



Growth programmes

Summer 2023

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GHANA

Business Development Manager



Francis Akondor

SOLAR TAXI

Solar Taxi is a Ghanaian manufacturer, assembling and distributing Electric Vehicles (EV) and Innovating EV Battery Technology. The company focuses on building an integrated ecosystem of mobility services to help accelerate the continent into a green and better economy. It looks at providing affordable, convenient transportation for commercial and agricultural activities, such as electric bikes & cars.

Solar Taxi is looking at further improving and advancing its strategy, building upon its experience and current service offer, centered on 'practical cost-conscious, durable mobility'. Its products need to be further tailored and adapted to the specifics of the Ghanaian market and needs, referred to as 'Made for Africa'. One innovation being tested is the top-mounting of solar panels on EVs. Solar Taxi looks at Exchange for support in setting out its strategy, the deployment of this strategy and aligning with the financials.



RED PEAR COMMUNICATIONS

Red Pear Communications is a software company based in Accra, providing through its 'Maya' business unit an insure-tech platform for the distribution of finance related products via WhatsApp and through the use of a proprietary A.I. chatbot. Their goal is to make insurance more accessible to Ghanaian people. Red Pear offers a simple non-conventional on-demand travel insurance policy covering trips on WhatsApp, insuring the passenger against accidental injury and accidental death with premiums less than 1 USD and paying claims within 48 hours.

In short, the company offers process flow apps for micro-insurance: using your location through Google Maps, you can use the app to take out an insurance when taking a bus, for example. If you arrive late or get in an accident, the insurer has all the info easily available through the app. Red Pear/Maya's cooperation with Exchange focuses on three ambitions: making their organisation more efficient and robust, providing expertise in business development for the expansion of the app into other African markets (eg. Uganda) and helping them become an agent for offshore IT-projects for Belgian marketeers.

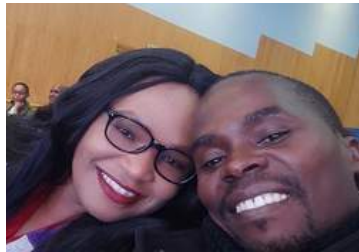


MALAWI

Business Development Managers



Kelvin Kawamba



Chrispine Botha

TRADELINE MDC

Exchange has been working with Tradeline since 2014. The Tradeline organisation has grown and is now a Trust formed of 3 companies: the Market Development Center MDC, which is specialised in marketing agricultural products, the Microfinancing Institute COFI and a consultancy group Business Development Center or BDC.

The goal of Tradeline MDC is clear: provide sustainable access to customers, especially supermarkets, hotels and schools, for smallholder farmer families. To achieve this, Tradeline MDC wants to organise farmers in strong cooperations, build loyalty to the MDC brand for marketing their products and provide investment for the transport, storage, cooling and packing of vegetables.

While COVID-19 negatively impacted the proposed plans for Tradeline MDC, some results were achieved. Representatives of the company were brought into contact with experts from the Flemish cooperative vegetable auction REO, Tradeline MDC created the brand 'Local Buy' to remain close to institutional customers and new transport and cooling facilities were invested in. With the support of Exchange, Tradeline MDC is set to achieve strong and sustainable results in the coming years.

TRADELINE COFI

COFI, the second name in the Tradeline Group doing business with Exchange, has one goal: the development of a Micro Financing Institute or MFI. COFI - standing for Community Finance - wants to attract rural customers from all across Malawi. Through microfinancing, COFI wants to provide credit to farmers in order to increase their agricultural production.

To achieve this, COFI looked at Exchange for expertise so they can professionalise their administration and finances, grow their client portfolio and the volume of their loans and achieve the status of rural bank in Malawi.

With our support, COFI has been able to develop better procedures for loan handling and general reporting. This resulted in a very substantial increase in turnover, a higher amount of clients and a very low rate of loans with difficulties or failure in repayment.



TRADELINE BDC

The third department of Tradeline is a consultancy firm, delivering services to all kinds of national small and medium enterprises to make business plans, evaluate the functioning of the company, develop market studies and provide support in approaching institutional funders.

The Exchange volunteer expert in this field made a first exploratory mission in March 2022. Together with the Tradeline team, the priorities were defined for future coaching in terms of the need of good leadership of this growing consultancy firm. Tradeline BDC will be thoroughly coached during the next years to execute their business strategy, reach the right customers and train their staff to achieve a better quality of the offered consultancies.

MOUNT MULANJE CONSERVATION TRUST

MMCT or Mount Mulanje Conservation Trust is a parastatal organisation working hard to develop tourism on and around Mount Mulanje, in south Malawi. Some facilities for domestic, African and international tourism exist already, but the trust wants to involve local communities in planning for the touristic future of Mount Mulanje.

While Covid brought tourism in the area to a total stop and jeopardized the plans to develop a community based strategy, the dynamic was restarted in a recent visit. It was decided not to go for expensive new infrastructures - such as a hotel with international standards or a cable car to transport tourists to the top of Mount Mulanje - but to build on the values, religious practices and cultural habits of the local communities. The strategy will be developed this year, so that in 2023 communities, groups of porters and guides and owners of lodges can be trained to implement the plan.

Further developing and implementing the strategic plan is key now to achieve tangible results over the next few years.



KOMBEZA

Kombeza is a dairy processing company, buying milk from around 200 smallholder farmers and producing delicious yoghurt. It is their ambition to grow in their processing capacity through improving their infrastructure and machines, achieve higher profits by expanding their product lines and train smallholder farmers and milk suppliers to produce high quality milk year-round.

Exchange provided expertise in the form of Inex, a large Flemish milk processing factory. Kombeza COO James Ngulube came to Belgium for a 10 day internship at Inex, providing him with the skills to bring Kombeza's production to a higher level.

Because of this, Kombeza has already managed to achieve strong results: their volume of milk processing has more than tripled (3.000 to 10.000 litres per day), the key process of pasteurization is no longer done on traditional charcoal burners and their production has been diversified; besides yoghurt, Kombeza now also produces cream, gea and milk in small bricks for young students.



ALINAFE

Alinafe is a young business that started 4 years ago in the Malawian capital of Lilongwe. With 3 part-time and 8 full-time staff, the company offers services in 4 categories: an online marketplace for business transactions; digital energy solutions by online sales of Solar Photovoltaic (PV) technology, supplying reliable and affordable energy to low-middle income bracket, mainly rural communities; ecotourism, with a license of Tour Operator issued by Malawi Government through the Department of Tourism to carry out activities of ecotourism with the goal of biodiversity conservation; International Trade Fair, which also aims at building and exposing Malawian SMEs in line with the governmental Buy Malawi Strategy.

At the request of Alinafe, Exchange has found a company in Belgium with similar goals and expertise that is willing to coach Alinafe in its growth path. The Belgian partner specializes in developing brand strategies and was already instrumental in supporting one of our previous growth programmes, Satemwa, to increase its market share in Europe.

Future collaboration will concentrate on the webdesign for their e-commerce and ecotourism, organising the trade fair and improving the business plan for the sales of solar panels.

HORTINET

Hortinet, a company situated 25km from the Malawian capital of Lilongwe, wants to stop the downfall of Malawian banana cultivation. After the outbreak of the banana bunchy top disease, almost 80% of Malawian banana crop was destroyed. Hortinet CEO Frankie Washoni, searching for solutions on the internet, founded the first commercial lab in Malawi that produces virusfree bananas based on tissue cultures.

Sadly, the lab did not remain virusfree. Hortinet called upon Exchange; our experts brought the lab in touch with Nigerian Delphine Amah from the International Institute of Tropical Agriculture, who visited the lab and arranged extra training of the Hortinet staff in Nigeria. The expertise provided by the Exchange experts focused on the creation of a sustainable businessplan, the training of Hortinet's lab technicians and technical recommendations to further professionalise the lab itself.



ZIWETO

Ziweto is a collective of about a dozen veterinarians that distributes veterinary medicine throughout Malawi's territory, thanks in part to financial support from Flanders. But Ziweto sees another opportunity to make a leap forward concerning Malawian livestock farming: the collective wants to make and distribute livestock feed using local raw materials, so that livestock farmers do not remain dependent on expensive, imported feed.

Ziweto called on the services of Exchange to help to start up their feed production facility. Experts from the Belgian Farmers' Cooperative feed production company AVEVE, part of the second largest European animal feed concern Arvesta, were contacted; one expert was sent to Malawi, the other offered his support online. With their support, 3 efficient formulas for feed were developed, samples were brought to Belgian labs to help test the reliability of Ziweto's lab equipment and 3 key staff were trained at the Arvesta site in Belgium. Finally, together with the technicians of Ziweto, the company's industrial mill was put in working order.



KWEZA ARTS

Kweza Arts is a cultural agency based on the kweza principles: uplifting, elevating, building. With 8 employees and working from the capital of Lilongwe, Kweza Arts wants to support the Malawian art scene economically, in order to reach more than the current 4% of Malawian population.

While its relationship with Exchange is still in an early stage, the experts contacted by Exchange have already helped Kweza Arts in formulating their goals clearly in their first Kweza Business Plan. Kweza Arts' goal is to organise regular art expositions (Kweza expo) as well as help young Malawian artists with potential connect with sponsors and receive international opportunities (Kweza konnects).



THOFU DIAGNOSTICS

Thofu Diagnostics is a strong company based in Blantyre, the economic centre of Malawi. With a staff of 25, the company specialises in importing and distributing laboratory material for malaria and HIV-AIDS testing. They import this material mainly from Germany and serve 28 public and 15 private hospitals across the territory of Malawi.

Thofu Diagnostics recently got involved in the distribution of sanitary pads for rural women and girls, within a UN aid programme. This made the company consider setting up its own production line to produce these sanitary pads itself in Malawi. The social need is very high and there is no in-house production in Malawi yet. Raw materials can be imported from China, the product in itself has a great social impact and local production can create a significant number of new jobs.



Impact Capital, a Piet Colruyt organisation to support businesses in Africa, put Exchange in touch with AfriPads, a company owned by Dutch entrepreneur Bert Bolkenstein. Preparations are at an advanced stage to start a production line of sanitary pads within Thofu Diagnostics with the support of AfriPads.

KWITHU KITCHEN

Based in Mzuzu, capital of the northern region of Malawi, Kwithu Kitchen originated as a social project offering nutritious meals to poor children. Since then, this initiative has developed into a small but continuously expanding business that processes tomatoes and honey.

Kwithu Kitchen is the largest producer of honey in Malawi; their products can be found on the shelves of the Shoprite and Chipiku department store chains in Malawi. Until recently, the same supermarkets only carried processed tomato products - ketchup, mashed and canned tomatoes - imported from South Africa. With the devaluation of the Malawian currency, it is much more advantageous to process local tomatoes.

This economic activity is bursting at the seams: with a team of 30 employees, 3 tonnes of honey and 2 tonnes of processed tomatoes are sold every month. Kwithu Kitchen has asked Exchange to support them in this economic leap forward.

There is a need to help plot out a small factory unit, but also to provide financial planning and education of central staff. Over the past few months, we have been communicating tirelessly with Kwithu Kitchen to outline a solid growth programme.



MOROCCO

Business Development Manager



Rajaa Belfkih

MOBIBLANC

Mobiblanc is an IT company in Casablanca rendering Enterprise Services to financial/banking, telecom and public sectors. Its focus lies on enhancing digital systems by designing and implementing platforms, incorporating data intelligence and process digitization.

More concrete services already delivered are among others digital solution integration, cloud hybrid migration, Salesforce customization, development & mid-term outsourced IT services.

After Covid, remote services became incrementally established, which led to to Mobiblanc's recent double-digit growth. Now the company is looking at the European market, whose large scale and long term capacity provide great opportunities.

While Mobiblanc is already a mature company (both in turnover, margin and staffing), they want to stay 'on top' of the European market. We will be assisting Mobiblanc with obtaining its ISO 27001 certification, lifting its HR strategy up to International/European standards and finding matches with a compatible (financial) partner through the Belgian federal and regional governments.



MOZAMBIQUE

Business Development Managers



Mulweli Rebelo



Elena Gaffurini

MOZAMBIKES

Mozambikes is a social enterprise with a bicycle manufacturing workshop in Maputo, that aims to help low-income Mozambicans access robust bicycles and give them increased mobility and transport means.

Bikes are improving the social and economic conditions of rural Mozambicans. Incomes increase as travel times are reduced, more produce can be carried and better markets reached. Bicycles improve access to health care, including through new bike ambulances. Bicycles are allocated through donations, branded bicycles and micro loans. At the moment, Mozambikes has a staff of 18 employees. Every bicycle produced is a job for three technicians and a painter, and Mozambikes also regularly trains technicians in rural communities - a majority of them women - providing them a small, but stable source of income.

Exchange has supported Mozambikes since 2018 with expertise on international communication, growth marketing, fundraising and ambassadorship. A rebuilding of the website, data analysis and management, grant applications, a durable fundraising and partnership strategy are on the cooperation programme for 2023 and following years.



CRUZ VERMELHA DE MOÇAMBIQUE

CVM, the Mozambican Red Cross, intends to provide paid first aid training to companies and public institutions. First aid kits and trainings have become compulsory for these entities in Mozambique, but the law is generally not enforced. With the support of Rode Kruis Vlaanderen, Red Cross Mozambique wants to implement basic first aid skills nationwide and be the only legitimate provider of first aid certifications. To reach this goal, Red Cross Mozambique needs to upscale the education level of their trainers, standardise and institutionalise first aid trainings and retain their staff once trained.

Exchange conducted a market study on the commercial potential CVM's possible new offer and drafted a business plan, listing investments required, resources needed and a phased plan for introduction and scale-up. In a second phase, Exchange will support the deployment of that commercial entity.



RWANDA

Business Development Managers



Gaston Niyonzima



Stella Kalisa

MANUMETAL

Founded in 1967 by Cubacier, a now bankrupt Belgian group, Manumetal is one of the oldest companies for the manufacture of furniture for communities, offices and residences. With a metal workshop, a carpenter's workshop and 40 experienced technical staff and a dozen administrative workers, Manumetal is a sizable organisation with well aligned goals.

Manumetal, due to its historical context and the diversity of products, was in a difficult financial situation and needed help to restructure their business operations. Thanks to the continuous support of Dominiek Dolphen, our coach, Manumetal is making profit for the first time since long this year, is in discussion with new shareholders and becoming a market leader as a supplier for the public sector.

Their challenges for the next few years are those of relocation, expansion and exploring new markets. To do this, Exchange has provided experts in production planning and digital marketing. Manumetal is growing fast, and with the right logistical expertise and funding, their move and expansion will lead to an even brighter future.



EVENTS FACTORY

Events Factory was founded in 2006 by Celestin Makuza and has since grown into a healthy company with 14 employees. Although Makuza initially marketed his company as an event coordinator, local clients can now turn to Events Factory for a full service package: not only organising events - digital and otherwise - but also setting up expositions, arranging accommodation and even providing simultaneous interpreters is now part of Events Factory's offering.

In recent years the company has made great strides, and now Events Factory is looking to Exchange for expertise and guidance. He wants to tap the international market and serve the Rwandan government, streamline the rental of material and equipment and optimise digital products and systems.

To oversee this growth, Events Factory has found a PCO expert to better organise their current operations. Exchange has sent experts in market research, digital marketing and software engineering, which helped Events Factory make great strides by fine-tuning their digital event systems and strategies.



LA PAILLOTTE-SOPSER

La Paillotte-Sopser is a cooperation between two companies active in the tourism industry. They own a hotel, a restaurant and a magnificent campsite with huts on a small island on lake Burera. All their activities are meant to help employment and social insertion in the region of Musanze. They also train inhabitants in agriculture.

The two companies were founded with a lot of enthusiasm and social engagement, but have grown too fast and too much and are now in need of structure. There is no proper bookkeeping, no clear legal status and no clear ownership of all sub companies.

A coach has started working with them in 2023 and will start by focusing on governance and finances, so as to clarify the actual situation and their ambitions. The next step will be to help them with a strategic plan and a marketing strategy.



AGRUNI

With 287 employees, Agruni specializes in waste collection in Kigali City. The company is part of a larger group, comprised of 8 companies active in waste sorting, agriculture, potatoes, product transport, construction, painting and street cleaning.

As one of the largest waste collection companies in East Africa, Agruni wants to further upscale and professionalise their waste processing and recycling to manage Kigali's waste as best as possible. As of this moment, Agruni organises Kigali waste management in 10 sectors, paid for by individuals and organised by local authorities.

Exchange's role in Agruni's growth programme is providing expertise on the recycling of glass and PET waste, strengthening the training of waste workers (5 people have already been trained at Ecowerf for manure production), supporting the packaging, pricing and branding of their compost production and supporting the agroecological processes for their vegetable fields.



KIME

The Rwandan company Kime has grown from a small fish processor to a supermarket, butchery and soon slaughterhouse. Like many companies, Kime has grown organically and is now growing fast.

The team is now in a phase of growth where they need structure and professional expertise, both in meat processing and in managing a midsize decentralized company.

In their budding growth programme, Exchange will be helping Kime with technical assistance and expertise concerning, among others, the production of meat derivatives, financial organisation, retail operation, marketing, commercial management and environmental impact.



RWANDA CLOTHING

Rwanda Clothing was founded in 2015 and came into contact with Exchange in 2019, when two of our experts helped CEO Joselyne Umutoniwase structure her production through the systematisation of processes. The company aims at starting a fashion revolution by establishing an own Rwandan style and fashion identity. Joselyne has the ambition to produce high-quality products that will change the perception of fashion and the buying behavior of people in Rwanda and in the whole of Africa.

Since our last visit, Joselyne was visited by experts in lingerie and leatherworking. Expertise in woodworking and upholstery is soon to follow. With this support, Rwanda Clothing has started developing their own line of lingerie.



INGABO

Ingabo is a small cheese and yoghurt factory, founded in 2011 and currently run by 10 employees. The company is expanding, working on new locations and wanting to diversify their production lines to include feta, mozzarella, butter and processed cheese.

While they boast a lot of ambition and good will, Ingabo's management is in need of support. Through Exchange, they will receive expertise on pricing, business planning and strategy, as well as training and growth structuring. A coach has been selected to aid Ingabo, setting off a promising growth programme with a lot of potential and starting with a mission concerning the production processes and expansion of the company.



BLESSED DAIRIES

Active since 2012, Blessed Dairies is among the leading and fastest growing dairy companies in Rwanda. The company produces pasteurized whole milk, low fat milk, fresh cream, mozzarella, butter, ghee and flavoured yoghurt, all under the brand name BLESSED.

Blessed Dairies gets its milk from a farmer cooperative known as IAKIB (Koperative Ihuza Aborozi ba Kijyambere Bafatanyije), loosely translated as The Cooperative of Modern Farmers. Because of high milk production and a large surplus, owner Ngirente Milton built a processing plant to produce more types of milk products, leading to the creation of Blessed Dairies.

The company wants to increase its processing from 15.000L per day to 25.000L per day within 3 years and extend its premises with new machines and a large hall, becoming a leading private company countrywide. With these high ambitions, Blessed Dairies is looking towards Exchange for expertise in growth and the building and integration of new lines of production.



TODDLE CARE

When Ritah Uwera, the founder of Toddle care, became a mom for the first time, she got more and more frustrated that it was almost impossible to find products of good quality for pregnant mothers, babies and toddlers.

She knew that the skilled Rwandan seamstresses and artisans were more than capable of making the wonderful toys and accessories that she saw in Europe and so, Toddle care was born. Today, Toddle care produces high quality toys and educational materials for family, but also for schools and daycares. After receiving a big tender from Unicef to produce thousands of packages for Rwandan schools, Ritah needs support in managing her exponential growth and sustaining this growth afterwards.



SOUTH AFRICA

Business Development Managers



Zodidi Duze



Lindy Mkhize

WITZENBERG WASTE MANAGEMENT

Witzenberg Municipality lies in the South African district of Cape Wynlands, located in the Western Cape Province. Since 2002, it has been the twinning city of the Belgian Municipality of Essen. The focus of our work in Witzenberg is to assist the Municipality in getting a cleaner environment, protecting the health of residents through responsible management of solid waste sources.

Together with our local partner, the consultancy company Greencape, Exchange facilitated the creation of a recycling forum, resulting in improved collaboration between Witzenberg and the local recycling companies. Two recycling parks have been constructed to reduce waste dumping on the landfills and increase recycling. Exchange also trained local SMEs and recycling companies in business management. Our expertise and experience in Flanders in waste management is inspiring Witzenberg to implement separation at source and to deal with waste in a sustainable manner.



MAMAMACS BAKERY

Mamamacs Bakery in Prince Alfred's Hamlet (Witzenberg) is a small bakery with a big heart. The bakery believes in having a sustainable impact on their community and relies on traditional recipes for their high quality biscuits and rusks. They only use fresh ingredients and are one of the few bakeries using no preservatives at all in their hand rolled creations.

As their business grows and online commerce is taking off, Mamamacs is looking for expertise concerning business strategy, marketing and production optimization. An expert mission by local consultancy Bam-sa has led to a market study, designating the key domains where Mamamacs operations can improve. In their growth programme, Exchange coach Karl Vandermeersch will be working on Mamamacs business plan, processes, products, e-commerce and marketing. Starting in the summer of 2023, Mamamacs will be receiving the necessary expertise to optimize their authentic bakery.



JACOBS JAM FACTORY

Jacobs Jam factory, established in 2018 in the Ceres Valley, has produced over 50 tons of jam over the last three years. The high quality jam, made without artificial preservatives or additives, has led them to make a deal with Shoprite, opening them up for further potential investors.

Operating in a highly competitive market, Jacobs Jam's main challenge will be to make themselves known to the South African consumer. An initial market study by local consultancy Bam-sa has shown that Jacobs Jam will need a bold and coherent communication strategy to build their position in the South African market. Exchange is now looking for a coach to develop a solid business and communications plan and start their search for diversified funding.



TANZANIA

Launches summer 2023!

Business Development Managers



Mariam El-Maamry



Denis K.G. Kibuga

UGANDA

Business Development Managers



Fredrick Kyeyune



Hanifah Kasule

GUDIE LEISURE FARM

Gudie Leisure Farm is a city farm comprised of no less than 275 employees focused on the training of Agripreneurs (entrepreneurs in agriculture). Under the leadership of its managing director Gudula Basaza, Gudie Leisure Farm wants to be the leading trainer for business managers in agriculture. These business managers are to become YAC (Youth Agripreneur Champions) in their villages.

Having partnered with Enabel and Mastercard Foundation, Gudie Leisure Farm is set for strong growth. Together with experts Exchange provided in the fields of strategy and sustainable business modeling, finance and marketing and education, Gudie has made great strides in scaling up their organisation sustainably and becoming a more than promising agripreneurial incubator.



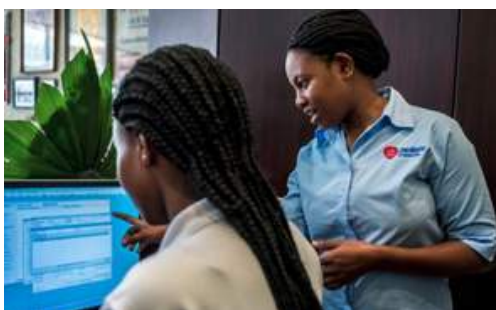
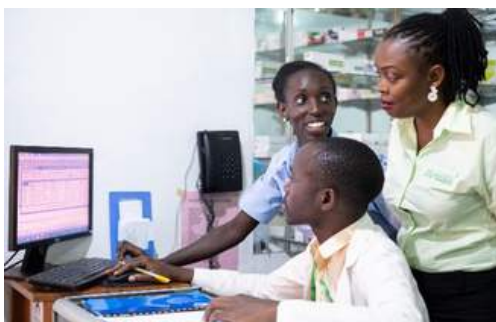
CLINICMASTER INTERNATIONAL

As an IT-player, Clinicmaster International develops software packages in the health sector. Providing Health Information Management software and efficient billing systems, Clinicmaster's software aids in following up patients in hospitals and clinics.

Located in Kampala and founded in 2013, the company currently has more than 90 hospitals and doctor's offices in its portfolio and sells software to clients in Uganda, Kenya and South Sudan.

Exchange's support for Clinicmaster International lies in the strengthening of the organisation through sales and management support, the development of new modular releases and the improvement of their customer service.

The company has been very successful: in May 2022, the Ugandan Ministry of Health announced that their Electronic Medical Records system will be rolled out in 5 to 10 regional clinics.



SESACO LTD.

By producing affordable and nutritious food, Sesaco Ltd. aims to combat malnutrition in Uganda. The company, based in Kampala, specializes in producing soy products with high nutritional value such as biscuits, coffee and ice cream. The focus of the food company lies specifically on the low income population, which is why their products are sold at the lowest possible prices.

Exchange's goal with Sesaco Ltd. is to increase their financial results. In addition, we provide management support, business development support and technical support. After several video calls with a Belgian expert in management, it was decided to look for a local Ugandan sales expert with knowledge of the Ugandan market. This, combined with the hiring of a cost sheet expert, should help Sesaco find a firm footing in their market.



HOGMAU

HOGMAU, which stands for the Hotel General Managers Association Uganda, aims to professionalize the hotel sector in Uganda. We came in touch with them through AUTO (Association of Uganda Tour Operators), the leading tourism interest group in Uganda whose programme was put on hold because of the pandemic.

Through the exchange of expertise via training, HOGMAU wants to focus on "capacity building" by training hotel managers of 4 and 5 star hotels. A first training in communication and management, given by hospitality expert An Winnepeninckx in April '22, generated enough interest among journalists to be featured on national Ugandan television and in several newspapers.



Trainings in HR and financial management are also planned. These trainings will ensure that HOGMAU reaches its goal of professionalising the Ugandan hotel sector.



RABBONI GROUP LTD

Founded in 2014, Rabboni Group Ltd. is a transport, distribution, trading and processing company of dry agricultural commodities. Its core products are corn and derivatives. Providing the entire supply chain from producer to consumer, Rabboni has grain processing plants, but also provides cleaning, drying, transportation and storage of goods in Uganda and even across borders (Rwanda, DRC, Burundi).

The goal of Exchange's support is both qualitative and quantitative growth of Rabboni Group's activities. Quantitative in the construction of a new process plant and storage silos, qualitative in Quality Assurance of its processes and products in their in-house laboratory. Through these steps, we aim to help reduce inefficiencies in the agribusiness value chain and increase the income of farmers and their families.



MADDO DAIRIES

Maddo Dairies is a dairy processing plant with 29 employees, established in 2003 and owned by the Catholic Diocese of Masaka. It produces pasteurized milk and yoghurt, working together with farmer cooperatives. Maddo's ambitions are to produce high quality dairy products while improving farmers' livelihoods and providing training to the farmer cooperatives.

Exchange supports the implementation of a strategic plan, providing expertise in the training of personnel in maintenance and supervision of machines, product development, marketing skills and sales training. In the future, Maddo Dairies will also be looking at the production of cheese.



MASINDI FARMERS AGRO BUSINESS LTD.

As the corporate wing of the Masindi District Farmers Association, Masindi Farmers Agro Business Ltd. adds value to farmers' agricultural products, especially maize. However, because of the small margins on maize, the company started contracting small farmers to grow rice. Rice is seen as a strategic venture with high potential, improving farmers' income and food security; today, 40% of rice in Uganda is imported.



The goals of Masindi Farmers Agro Business Ltd. are to transform 6,000 smallholder farmers into commercial producers of high quality rice and process and distribute 5,000 tons of rice per year by the end of 2024, achieve and maintain product certification and work on market penetration and branding.

Exchange will be supporting the company in finetuning a 3-year business plan and a marketing strategy. Our partner Trias will be focusing on increasing the number of farmers and volumes of rice, as well as assisting in product certification.



Contact us at info@exchangevzw.be

Or visit our website!

