



AHDB AFRICA

Uk Levy Board for Meat, Dairy, Cereals and Horticultural Products. Client since 2013.

Objectives

provide business opportunities for UK meat companies in Africa.

Response

Assess what countries are the most relevant for UK meat suppliers, what products and potential barriers to overcome

Identify most important meat and offal importers in relevant countries for UK traders and producers
Organize Trade Missions for UK meat producers and traders in target markets: up to now Senegal, Guinea Republic, Sierra Leone, Liberia, Ivory Coast, Ghana, Benim, RDC, Congo Republic, Gabon, Angola.

Results

UK suppliers got significant new business in some of those markets where penetration was none such as Ivory Coast, Gabon, Benim, DRC or Senegal.