



Issue 34

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Inside this issue

ACA Contributes to International Nut and Dried Fruit Council Convention 2

Creating Partnerships with Global Cashew Stakeholders in Vietnam 3

The Gambia Launches New Cashew Sector Strategy 3

ACA World Cashew Festival & Expo Returns to Accra in November 2014



The African Cashew Alliance’s prestigious World Cashew Festival & Expo returns to Ghana for the second year running, with a four-day event beginning on 11th November at the Accra International Conference Centre. Over 400 delegates from all over the world and from all levels of the cashew value chain will converge to forge business deals, share knowledge, and discuss the future of the industry.

Last year, 364 people from 22 countries gathered to attend what has long been the largest annual cashew industry event in the world, and this year’s event is expected to be even larger. Among the highlights of the 2014 Festival & Expo are:



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Business-to-Business Meetings: Network and develop new business relationships at over 350 specially matched meetings.

Plenary Session: Learn from experts about the latest trends and best practices in the global cashew industry.

World Cashew Forum: Interact with fellow delegates in specially-themed workshops.

World Cashew Expo 2014: Grow your business by exhibiting your equipment and services to cashew stakeholders from around the world.

Field Trips: Visit Tema, Ghana’s dynamic industrialized seaport, and the Akosombo Dam on Lake Volta, the world’s largest man-made lake.

The Festival also offers a unique opportunity to discuss the challenges and opportunities facing different parts of the cashew value chain worldwide, with the most knowledgeable stakeholders. This year's Festival was originally planned for Kenya in September, but operational reasons necessitated a move to the ACA's home base in Ghana. Because of the later date of this year's conference, the ACA's traditional "Early Bird" discount offers have been extended until 15th August. It's easy to register on our website, www.africancashewalliance.com.

	Early Bird (thru Aug. 2014)	Regular Rate
Core Member (members based in Africa)	\$300	\$400
Stakeholder Member (members based outside of Africa)	\$600	\$800
Farmers/Government Representatives	\$200	\$270
Non-Member	\$900	\$1,200

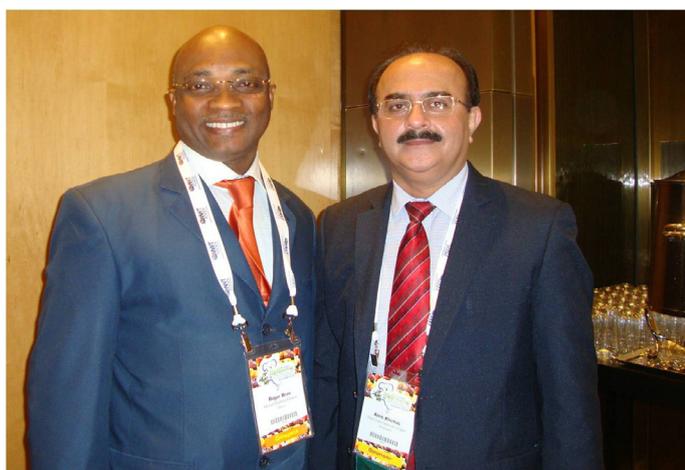
As ever, the Festival and Expo also offers a wide range of sponsorship opportunities for businesses seeking to ensure their message reaches all the most important stakeholders in the cashew industry – see our website for more details.

The African Cashew Alliance's World Cashew Festival and Expo 2014 takes place at the Accra International Conference Centre from 11-14 November 2014 – we look forward to meeting you there!



ACA ACTIVITIES

ACA Contributes to International Nut and Dried Fruit Council Convention



Each year, the International Nut & Dried Fruit Council (INC) organizes a business convention which brings together close to 1,000 professionals from various nut value chains from around the world.

ACA has been a member of INC for several years, consistently attending and participating in this business convention. This year, the ACA Managing Director, Mr. Roger Brou, was officially invited to attend the three-day annual INC convention in Melbourne, Australia. During this event, Mr. Brou represented ACA by participating in several breakout sessions related to cashews, met with a number of key private sector players, and actively explored topics of interest to ACA and other potential business parties.

Mr. Brou attended a panel discussion led by Olam, Kraft Foods, Long Son Joint Stock Company and other key industry players and contributed greatly to the following discourse. Topics discussed were the current price stability and supply and demand of the cashew market, the use of efficient technology in cashew processing, and the nutritional and health benefits of cashew consumption.

He also had the opportunity to demonstrate the enormous potential of the African cashew sector to a number of global buyers, including buyers who

already source their nuts from Africa. By introducing these stakeholders to the world of domestic African processing, Mr. Brou enabled new market linkages to form. This was a great platform because most of these buyers were not previously familiar with ACA. Through these meetings, a number of companies expressed strong interest in sourcing directly from Africa with the assistance of ACA.

Additionally, Mr. Brou engaged with several global cashew trading companies and American and European roasters to extend an invitation for them to attend the upcoming ACA Cashew Festival and Expo. The invitation was gratefully accepted the companies expressed their desire to see topics of market concern such as cost of production, food safety, and sustainability. Mr. Brou promised to take these suggestions into consideration for the agenda, laying the groundwork for future global collaboration.

On the last day of the convention, Mr. Brou had the opportunity to contribute to a cashew round table discussion, composed mostly of senior officers from global companies. The panel discussed the importance of the nutritional benefits of cashew nuts and developed strategies to use health as a marketing tool to expand global cashew consumption. Ultimately, through his active participation in meetings and discussions, as well as engagement with major stakeholders and players of the global cashew value chain, Mr. Brou effectively placed the ACA on the map and gained recognition for the organization's mission.



Creating Partnerships with Global Cashew Stakeholders in Vietnam



On May 16th, Mr. Dahiya delivered another speech in front of over 300 national and international industry participants. This speech served several purposes: a means to highlight the important work that the ACA has undertaken in recent years; a call to collaborate and partner in order to facilitate greater global cohesion; and a celebration of the great strides which the African cashew industry has made and will continue to make.

Mr. Dahiya engaged in several other activities throughout his short visit to Vietnam. For example, he attended an exhibition presented by the Vietnam Cashew Hi-Tech & Machinery entitled “Better Production – Better Quality.” He also visited the Vietnamese cashew processing facility of the ACA’s Executive Board member, Rajkumar Impex, during which he provided business and technical knowledge about the Large-Scale Fully Automatic Cashew Processing model. Meanwhile, he also interviewed local large-scale cashew processors in order to widen the ACA’s network of contacts and to encourage the sharing of information on a global scale.



The African Cashew Alliance (ACA), as one of the major players in the global cashew industry, participated in the Vietnam-Africa Cashew Cooperation and Development Forum at the Golden Cashew Rendezvous Vietnam 2014, which took place May 15-17, 2014.

Mr. Sunil Dahiya, the ACA’s Business Advisor, represented the ACA at the conference. Delegations representing other African countries were also present, such as the National Cashew Association of Nigeria and the Cashew Nut Board of Tanzania (CBT), among others.

At the Vietnam-Africa Cashew Cooperation Forum, attended by more than 150 participants, Mr. Dahiya delivered detailed updates on the recent activities undertaken by the African cashew industry and outlined the potential business opportunities for Vietnamese investors in African cashew ventures. Vietnam also presented the recent technological developments in its cashew sector. VINACAS elicited the ACA’s support in creating market linkages between African traders to satisfy the Vietnamese industry’s growing raw material needs.



NEWS AND INFO

The Gambia Launches New Cashew Sector Strategy

On June 18th in Banjul, The Gambia inaugurated its new cashew and sesame sector strategies as a joint endeavor of the International Trade Center (ITC), the Ministry of Agriculture, and the Ministry of Trade, Industry, Regional Integration and Employment. This launch served as part of the Sector Competitiveness and Export Diversification Project, which was officially established in 2012 for the purpose of strengthening the capacity of Gambian small- and medium-sized enterprises to export value-added goods to the global market.

This event also marked the creation of the Trade Information Reference Center (TIRC), which provides access to business linkages and contact bases, market trends, trade agreements, product and market studies, and business opportunities and events. According to Ashish Shah, the ITC Director of the Division of Country Programs, the Center was established through an inclusive process that necessitated the close collaboration of



strategically, and to better coordinate trade-related technical assistance to comply with the priorities highlighted by national stakeholders. To ensure that the new cashew strategy is implemented effectively, a National Coordination Committee was established, representing both public and private interests, and supervising cashew-related activities as they are rolled out.

The Permanent Secretary of the Ministry of Trade, Industry, Regional Integration and Employment, Mrs. Naffie Barry, informed the gathering that the launch of this strategy marks the first time that the cashew industry has ever had an official guiding document. She went on to add that the sector's protection and productivity will thus gain greater focus and stimulate better structural interventions. The President of the Cashew Alliance of The Gambia (CAG), Momodou A. Ceesay, a partner of the ACA, expressed his excitement that this dynamic sector had finally attracted national attention. Mr. Ceesay explained that the importance of cashew in The Gambia is rapidly increasing, as it is now the fastest growing export crop in the country.




Contact us
aca@africancashewalliance.com
 or call +233 302 77 41 62

Cashew Calendar 2014

July

14 - 19 Final Session of the Master Training Program in Sunyani, Ghana

August

1 - 5 ACA reestablishes relations with major cashew stakeholders in Guinea-Bissau after the installation of the new government

15 Final day of early-bird registration for ACA World Cashew Festival & Expo 2014