



# Branding, Packaging and Labeling

Wednesday, August 26 and Thursday, August 27

**Empowering Africans and inspiring development through trade**

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The workshops will provide training on how to develop a roadmap for exporting for AWEPP members and other SMEs, required standards, packaging, labeling, available technical assistance, consumer protection and financing for SMEs.



**Civil Society and AWEPP “Doing  
Business in America and Africa”  
Workshop and B2B Networking  
Session**

# Business Opportunity:

## Strategy: Why Sub-saharian Africa?

- Interplay of economics and demographics in Africa makes an ideal market for institutional investors.
- Africa's demographics of over one (1) billion people in which 2% are composed of foreign nationals and wealthy local citizens who have over 50 to 100 times more buying power than the average local citizens.
- The buying power of 2% comprises 3 trillion US dollars. Fast growth in the region associated with foreign businesses from mainly Europe and North America, which means a need for thousands of new offices and residences and supporting infrastructures such as transportation, telecom, IT and more.

# The Export Process

- It is useful for businesses and entrepreneurs to work with specialists to assist with various phases of export process.
- Seller and buyer are separated by distance, language, exchange rate and intense regional and international competition.
- By exporting, economies grow and not constrained by size of its domestic market.

# The Export Process: Six Steps

- Conduct Market research –
  - Identify target markets and customers
  - Understand quality, volume and other market requirements
  - Select appropriate distribution channel
- Develop an Export Plan that includes finance plan
- Ensure supply chain meets volume, quality and packaging requirements
- Market products, e.g. trade fairs, missions
- Arrange finance and shipping
- Regularly review Export Plan

# Marketing and Distribution Channels

- Export directly involves high cost but allows for high market control.
  - Sell directly to buyers (sales representative or distributors)
  - Indirectly to intermediaries.
- Selecting distributors is important:
  - Exporter should establish distributor profile and take into consideration their experience, communication style, location and cost.

# Marketing and Distribution Channels

In working with U.S. buyers, it is important to:

- Establish and maintain business relationships
- Strengthen over time
- Recognize differences
- Develop flexibility
- Learn to embrace differences
- Better understanding of U.S. context

# Branding, Labeling, and Packaging

- Are international brand names important to promote and distinguish a product? Conversely, should local brands or private labels be employed to heighten local interest?
- Are the colors used on labels and packages offensive or attractive to the foreign buyer? For example, in some countries certain colors are associated with death.
- Can labels be produced in official or customary languages if required by law or practice?
- Does information on product content and country of origin have to be provided?
- Are weights and measures stated in the local unit?
- Must each item be labeled individually?
- Are U.S. tastes and knowledge considered? A dry cereal box picturing a foreign athlete may not be as attractive to overseas consumers as the picture of a local sports hero.

# Branding

- Most important aspects of any business, large or small, retail or B2B even B2NP
- The foundation of your brand is your logo.
- The website, social media, packaging and promotional materials communicate your brand.
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- Consistent, strategic branding leads to a strong brand equity e.g. Coke vs. generic soda

# Packaging and Labeling

Critical determinant of selling a product. Good packaging should:

- Attract the customer and respond to his or her expectations
- Represent the company image (with the brand)
- Accentuate the intrinsic qualities of the product

# Packaging and Labeling

- Packaging is much more than a “box” or “packet”.
- Packaging should no longer be considered as a **cost item** but as an **investment** which adds value to the finished product
- Products being exported to the United States and the EU need labels that follow very specific requirements.

# Packaging and Labeling

- Name and description of the product
- List of ingredients, preceded by the word “Ingredients” must show all ingredients (including additives) in descending order of weight with its share of net weight
- Net quantity of pre-packaged foodstuffs in American units (ounces [oz.] or pounds [lb.]) should be provided.
- Company’s name and address of the producer, packer (or co-packer), or importer.
- Place of origin or source.
- Expiration date for consumption, including the day, month, and year.
- Any special condition of preservation or usage.

# Trademarks

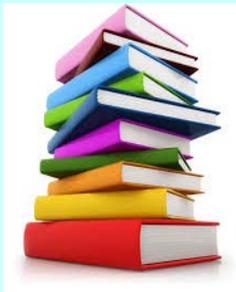
- Trademarks protect company's brand name and prevent other coys taking undue advantage of your reputation and credibility
- Policy on protection for brand names on trade mark varies from country to country. Absolutely necessary for coys to comply with local laws on patents, copy rights and trademarks.
- Trade marks are essential for branding , advertising and marketing strategies.
- Although expensive, almost all businesses, large, small rely on trademarks since it is integral to effective branding.
- In U.S , trade mark is registered with US Patent and Trademark Office.

# TRADEMARKS

Most trademarks are visual (such as words, names, signs, slogans, symbols and images)



Health



Learning



Agriculture



# “Breaking barriers and bridges”

Supported by Professionals with Blue-Chip Experience



## Education



## Education



## Education



## Professional



## Professional



# Sanitary and Phytosanitary (SPS) Requirements

- Perishable products (fruits & vegetables) require specific infrastructures for successful exportation.
- Importers of such products also must apply for Agricultural Import permit from APHIS.
- APHIS Fruits and Vegetables Import Requirement (FAVIR) provides general information requirement on plants and plant products.

# Trade Hubs assisted \$500 million in exports since 2003

- Trade Hubs built capacity of value chains and trade associations to support participants export to the U.S. in apparel, cashew, coffee, cut flowers, footwear, Shea, and specialty foods.
- The Hubs also provides firm-level information and technical assistance. (19 AGOA Resource Centers created).
- Facilitates export marketing through networking events and funding firms. E.g. Origin Africa Campaign & Source Africa Apparel participated in in Magic Trade Show and Inward Buying Missions.
- Success stories in capacity building between US and African governments to meet SPS Standard are Macadamia Nuts and Shea Butter.

# USAID-Supported SME Export Success Stories

South African Trade Hub prepared exhibitors for Source African 2013.

Coordinated with national investment and export agencies in the region, (Lesotho, Mozambique and Botswana ) to run workshops covering all aspects of trade show.

USAID continuously support Gahaya Links to grow. Beginning with only 27 women, the company has expanded into a profitable enterprise that works with more than 3,000 weavers across Rwanda.

Gahaya Links baskets, along with other products, featured in U.S. national magazines, and new deals are negotiated with major national retailers.

# Con' t

- East Africa Trade hub made it possible for AGOA to help Ethiopian Footwear Industry jumpstart exportation to US. Income earned rose from \$630,000 in 2011 to \$7 million in 2012.e.g. Tikur Abbay company.
- Burkina Faso received help from West Africa Trade Hub to connect Sotria – B, a cashew producer coy to buyers, advised them on proper packaging and connected to bank facilities as well.

# Customer Relationship Management, CRM

- **CRM** should be carefully applied throughout all stages of the business by an independent CRM team.
- Each project is designed to satisfy the lifestyle needs and aspirations of those involved.
- This, in turn, ensures a steady and reliable return for participating **institutional investors**.

# Our Core Values and Beliefs

- “Think we, not I.” This allows for multi-talented entrepreneurs who work as a team concurrently in the multiple industries to benefit both US and Africa.
- AGOA is here to solidify and strengthen the relationship among businesses in global scale.
- As SMEs **entrepreneurs**, generate ideas to serve and preserve the wellness of humanity.

# Our Core Values and Beliefs

- As investors expect profit but the kind of profit made from business that benefit the mankind and humanity.
- Every project (investors and entrepreneurs) engage in shall contribute to the elevation of the companies with whom we do business.
- Work not only with the best partners but also with the ones that have the profound desire of excelling in the industry.

# Questions & Answers

- All inquiries are very welcome.

# For Further Inquiries and Infos:

Please Contact us at

Our USA Office

Attn.

Our Africa Office

Attn.