Driving Growth in West Africa

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Chief Executive

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Themes for Today

West Africa Market Outlook

Accelerating Challenges

Driving Growth in 2021 & Beyond

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Fastest growth market in 2020

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Source: Kai Krause

Irish Food & Drink Exports



€13bn

Food & Drink exports in 2020



DECREASEON 2019

In 2020…

Exports to Africa

+18%



Worth €883m

Exports to West Africa

+12%

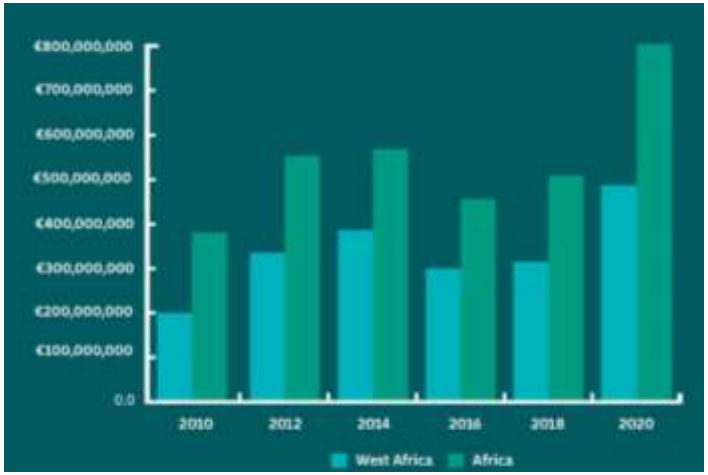
Since 2016…

Exports to Africa

+86% to €883m

Exports to West Africa

+66% to €415m



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West Africa

Value of Export 2020
& comparison to 2019 figures



Total exports to West Africa

€415m

+12% 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

Alcohol

€6m

+14%

Meat & Livestock

€19M

+17%

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Accelerating Challenges

Living with Covid



Digitalisation



Supply Chain Disruption



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Living with Covid

State of lockdown measures in major markets

As of July 1st 2021



Source: Trendtype



Digitalisation

Visits to grocery stores & pharmacies, Apr 2020-Jun 2021

Country	Apr 2020	Jun 2020	Dec 2020	Jun 2021
Angola	-35.7%	-6.4%	4.7%	34.9%
Cameroon	-20.1%	-3.4%	15.6%	44.6%
Côte d'Ivoire	-19.1%	-3.1%	48.4%	93.4%
Egypt	-11.4%	12.7%	35.6%	86.0%
Ghana	-39.4%	5.1%	28.3%	63.7%
Kenya	-34.4%	-12.4%	13.6%	41.8%
Mozambique	-22.6%	-4.1%	3.7%	24.4%
Nigeria	-39.6%	-8.1%	5.1%	26.0%
Rwanda	-60.3%	-15.1%	-8.8%	13.0%
Senegal	-30.1%	-8.9	17.9%	53.8%

Source: Trendtype

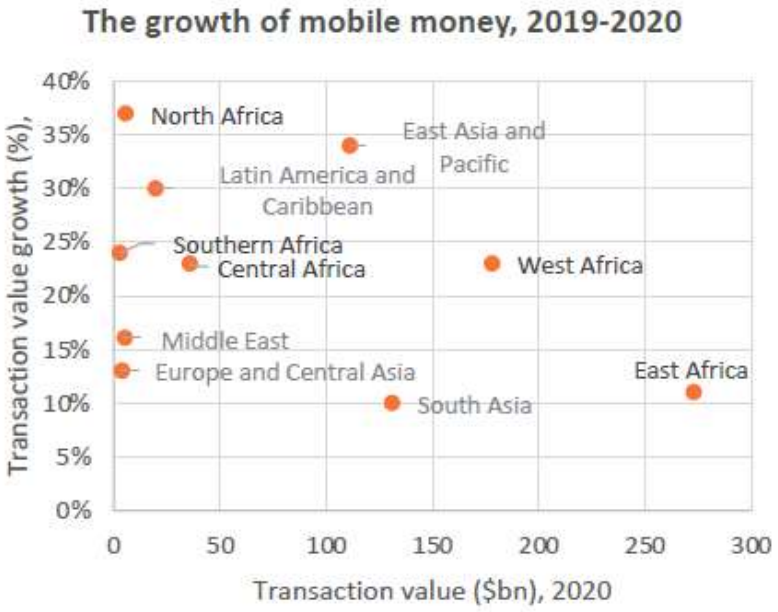
Foodservice in Growth

In Ghana, the restaurant sector represents the largest and fastest-growing part of the domestic economy, increasing at an annual rate of 20%.

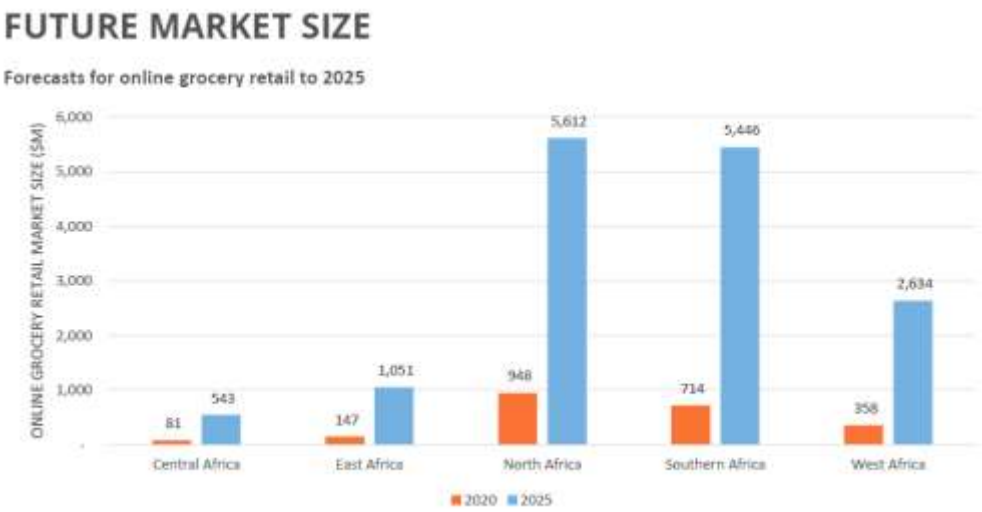
Digitalisation

40%

of current online shoppers in Nigeria report that they plan to reduce their visits to physical shopping places.

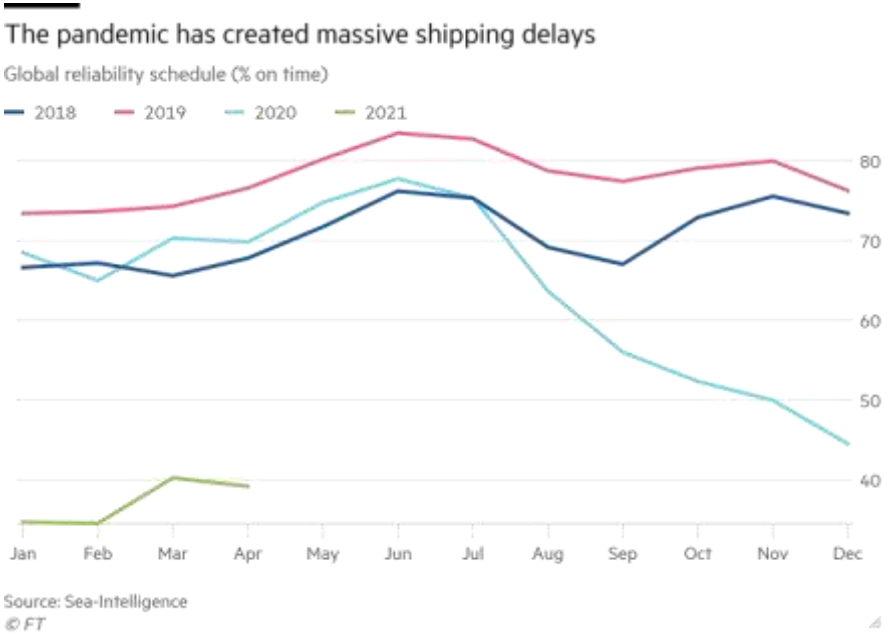


Source: GSMA



Supply Chain Disruption

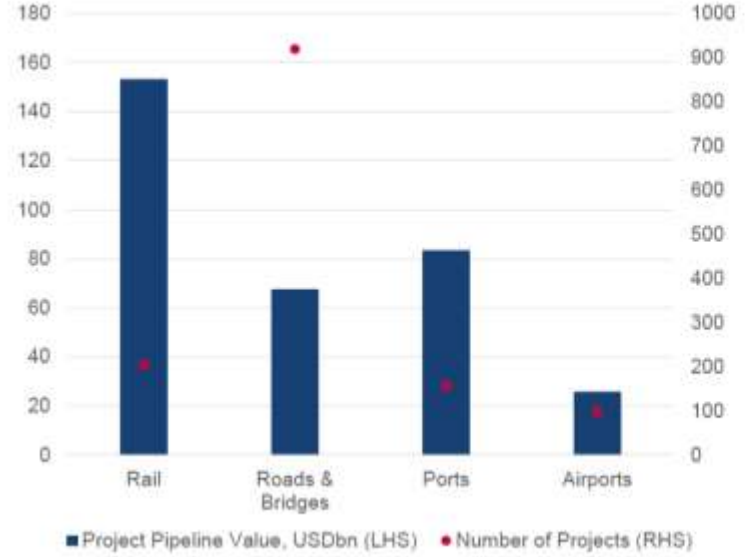




Supply Chain Disruption

Capital Intensive Rail Projects Boost Project Pipeline

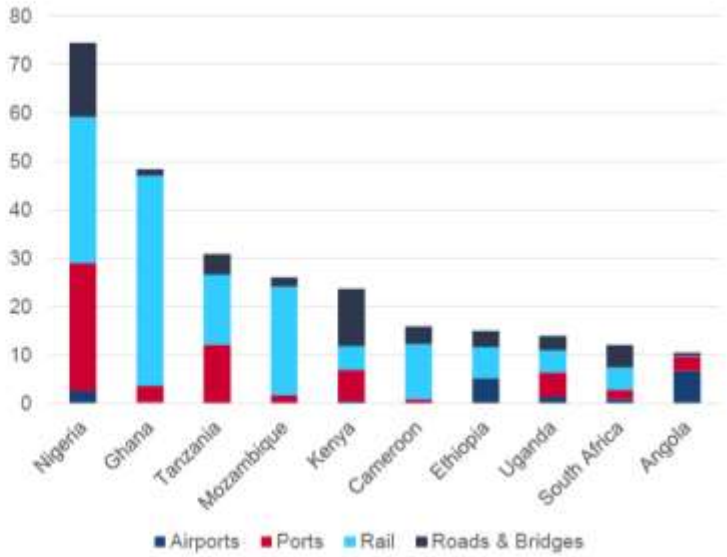
SSA - Number & Value Of Transport Infrastructure Projects By Sub-Sector



Source: Fitch Solutions Key Projects Database

Expensive, High Risk Rail Projects Dominate Pipelines

Top 10 SSA - Transport Project Pipeline Value By Market & Sub-Sector, USDbn



Driving Growth in 2021 and Beyond

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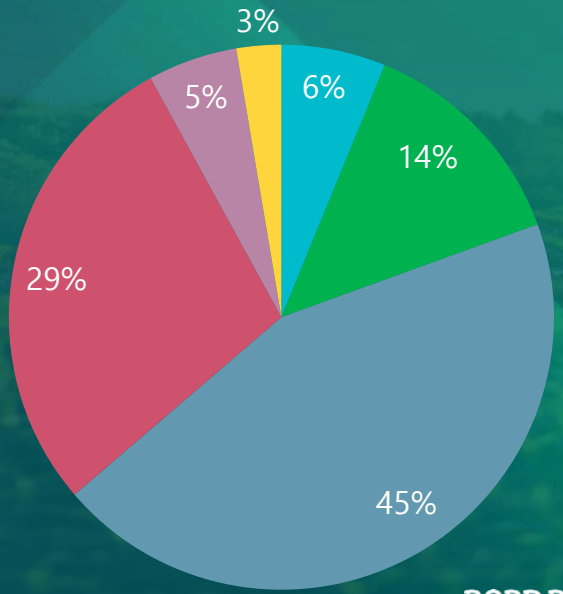
To what extent is “Accessing new markets for growth and diversifying” a risk to your business?



This is considered a risk factor for 65% of businesses

- A critical risk
- Very significant risk
- A moderate risk
- A somewhat significant risk
- Isn’t really a risk
- Isn’t a risk at all



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Which of the following issues limit your ability to diversify into new markets?

Practical issues around market presence and understanding are top

Issues limiting market diversification



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Global Business Development Team



Nicolas Ranninger

Regional Manager, Africa



Ese Okpomo

Market Specialist, West Africa



Aine Doyle

Global Graduate, Africa, Americas and Europe

Bord Bia Office, Lagos, Nigeria

Feet on the Street

Hired in-market consultants with excellent industry connections and local market knowledge



Billel Haddad

Market Consultant, North Africa



Liz Whitehouse

Market Consultant, Southern/Central/Eastern African

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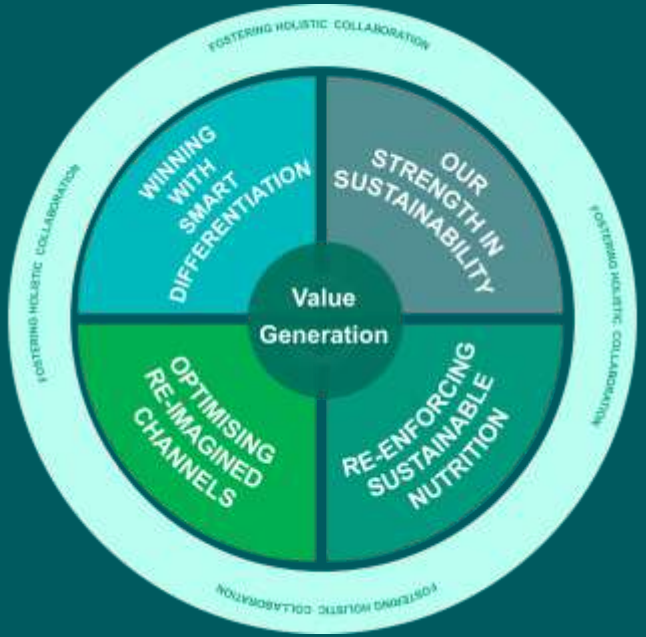
2019 - 2021 Strategic Priorities

1. Driving Success & Growth in the Market
2. Insight to Power Growth
3. Building Reputation for Growth
4. Leading through People



Goal to grow exports to Africa to €1b by 2023

10 Year Strategy




“The world is increasingly reliant on international trade due to population growth, climate change and other factors. Trade has been one of the solutions to global challenges in the midst of the pandemic.”
WTO Director-General Ngozi Okonjo-Iweala



Thank you

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