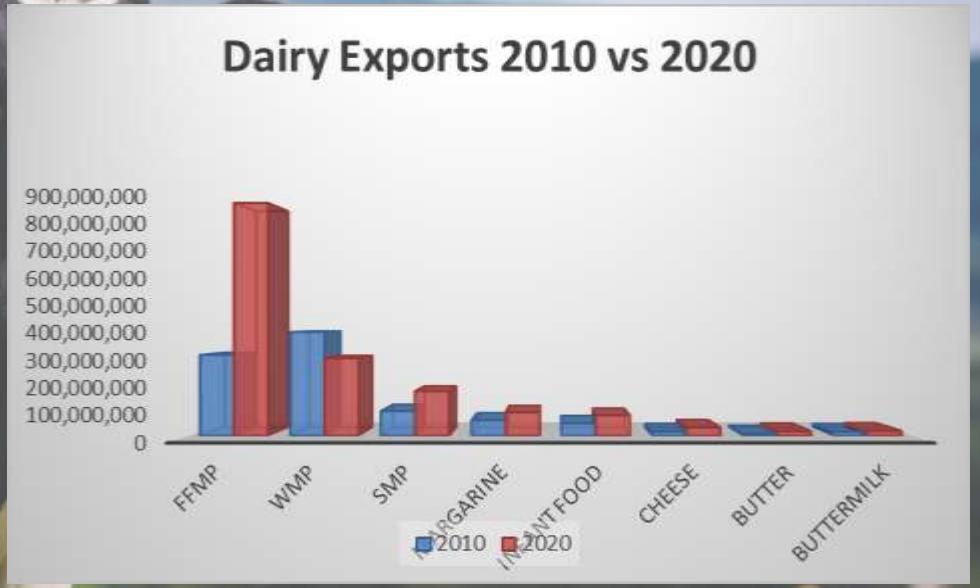
DAIRY

Dairy accounts for **14%** of total world exports to West Africa

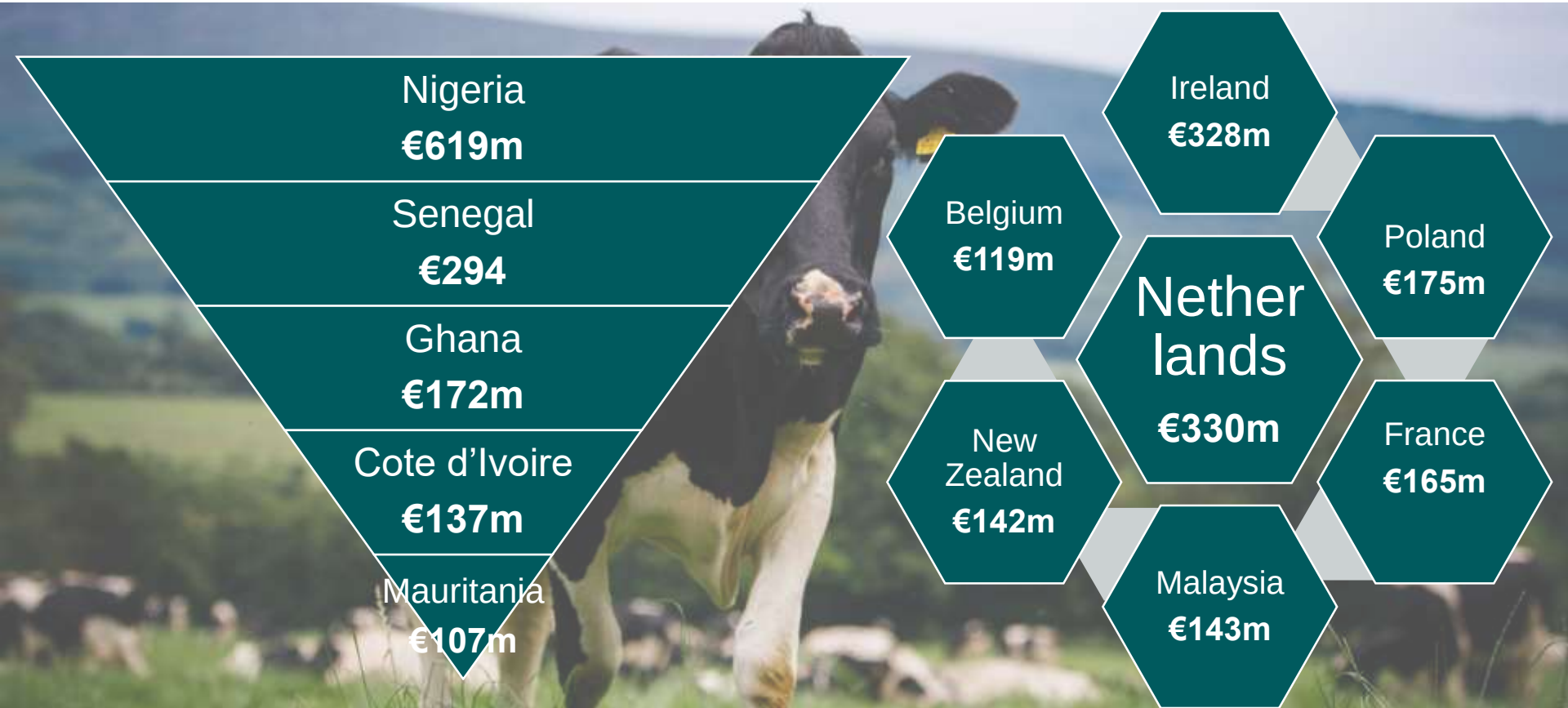
Valued at €1.8b

Dairy accounts for **79%** of total Irish exports to West Africa

Valued at €327m



DAIRY


Nigeria
€619m
Senegal
€294
Ghana
€172m
Cote d'Ivoire
€137m
Mauritania
€107m
Ireland
€328m
Belgium
€119m
Poland
€175m
Nether lands
€330m
New Zealand
€142m
France
€165m
Malaysia
€143m

Seafood (Small Pelagic)

Small Pelagics accounts for **4%** of total exports

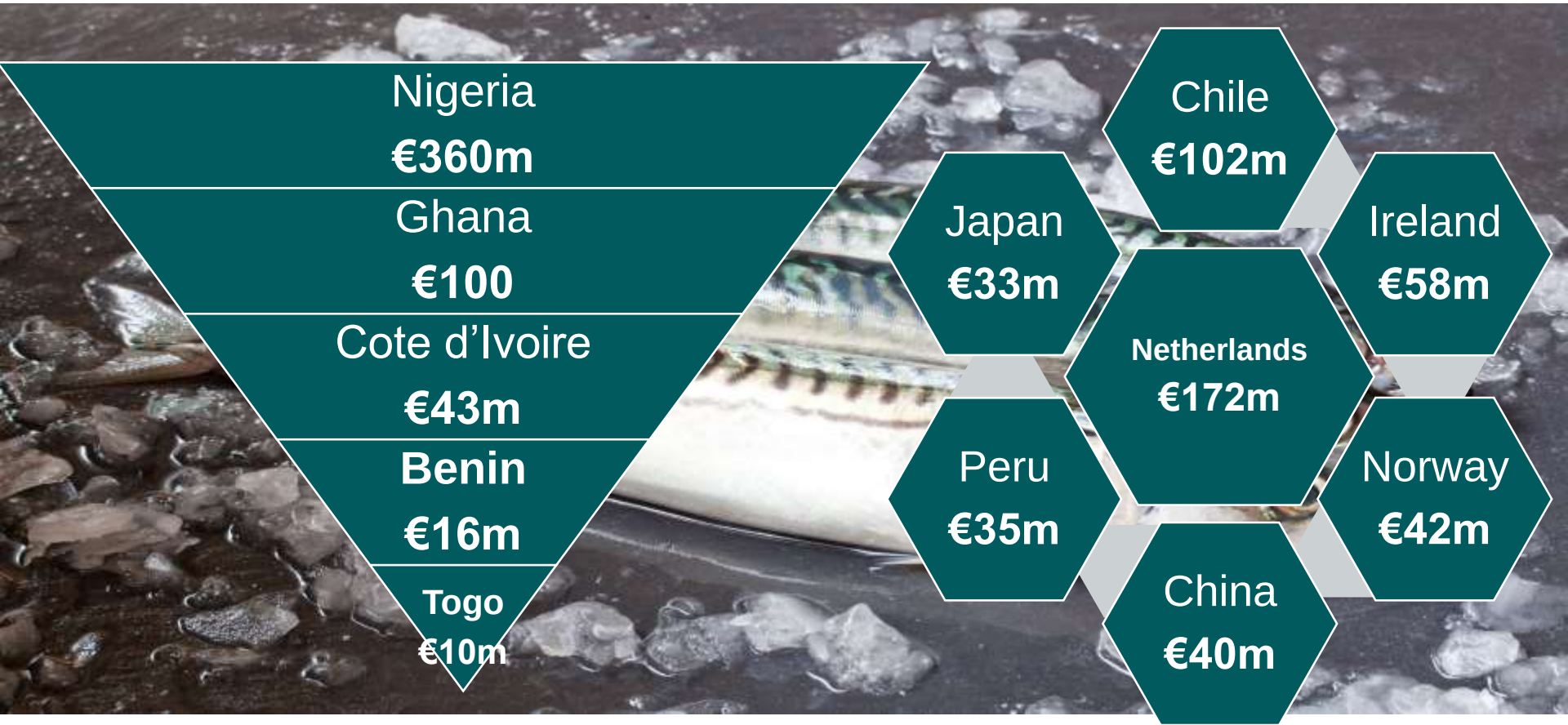
Valued at €542m

Small Pelagics accounts for **11%** of total Irish exports to West Africa

Valued at €58m



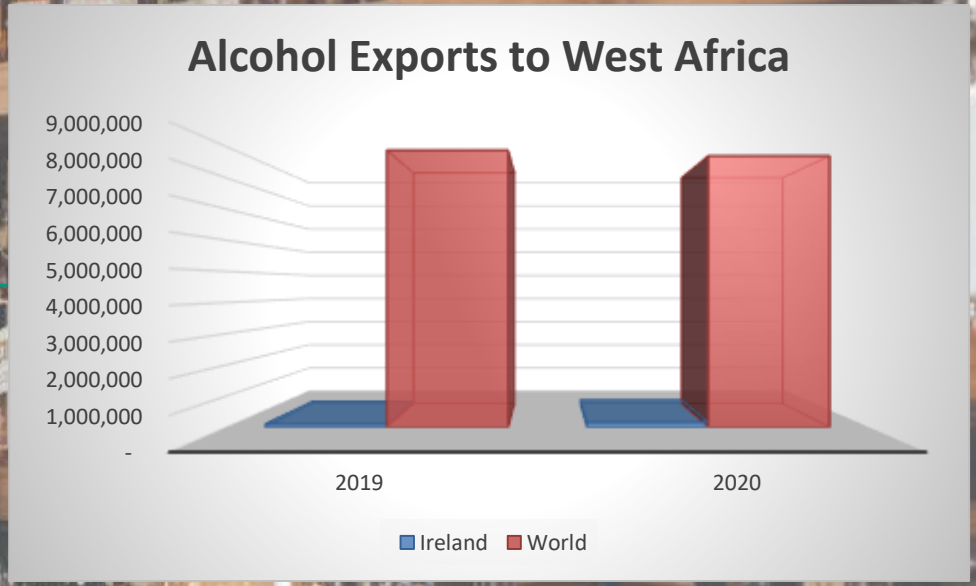
Seafood (Small Pelagic)



Drinks: All spirits

Total alcohol exports 8m(9l cases)

Total Irish exports 162k (9l cases)



Drinks: all spirits



Drinks : Whiskey



2019 - 2021 Strategic Priorities



2019 - 2021 Strategic Priorities

1

Driving Success & Growth in the Market







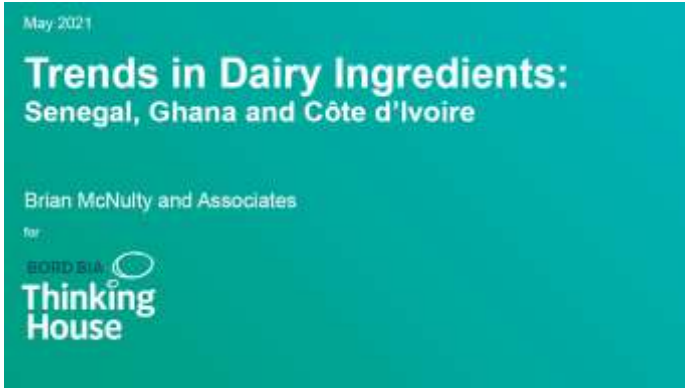
2019 - 2021 Strategic Priorities

2

Insight to Power Growth



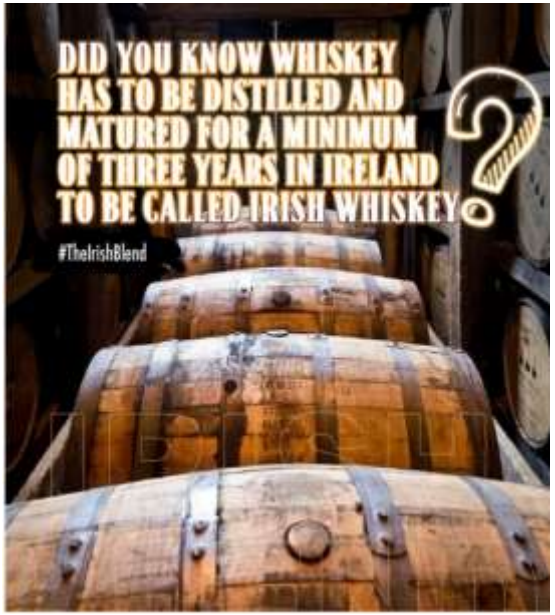




2019 - 2021 Strategic Priorities

3 Building Reputation for Growth








Thank you