

B2B News

THE NEWSLETTER OF THE EXPORT DEVELOPMENT PROGRAMME OF CBI AND UNCTAD/BIOTRADE

Welcome! to the first issue of *B2B NEWS*, a newsletter produced by the Dutch Centre for the Promotion of Imports (CBI) and the United Nations Conference on Trade and Development (UNCTAD)/ BioTrade Facilitation Programme (BTFP).

B2B NEWS is written for buyers, product managers and technologists operating in the cosmetic and pharmaceutical sector in Europe. In this newsletter you will find information about selected companies from Africa, Asia and South America who participate in an export development programme financed by CBI and UNCTAD/BTFP. These companies supply a wide range of ingredients suitable for the cosmetic and pharmaceutical industries and under the export development programme receive training and assistance from CBI and UNCTAD/BTFP to supply the European market.

The aim of this newsletter is to bring to your attention information about the supplying companies and their products, issues that affect the export potential of products from the countries as well as events and other activities of the Export Development Programme and the participating companies.

This first issue contains:

1. Introduction to the joint B2B Programme of CBI & UNCTAD
2. Information about CBI
3. Information about UNCTAD/Biotrade
4. Information about the consultants
5. Upcoming Events – CPhI 2005, In-Cosmetics 2006

The Export Development Programme and Business to Business Project

Currently the programme has 30 suppliers from Latin America, Asia and Africa and more than 150 ingredients: raw materials and plant extracts including natural colours, plant enzymes, essential oils and vegetable oils. A list of these ingredients is attached with this issue of *B2B News*. Most of these ingredients are in full production but there some ingredients in development, especially those that may be new to the European market.

Until recently, the CBI Export Development Programme (EDP) supported activities in the country of origin and assisted companies to participate in trade fairs in Europe. Now as an extension of that work, CBI has teamed up with UNCTAD for more active promotion of the products, which includes the Business to Business project and assistance in biodiversity and conservation issues for exporters.

If you would like any further information on these ingredients please do not hesitate to contact the consultants working for CBI and UNCTAD. You may be thinking “why can’t I contact the companies directly?”. The answer is that for this initial phase of the Business to Business project, the consultants will be able to offer more support to suppliers and buyers. Once the initial interest has been expressed by a potential buyer the consultant takes a step back so that supplier and buyer can talk directly.

Over the next few months, we will also publish details of the companies on an UNCTAD/CBI website together with details of the available ingredients.



CBI is the **Centre for the Promotion of Imports** from Developing Countries, an agency of the Netherlands Ministry of Foreign Affairs. Since its establishment in 1971, CBI has operated within the policy framework set by the Minister for Development Cooperation.

Its main objective is to contribute to the economic independence of selected developing countries by helping small and medium-sized enterprises and trade promotion organisations to develop their export capabilities and promote their exports of non-traditional goods and services to the European Union (EU).

Export Development Programmes

A step-by-step approach provides intensive support for selected exporters in developing countries, so that they can secure a firm footing on the EU market. Programmes are made to measure, demand-driven and flexible, combined with fixed elements such as:

- Pre-selection of candidates based on kick-off workshops;
- Technical assistance during company visits and distance guidance by CBI consultants;
- export marketing training
- Market entry (for instance via participation in European trade fairs);
- Market consolidation by way of follow-up support, further technical assistance and/or repeat market entry activities.

More information can be obtained from www.cbi.nl



The **United Nations Conference on Trade and Development (UNCTAD)** promotes the integration of developing countries into the world economy. The **BioTrade Facilitation Programme (BTFP)**, as part of UNCTAD, assists developing countries in trade promotion of biodiversity products and services. International trade of natural ingredients brings a unique opportunity to face the great challenge of combining poverty alleviation and economic growth with sustainable use and conservation of biodiversity.

The term BioTrade refers to those activities of collection/production, transformation, and commercialization of goods and services derived from native biodiversity (genetic resources, species and ecosystems), using criteria of environmental, social and economic sustainability. BioTrade principles and criteria translate sustainable development goals in practical actions.

- Principle 1:** Conservation of biodiversity
- Principle 2:** Sustainable use of biodiversity
- Principle 3:** Equitable sharing of benefits derived from the use of biodiversity
- Principle 4:** Socio-economic sustainability (management, production and markets)
- Principle 5:** Compliance with national and international legislation and agreements
- Principle 6:** Respect for the rights of actors involved in BioTrade activities
- Principle 7:** Clarity about land tenure, use and access to natural resources and knowledge

BioTrade companies are business ventures in different stages of development (small and medium enterprises, community-based associations, among others) implementing the BioTrade principles and criteria with the support of BTFP. These natural ingredients don't threaten the diversity of plants, animals and ecosystems and benefit people working at their origin.

More information can be obtained from: www.biotrade.org

The Consultants

Andrew Jones MBA BSc (Hons)

Andrew Jones is an independent consultant specializing in the natural ingredients business. After graduating in 1984 with a degree in Food Science, Andrew started his career working for Intermediate Technology on enterprise development projects in Sri Lanka and then Peru. In 1995 he joined The Body Shop International plc as a Senior Buyer for natural ingredients. His responsibilities included sourcing ingredients for the Community Trade programme. In 2004, Andrew left The Body Shop to start his own consulting business.

Klaus Dürbeck, Dipl. Ing. Agr. (univ.)

Klaus Duerbeck founded Klaus Dürbeck Consulting in 1992 to continue with his working experience in the UNIDO special programme on "Industrial Utilization of Medicinal and Aromatic Plants" since 1987. For CBI, UNCTAD and SIPPO Klaus Duerbeck focuses on the market driven management of sustainable raw material supply for high value added medicinal and aromatic plant products and essential oils. His main objectives are the accessibility of information and technology for the development of sustainable raw material resources. As president of FORUM ESSENZIA he promotes the transparency in the complete supply chain, integrating the on-site processing of plant extracts linking rural communities, the productive sector and final consumers in the context of Aromatherapy.

Upcoming Events

CPhI, 1-3 November, Feria de Madrid, Spain

Natural ingredients from developing countries at CPhI 2005

As interest in natural ingredients gains popularity among consumers, manufacturers and retailers are increasingly eager to find new products. Many natural ingredients can be sourced directly from developing countries but it can be time-consuming to find high quality suppliers.

The CBI has selected a group of companies that supply a range of natural ingredients for the pharmaceutical sector. They offer European companies excellent business opportunities. Seven of these companies will be exhibiting on the CBI pavilion (Stand 8C48) at the CPhI 2005 trade fair.

Special Biotrade Event – Monday 31st Oct at CPhI 2005

On the occasion of the CPhI trade fair, the UNCTAD/Biotrade Facilitation Programme will organise a workshop titled "Marketing BioTrade Natural Ingredients through a verification/certification scheme" on the 31 October from 17:00 to 19:30. The event will be held at Feria de Madrid, Parque Ferial Juan Carlos I, where CPHI takes place, room A 10.03.

The workshop will focus on possible verification/certification schemes for natural ingredients that encompass social and environmental considerations. The event will be attended by private sector enterprises both from Europe and developing countries involved in the trade of natural ingredients, as well as trade facilitation agencies and partners of the UNCTAD BioTrade Initiative.

In-Cosmetics, 4-6 April 2006, Fira Barcelona, Spain

At In-Cosmetics 2006 the CBI expects to invite a number of companies from developing countries who can provide a range of innovative and traditional ingredients for the cosmetic industry. More details will follow in later issues of *B2B NEWS*

Next Issue: November 2005

Company Profiles – In the next issue we will present profiles on the companies in the programme.

Further Information

If you would like more information on any of the above topics please contact the consultants:

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