



THE WATH FACTOR



WEST AFRICA TRADE HUB *CENTRE DE COMMERCE EN AFRIQUE DE L'OUEST* CENTRO O COMERCIO NA AFRICA OCIDENTAL



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Cashew processing ramps up in West Africa



More than 90 percent of West Africa's raw kernels are shipped to India, which has built up such a large cashew-processing industry that it must import as much as is grown locally. India then ships the

final product to the US and Europe. A growing number of governments, donors and businesses want processing to happen in West Africa, creating jobs and allowing the region to reap the higher prices of a value-added product. Not to mention cutting shipping costs between West Africa and Southeast Asia.

WATH/Dakar prepares fish exporters for world market



Fish is on the menu at WATH/Dakar, as it readies West African exporters for the International Boston Seafood Show in March.

First up in December were visits to seafood processors in **Senegal** and **Mauritania**. Lazarre Potier,

WATH/Dakar's export business development coordinator, joined William Spinali, an expert in the US sanitation standards called HACCP.

Exporting is top of the agenda at Sierra Leone's AGOA Day



Recovering from a brutal civil war, Sierra Leone is rediscovering its export potential, as participants in the country's AGOA Day discussed on Dec. 8. Much of Sierra Leone's agricultural bounty is

eligible for duty-free export to the US under the African Growth and Opportunities Act, including cocoa and cocoa products, ginger, cashews and castor oil.

Workshop provides contacts, expertise for shea butter exporters



Those who doubt shea butter's export potential need to note two statistics: Personal care is a \$55 billion industry in America, and demand for "natural" beauty products is growing by 20

percent a year. Shea butter, the nut-based moisturizer found only in West and Central Africa, is a perfect fit for this market, the region's major suppliers learned during a three-day workshop held by WATH/Accra from December 14-16.

What's Happening Around the Hub



Joop de Voest, a textile consultant for WATH based in South Africa, visited three apparel factories in **Ghana** on December 1: Global Garments and Belin Textiles and Sleek Garments, which is about to start production. Meeting with their CEOs (including Nora Bannerman of Sleek, shown here), he discussed successful strategies to compete with more experienced East Asian factories. He particularly stressed that small Ghanaian factories need to work together to attract larger orders from overseas.



Alan Smith, the newly installed director of WATH/Dakar in **Senegal**, visited WATH/Accra's offices and USAID's West Africa Regional Program Dec. 5-8 to discuss plans for the new



project's upcoming year. Smith is an international development and trade expert with over 30 years senior management experience in the Canadian Ministry of Foreign Affairs and International Trade and the Canadian International Development Agency. He has led programs in Africa, Asia, Central and Eastern Europe, Australia, and the Caribbean and

Central America managing, international cooperation and trade programs, as well as with economic and political matters.

Mark Your Calendars

Jan 21-24 *Sources LA at the California Gift Show*
Los Angeles, USA
www.sourcesla.com

February 20 - 23 *ASAP Global Sourcing Show*
Las Vegas, USA
www.asapshow.com

March 12-14 *International Boston Seafood Show*
Boston, USA
www.bostonseafood.com

March 23-26 *Natural Products Expo West*
Anaheim, USA
www.expowest.com