

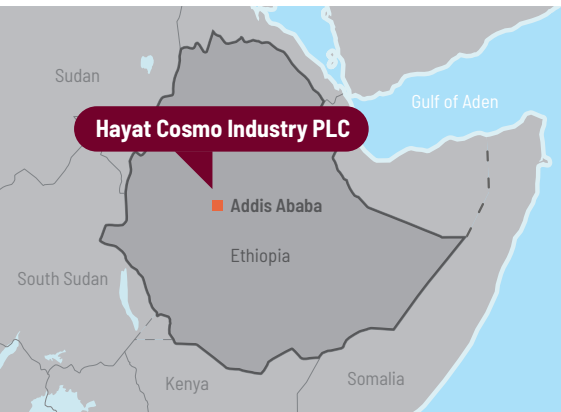


## Success story

# Pure Oils from Ethiopian medicinal plants

## Import Promotion Desk (IPD) makes EU market accessible for African producers

With support from the IPD, Ethiopian company Hayat Cosmo Industry PLC was able to present its products from pure black cumin oil at European trade fairs. The trade fair success encouraged Hayat to expand its offerings to European customers, so that the company now also produces essential oils. Investment in the new product developments has paid off for the Ethiopian company: At in-cosmetics trade fair in Paris, Hayat successfully presented its new product range for the first time.



Using traditional medicinal plants for the benefit of human health – that was the vision of Ethiopian pharmacist Edris Mohammed Ahmed when he founded the company Hayat Cosmo Industry in 2005. He wanted to apply the knowledge of medicinal plants and their effects gathered over generations in Ethiopia to make high-quality products for the cosmetics and food industry.

The mission proved to be successful: in Ethiopia Hayat is one of the best known producers of pure cold-pressed black cumin oil and it sells the high-quality oil alongside other cosmetic products in its own shops in Addis Ababa. Black cumin oil contains high levels of polyunsaturated fatty acids and vitamins which is why it is also requested by health-conscious consumers in Europe – ideal preconditions to venture into the international market. But the Ethiopian company lacked the necessary market expertise and above all the contacts to achieve success on the EU market. This was to change through cooperation with the Import Promotion Desk.



**Zenith Mohammed Ahmed**

Marketing Manager of Hayat Cosmo Industry

»IPD put us in touch with companies in Europe and advised us on how we could improve the quality of our products to make them more competitive on the European market.«



**Tabea Mack**

IPD Expert Sourcing + Purchase

»Ethiopia offers European purchasers a wide range of high-quality natural products. We support Ethiopian companies to get their products known on the EU market and thus increase their exports.«



Contact to the IPD was established through the Ethiopian chamber of commerce AACCSA, which works with IPD to identify suitable exporters in Ethiopia. In February 2017, the IPD invited Hayat to Europe for a study tour and a visit to the BIOFACH trade fair in Nuremberg. This gave the African producer the first opportunity to meet European importers and familiarise itself with the customer requirements, trends and quality standards of the EU market.

### Fit for the EU market

Hayat was then motivated to take its first steps towards the EU market. The company took part in several IPD capacity building workshops, enabling it to improve production processes and food hygiene. Today Hayat operates in line with the HACCP concept for food safety and is on the verge of certification.

The IPD arranged for the ambitious company the participation in trade fairs in Europe, including Food Ingredients Europe 2017 in Frankfurt and the Sial 2018 food exhibition in Paris. For the first time Hayat was able to present its product range to the European market and establish initial promising contacts.

But Hayat still wanted to react more specifically to European demands and therefore decided to break new ground in its production. Besides the fatty black cumin oil, the company also wanted to produce essential oils. The concept for the EU market: essential lemongrass oil.

### Cooperation with national organisations in partner countries

The IPD supports export promotion organisations, chambers of commerce and branch associations in its partner countries to further develop their export promotion offers. This enables the establishment of sustainable structures to support export companies.

In Ethiopia the IPD cooperates with the the Addis Ababa Chamber of Commerce and Sectoral Associations (AACCSA), an organization which supports around 17,000 member companies in building up trade and investment. Together with the AACCSA the IPD identifies Ethiopian companies which are aiming to establish sustainable business relations with Europe. In addition the IPD holds capacity building trainings together with the AACCSA to prepare producers for the export to Europe.



### SES supports

Here too Hayat was able to rely on support from IPD, which activated its network partner Senior Experts Service (SES), a Foundation of German Industry for International Cooperation.



The SES provided an expert who gave the company an introduction to the manufacture of essential oils over several weeks. Employees were trained and supported in the individual production steps – from the cultivation of plants to distillation – intensively supervised by the SES expert. The result: Hayat increased the yield and quality of its essential oils..

### Product premiere in Europe

Premiere in Europe: at in-cosmetics in Paris Hayat was able to introduce its lemon grass oil to European importers for the first time and received praise from all sides – a powerful motivation to produce more quality oils for the European market!

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