



CBI  
Ministry of Foreign Affairs

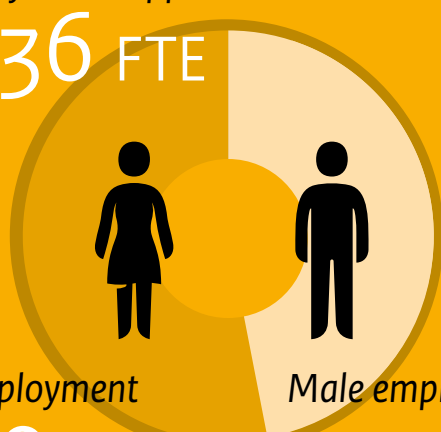
# CBI Results 2019

Centre for the Promotion of Imports from developing countries

Total employment supported

22,536 FTE

Jobs for youth aged 15-25  
29%

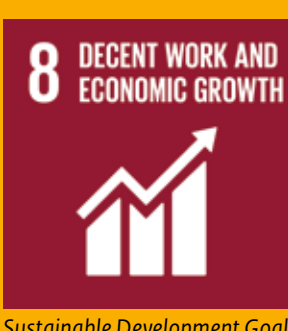


Female employment

12,081 (54%)

Male employment

10,455 (46%)



Sustainable Development Goal

Total Exports in 2019  
(realised by directly supported SMEs)

To EU  
€423 million

To non-EU  
€488 million



“We attended all training sessions within the CBI programme and it enlightened us. We were already exporting dates to Arabic countries, but the programme helped prepare us for GLOBAL G.A.P. certification. It was like going to university.”

– Omar Khalifeh, Director of Ayla, Jordan



## Jordanian date farmers are growing through new market opportunities

Brothers Mohammed and Omar noticed a trend 10 years ago that Medjool dates were getting popular. They saw an opportunity and planted their first plot in 2012. Growing dates requires patience: it takes 5 years before the trees have fruits. They used the time wisely to establish the farm. While they were struggling to get it all right, a friend told them about the CBI programme. The programme helped them prepare for GLOBAL G.A.P. certification. As part of the programme, they visited Berlin Fruit Logistica, where they learned a lot about the packaging requirements for export to Europe. There are 7 date growers in the programme. They are now doing business together. “When one colleague is short of dates, they sell them part of our stock. One of the farmers imports the mesh bags that protect the fruits in the trees and sells them to the others. There is a continuous demand for Medjool dates, so it is best to work together.” Selling vegetables in this unstable region bordering Syria, Iraq and Israel has become very challenging. The dates provide a profitable alternative and exporting them to Europe saves the Jordanian farmers from the logistical challenges of getting produce to market within the region.

Total supported SMEs

300

of which export to Europe  
185



SMEs committed to Corporate Social Responsibility  
112

Published market research reports

157

85% of the supported companies which state that their decisions were influenced by CBI market studies

Web traffic

2,067,335

to www.cbi.eu

595,061 users

1,472,281 page views

55.56%

of users from developing countries

## Active sectors

- Apparel
- Cocoa and Cocoa Products
- Coffee
- Fish and Seafood
- Fresh Fruit and Vegetables
- Grains, Pulses and Oilseeds
- Home Decoration and Home Textiles
- Natural Food Additives
- Natural Ingredients for Cosmetics
- Natural Ingredients for Health Products
- Outsourcing
- Processed Fruit and Vegetables and Edible Nuts
- Spices and Herbs
- Tourism

## Making community-based tourism shine where it matters

CBI is working in several Asian and African countries to increase sustainable tourism, and connect tour operators to the European market. CBI is not doing so alone. Together with the International Trade Centre, the two organisations have been reinforcing Myanmar’s sustainable tourism market under the Netherlands Trust Fund. They now collaborate on the Inclusive Myanmar Tourism Project 2018-2021. CBI focuses on small tour operators, creating a good business environment for them. More specifically, CBI trains them to improve their business practices, and meet European Union (EU) market trends and requirements. CBI is specialised in the EU tourism market, and has an extensive network of sector and institutional experts. CBI focuses on community-based tourism, because it leads to more significant social and cultural insights. It also helps local communities become aware of the commercial and intellectual opportunities that their culture can offer to visitors. For example, in post-conflict Myanmar, community-based tourism plays a vital role in the stability of the region. It encourages contact between the dozens of different local tribes and tourists. Most importantly, the profits benefit the entire community.



“CBI believes that you need the country’s commitment to achieve sustainable tourism which lasts.”

– Jeanette Scherpenzeel, Senior Programme Manager at CBI



Realised business contacts between importers and exporters

Outside Europe  
1,131

Inside Europe  
1,051

Export-enabling environment partners: 24 BSOs + 52 collaborating partners



“Thanks to the support of CBI, we have been able to strengthen our administrative and marketing activities. Now, we have greater opportunities to establish long-term business relationships.”

– Maria Alejandra Córdova, Founder and co-owner of Tres Marias Green Export, Guatemala

## CBI creates opportunities for fresh fruit company

Tres Marias Green Export SA is one of the fresh fruit companies that participate in the “Connecting Central America” programme. This programme is co-financed by the European Union and the Dutch government and coordinated by SIECA. The women-led company from Guatemala wants to establish a commercial alliance with the European market to guarantee continuity. Thanks to the programme, they have been able to meet market requirements and therefore have greater opportunities to create long-term business relationships. The objective of “Connecting Central America” is to strengthen the Central American capacity to market goods and services. The programme runs from 2018 to 2021, and targets fresh fruit and vegetables as 1 of the 4 segments within the agri-food sector. CBI invited women-led organisations to participate and selected 17 companies in 6 countries. Tres Marias Green Export SA specialises in the production and export of Persian limes. Founder and co-owner Maria Alejandra Córdova is proud to have achieved GLOBAL G.A.P. certification. The certificate proves that the company sticks to good agricultural practices, cares about the well-being of its workforce and demonstrates responsible environmental management. Tres Marias currently employs around 150 workers, the majority of whom are women. “The women can provide their households with a regular and stable source of income, and thus secure a better future for their children.” Tres Marias has experience exporting to Europe, but not regularly. It wants to establish a commercial alliance and guarantee continuity.