DOING BUSINESS
In East Africa
The AgriProFocus network in Kenya facilitates linkages between members and other stakeholders. Agripreneurs can then exchange knowledge and learn from experiences in order to find innovative solutions for the challenges in the sector. The network consists of 3,154 members and is supported by 4 AgriProFocus staff members in Nairobi. Within Kenya we focus on the following sectors: coffee, fruits and vegetables, dairy, potatoes, poultry and extensive livestock. We facilitate multi-stakeholder platforms and B2B-events in these sectors focusing on learning, linking and leadership (influencing policy).
Top 5 promising sectors for Dutch companies:

1. Dairy
2. Horticulture including potatoes
3. Post harvest technologies (cold storage, solar dryers)
4. Renewable energy
5. Technology including ag-tech

Services:

- Linking to Kenyan companies and other organisations
- Sector analysis
- Business to Network matchmaking events and activities
- Businesses can showcase their portfolio
- Network maps on specific trends, issues and topics in the agri-food sector
- We enable knowledge exchange through our learning activities

“AgriProFocus events have proved to be enabling environments for TechforTrade to identify and build quick rapport with organisations that are strategic for our success. -Kevin Kinusu - TechforTrade”

Maureen Munjua

Country Coordinator
Nairobi, Kenya
mmunjua@agriprofocus.com
The AgriProFocus Uganda network has successfully positioned itself at the centre of linking stakeholders to influence agribusiness development in Uganda through private sector engagement and proactive government involvement. The AgriProFocus Uganda team puts emphasis on connecting ideas and supporting business to business linkages, co-creation, knowledge sharing and joint organisation of activities and events. AgriProFocus Uganda has a vibrant network of over 5,300 individual subscribers and over 400 member organisations registered on our online agribusiness platform. AgriProFocus Uganda focuses on sectors of horticulture, dairy, seed and livestock. We facilitate multi-stakeholder platforms in these sectors focusing on learning, linking and leadership (influencing policy).
Top 5 promising sectors for Dutch companies:

1. Inputs - seed
2. Equipment - irrigation equipment and farm machinery
3. Dairy - supply farm and value addition equipment and expertise
4. Horticulture - a lot of potential to produce for export since sector is not yet developed
5. Renewable energy technology

Services:

➔ We broker and facilitate linkages where we enable Dutch businesses to link to relevant business partners and contacts.
➔ We conduct quick scans and market intelligence that informs Dutch businesses on potential opportunities.
➔ We facilitate lobby and advocacy processes to promote improvement in business environment for the agriculture sector.
➔ We also offer opportunities for networking both online and offline to enable enterprises to market their businesses.

“Learn about the PAINT program (promoting agribusiness investment, networking and trade) which aims to link agripreneurs to financing, technology, knowledge and trade: [http://agriprofocus.com/paint](http://agriprofocus.com/paint)”

Sylvia Natukunda - Mwesigwa

Business & Partnership Manager
Kampala, Uganda
snatukunda@agriprofocus.com
The AgriProFocus Rwanda network started in 2009 and since then facilitates linkages between members and other stakeholders. Agripreneurs can exchange knowledge and contacts that help them develop their agribusinesses and strengthen business linkages. The network consists of 1,613 members and is supported by three AgriProFocus staff members. As a network, AgriProFocus Rwanda has some selected sectors of focus, like dairy, beekeeping and horticulture. We facilitate multi-stakeholder platforms in these sectors focusing on learning, linking and leadership (influencing policy) and inclusiveness.
Top 5 promising sectors for Dutch companies:

1. Horticulture
2. Poultry
3. Irrigation
4. Animal feeding
5. Meat sector - piggery

Services:

➔ We broker and facilitate linkages where we enable Dutch businesses to link to relevant business partners and contacts.
➔ Initial market intelligence: quick scans that informs Dutch businesses on potential opportunities.
➔ We enable knowledge exchange through our learning activities.
➔ Business to Network matchmaking events and activities.

“We are thankful to AgriProFocus Rwanda for organising the Agri BDS Network Launch Event. It brought together experts in different segments of the agricultural value chain, which made it a professional networking place of great value. - Laurent Ulimubenshi (Chairman Agri BDS Network Association)”

Anatole Majyambere

Business & Partnership Manager
Kigali, Rwanda
amajyambere@agriprofocus.com
The AgriProFocus network in Tanzania is established in 2012 and since then facilitates linkages between members and other stakeholders. Agripreneurs can exchange knowledge and learn from experiences in order to find innovative solutions for the challenges in the sector. The network consists of over 1,500 members and is supported by 2 AgriProFocus staff members. AgriProFocus Tanzania focuses on sectors of fruits & vegetables, poultry, dairy, sesame, cashew nuts and pulses. We facilitate multi-stakeholder platforms in these sectors focusing on learning, linking and leadership (influencing policy) and inclusiveness.
Top 5 promising sectors for Dutch companies:

1. Horticulture (fruits and vegetables)
2. Oilseeds (sunflower, sesame)
3. Grains (mostly cereals like maize, rice)
4. Livestock (dairy and poultry)
5. Cashew nuts

Services:

➔ Sectoral overviews and mapping of actors.
➔ One-to-one linkages to strategic partners from government, private sector, development organisations and knowledge institutes.
➔ Learning journeys to draw on practical lessons on doing business in Tanzania as well as East Africa.
➔ Trade missions.
➔ Facilitate feasibility studies for specific business ventures.

“Thanks to AgriProFocus Tanzania, our participation at the Horticulture regional event in Kigali (Rwanda), EAFF received a number of useful contacts and business synergies that will help us scale our current operations. - Elia Timotheo (CEO East Africa Fruit Farms Co.Ltd)”

Katarina Mungure

Country Coordinator
Dar Es Salaam, Tanzania
kmungure@agriprofocus.com
DOING BUSINESS
In East Africa

AgriProFocus Network
Arthur van Schendelstraat 500
3511 MH Utrecht, The Netherlands
info@agriprofocus.com
www.agriprofocus.com