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## Driving Growth in West Africa

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# Driving Growth in West Africa

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Chief Executive

14<sup>th</sup> September 2021

**BORD BIA**  
IRISH FOOD BOARD



# Themes for Today

West Africa Market Outlook

Accelerating Challenges

Driving Growth in 2021 & Beyond



Fastest growth market in  
2020

**BORD BIA**  
IRISH FOOD BOARD



Source: Kai Krause

# Irish Food & Drink Exports



€13bn

Food & Drink exports in 2020



DECREASE ON  
2019

In 2020...

Exports to Africa

+18%



Worth €883m

Exports to West Africa

+12%

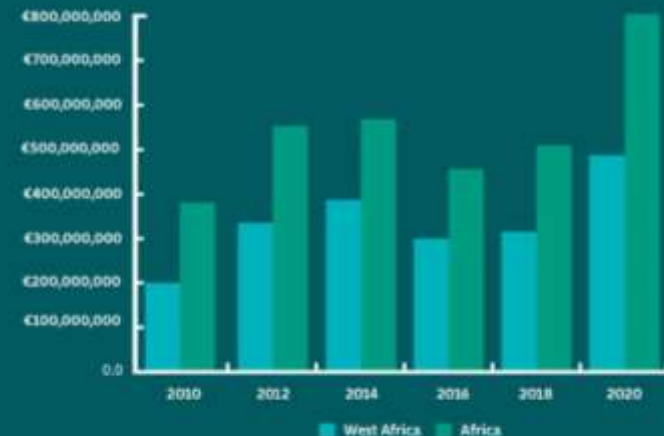
Since 2016...

Exports to Africa

+86% to €883m

Exports to West Africa

+66% to €415m





# 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%**

# Accelerating Challenges

## Living with Covid



## Digitalisation



## Supply Chain Disruption



# 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

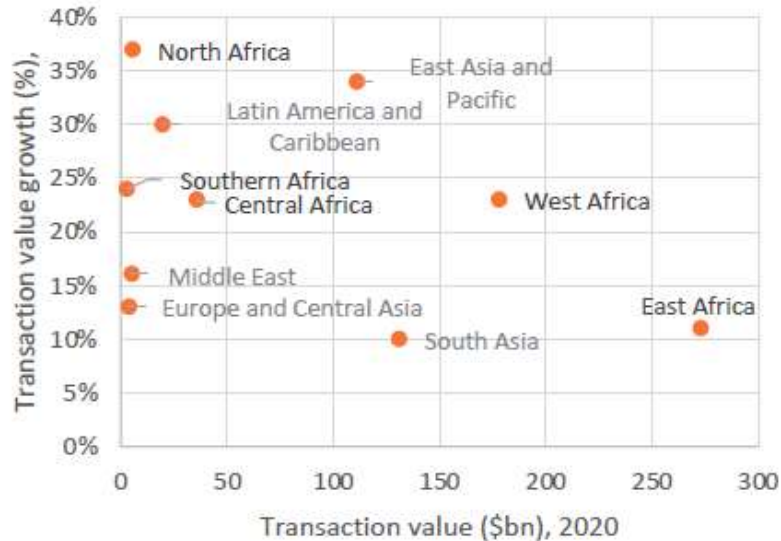
In Ghana, the restaurant sector represents the largest and fastest-growing part of the domestic economy, increasing at an annual rate of 20%.

# Digitalisation

40%

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

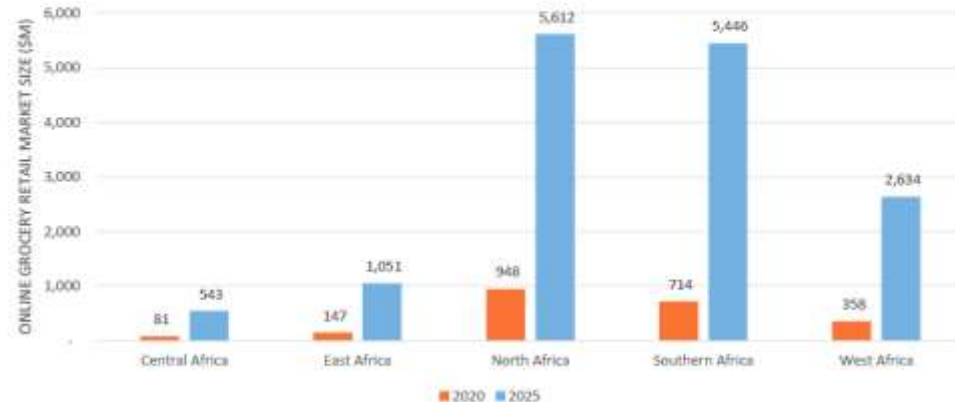
The growth of mobile money, 2019-2020



Source: GSMA

## FUTURE MARKET SIZE

Forecasts for online grocery retail to 2025

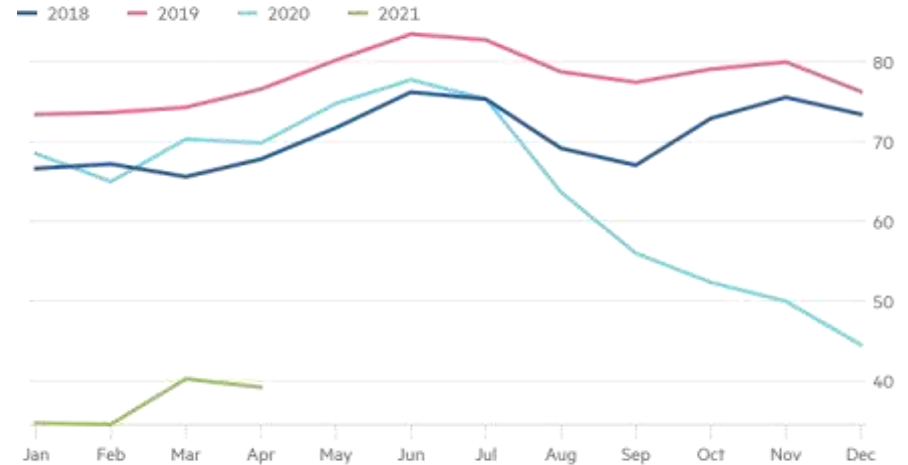


# Supply Chain Disruption



## The pandemic has created massive shipping delays

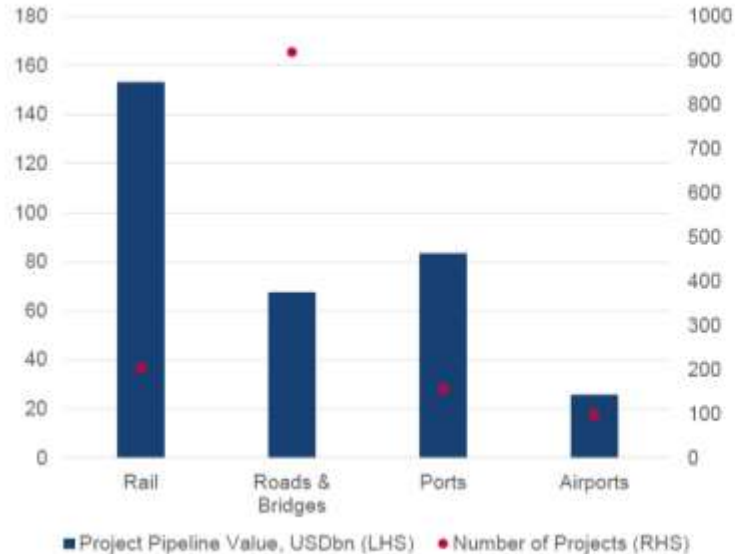
Global reliability schedule (% on time)



Source: Sea-Intelligence  
© FT

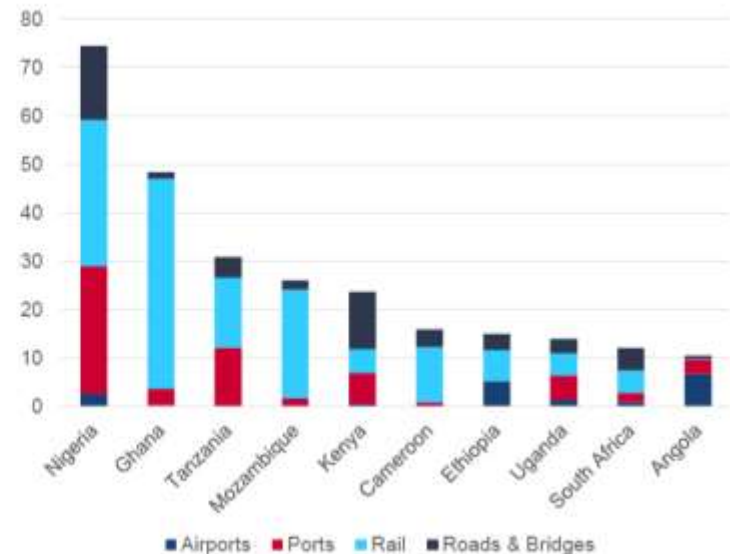
# Supply Chain Disruption

**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

# 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

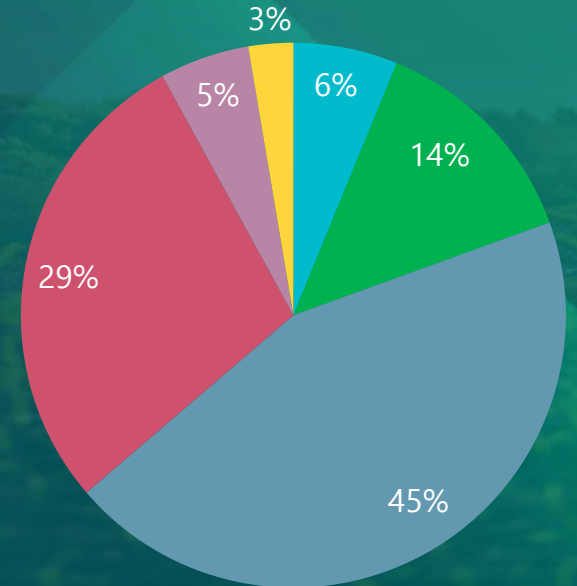
Very significant risk

A moderate risk

A somewhat significant risk

Isn't really a risk

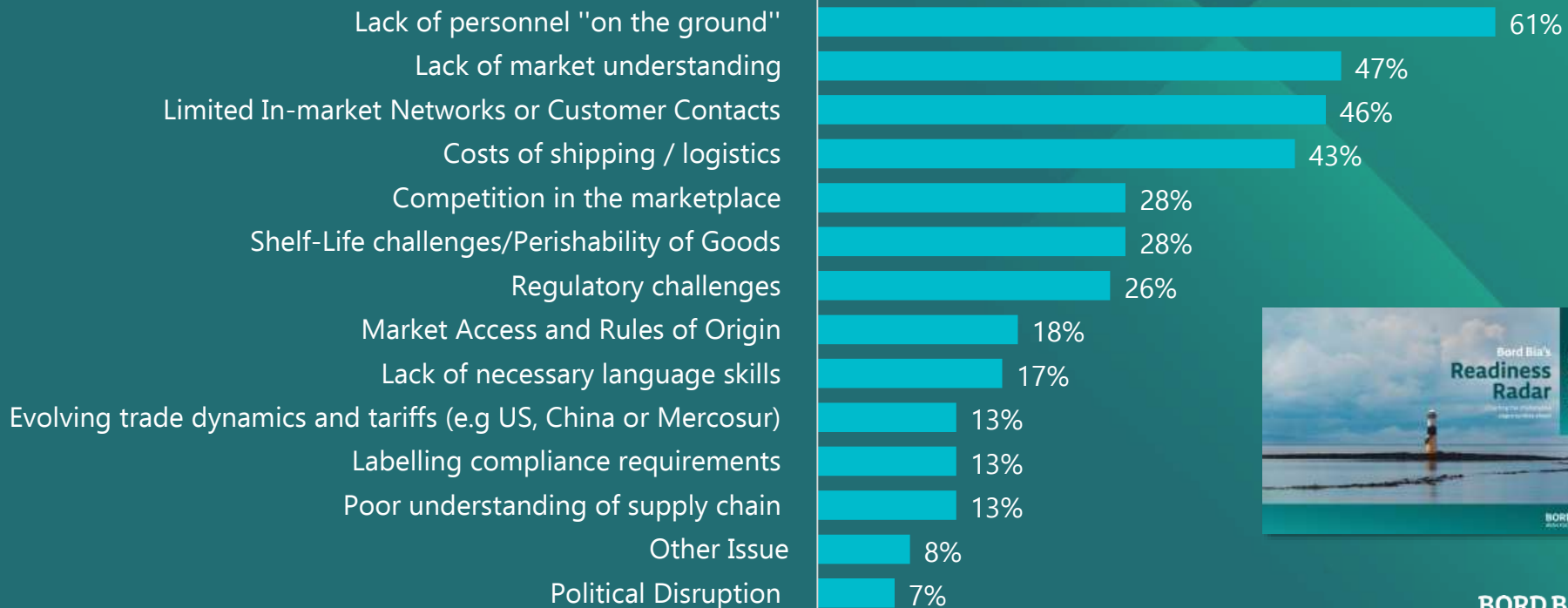
Isn't a risk at all



# 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



## Global Business Development Team



Nicolas Ranninger

Regional Manager,  
Africa



Ese Okpomo

Market Specialist,  
West Africa



Aine Doyle

Global Graduate,  
Africa, Americas  
and Europe

## 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

# 2019 - 2021 Strategic Priorities



**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