

Overview of OVOP Packaging Situation Across a few African Countries

By Tom Owuor

A presentation to Ovop Malawi

February 11, 2013

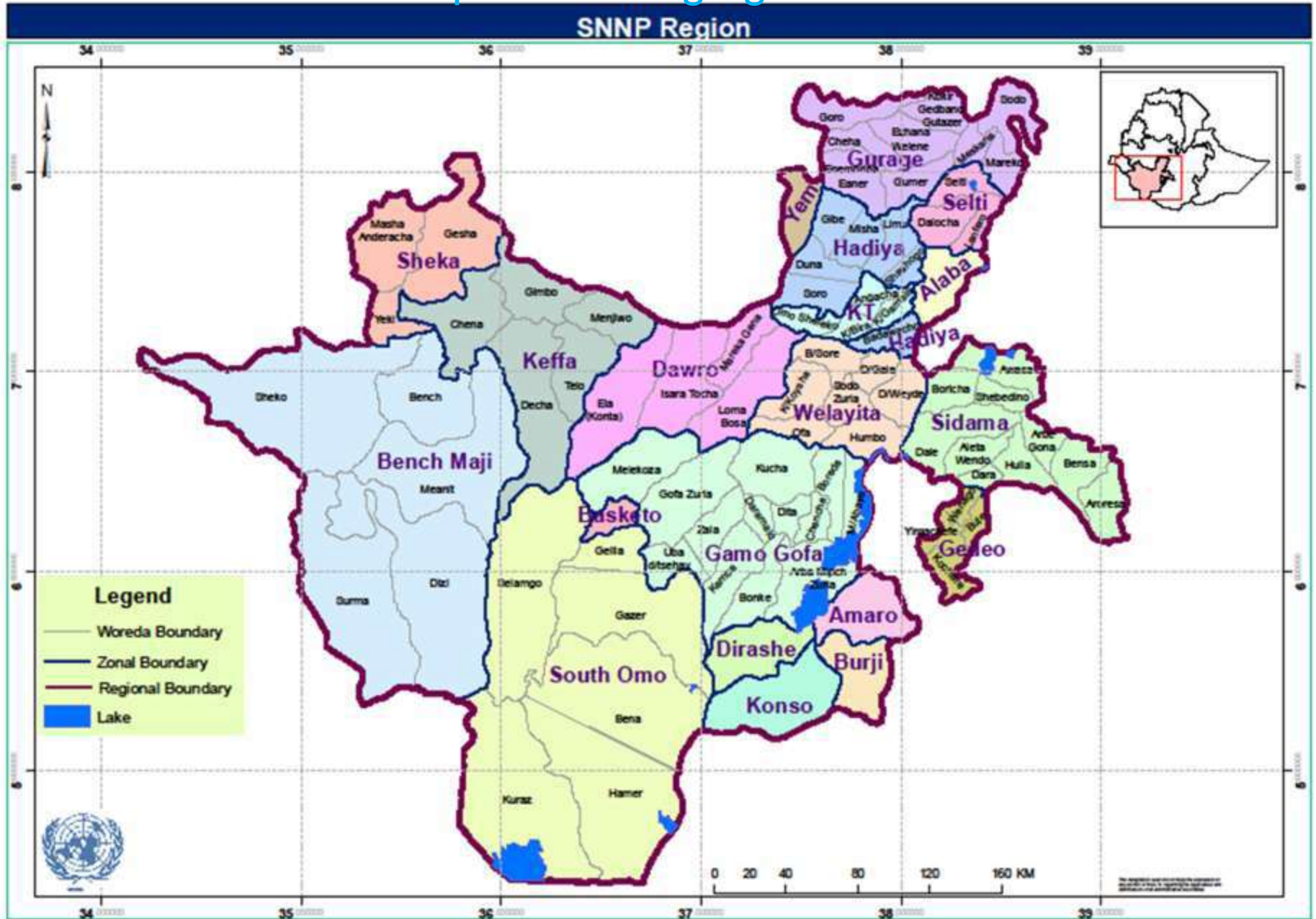


Introduction

- Participation of African MSME in domestic, regional and international trade makes packaging a fundamental requirement.
- These companies MUST look for relevant and practical state-of-the-art information and technical assistance on packaging suitable for both the domestic and international markets.
- African exporters trading with developed countries, in particular, are at a major Competitive disadvantage versus other regions because of the poor packaging of their export products.
- This situation prevents the sub-region from effectively competing and acquiring Sustainable market position.

The Ethiopian Packaging Situation

The Ethiopian Packaging Situation



The Ethiopian Packaging Situation

- Most small and medium-sized Ethiopian businesses have difficulty sourcing affordable quality packaging for their products.
 - Few packaging suppliers exist within the country and even fewer have the ability to create packaging that meets international standards and satisfy consumer preferences.
 - Most companies who target the top end of the market import their Packaging materials.
 - In spite of the lack of quality packaging supplies in Ethiopia compared to other developing countries, some sources do exist within the country; it is simply a matter of identifying them

The Ethiopian Packaging Situation

- Most mineral water bottling companies import both their packaging materials as well as labels from Dubai



- At the same time, companies serving the lower End of the market source their packaging Materials locally



Some of these packaging materials could as well be improved



So this Pack design of Cashew Nut could be changed to make it more appealing



..... With a little innovation this pack of honey could be made a little better!!!!!!



OR



And the Labeling industry is not any better



This can hardly sell



Yet this label design only costs a little



Innovative Packaging acts as a differentiating factor

- Packaging is not a cost but an effective way of communicating with the market
- Good Pack designs will make **OVOP** products sell even more



The Mozambique Situation

The Mozambique Situation is not any better

Mozambique has a large, as yet unrealized, potential for horticultural/agricultural products. Citrus fruits, sugar, cashews, macadamias, leeches, tropical fruits, vegetables, tobacco, and flowers (specifically roses) are all potentially commercially viable cash crops in Mozambique

The Mozambique Situation is not any better

Packaging development in any country is driven by product needs. The agro-food sector in Mozambique has a small but growing export sector, making use of 'packaging'. Some notable products supply deficiencies occur even with the basic foods, e.g. Maputo imports all its fresh milk requirements and certain vegetables.

Most packaging materials are imported from neighbouring South Africa

Packaging materials imported are corrugated board, paper products, paperboard, polymer, plastic (PET) pre-forms, tinfoil, glass, pigments, and inks.

The Mozambique Situation is not any better

The printing industry meets local needs for paper labels as well as the usual promotional materials, brochures, leaflets, reports, etc



Labels not as appealing



But this can be made better.....



Quality Packaging is Imported from SA



This quality of packaging can sell both locally and internationally.

Possible Solutions

Compete for... Share of the Eye...



Optimize display...



Identity through color coding



Innovation-Packaging



Thank You