

# MANUFACTURING AFRICA



Manufacturing Africa aims to reduce poverty in Africa by attracting £1.2 billion of foreign direct investment into manufacturing and creating 90,000 jobs over 7 years (2019-2026). The programme is funded by the UK government through the Foreign, Commonwealth & Development Office (FCDO).



## RWANDAN HORTICULTURE OUTREACH STRATEGY

The Rwandan Government has identified horticulture as one of the priority sectors for the country's exports growth. In collaboration with various government agencies such as the Ministry of Agriculture (MINAGRI), Rwanda Development Board (RDB), the Rwanda National Agriculture Board (NAEB) and the Rwanda Agriculture Board (RAB), the Manufacturing Africa programme conducted a technical assistance project aimed at developing an outreach strategy to attract FDI into the Rwandan horticulture sector.

The study showcased the attractiveness of the sector to potential investors through a detailed pitch book - mapping the crops suited for Rwandan soil that can be exported, and the various incentives and opportunities in place to facilitate investors in the horticulture sector.

In addition, a webinar targeting potential investors was organised and the study presented to the audience which comprised of more than 100 participants who were mainly investors in Asia, Africa and the Rwandan diaspora.



# A SNAPSHOT OF THE RWANDAN HORTICULTURE SECTOR

**\$24 million**

export revenues in 2019

**11% p.a**

Growth of horticulture revenues between 2015 - 2019

**27% p.a.**

Growth of export revenues between 2015 - 2019

**\$177 million**

revenues generated in 2019

**\$204 million**

government expected support to the sector by 2024

## THE CHALLENGE

Although the horticulture sector in Rwanda has been growing in recent years, it is still facing several challenges identified in the study as follows:

- logistics affecting conservation of products with a huge impact on export revenues mainly due to lack of appropriate and sufficient cold trucks and cold rooms.
- Proper packaging and compliance with wholesale and retail buyers' requirements.
- Markets identification and the development of proper marketing material including reaching out to investors.

## OUR SUPPORT

The study covered the following three workstreams:



### Horticulture sector strategy and prioritisation

MA created a detailed view of the horticulture sector including but not limited to production, demand and supply, key crops, enabling environment, initiatives already in place and challenges. Value chain analysis with a high-level analysis of the entire horticulture value chain, including its potential to positively impact women's economic empowerment.



### Value chain deep dive

The study conducted a deep dive to showcase Rwanda's horticulture products with strong demand in premium export markets like Europe. These are passion fruits, mushrooms, chillies and french beans.



### Investor outreach

- MA identified concrete investment leads with seven foreign companies which expressed interest investing in Rwanda.
- RDB made inputs into the pitch deck, selected outreach channels, created an outreach strategy and set up meetings with potential investors.
- A webinar which attracted over 100 participants from around the world was organised.



## IMPACT



The project allowed RDB and other government agencies to identify the bottlenecks in the sector and develop interventions to provide solutions for the various challenges affecting the Rwandan Horticulture sector such as the issue of proper conservation through cold trucks and rooms at constant temperature in order to maintain the quality for the products to be exported.



The materials developed such as the pitch deck and strategy deck are currently in use by RDB to reach out to potential investors with clear facts on the available opportunities in the sector.



Following the various engagements during the TA, seven investors have already expressed interest in investing in the Rwandan Horticulture value chain. Discussions are ongoing with some investors interested in the production and the value chain like in the packaging space.

## LESSONS LEARNED

The Rwandan Horticulture sector presents many untapped opportunities. It has the potential of being one of the main export revenue generating sectors for Rwanda, whilst providing secure livelihoods across the value chain, especially for women. A lot of efforts are being made by the government to facilitate investments in the sector and through the study, new leads were identified which were only waiting for the insights provided in the study to be unlocked.

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