



# **AGRICULTURE TRADE MISSION 2019**

## SIERRA LEONE



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# ABOUT EMPOWER AFRICA

*African prosperity depends on a strong African private sector.*



Empower Africa was established in 2018 with the mission to drive sustainable economic development in Africa. Empower Africa is a private, for-profit company that sees business as a tool to create sustainable and scalable prosperity. African prosperity depends on a strong African private sector. Empower Africa provides tools for investors, companies, NGOs, and governments to foster communications, form connections, and facilitate collaborations.

These services include:



The Empower Africa  
Business Network



Project Facilitation  
Services



Trade  
Missions



International  
Events

Trade Missions and International Events allow us to connect qualified companies with vetted stakeholders and promote business opportunities in Africa in a very transparent and structured format.

Our Trade Missions are country and sector-focussed, and provides participants a streamlined experience to understand and explore the potential of expanding their business locally.



*“Now is the time for  
Sierra Leone”*



**Ezi Rapaport**  
Founder & CEO  
Empower Africa

## A MESSAGE FROM OUR FOUNDER & CEO



Dear Delegates,

The mission that you are joining us on is a historic and momentous event.

Thank you for choosing to explore Sierra Leone’s agriculture sector with us. Together we will identify business opportunities that will serve your company while contributing to Sierra Leone’s food security and economic stability.

The creation of ethical, transparent, competitive and efficient markets is the foundation for enhancing human capital development and driving sustainable prosperity for the people of Sierra Leone.

Now is the time for Sierra Leone, and I am thrilled that you are joining us in this important moment.



# OUR HISTORY WITH SIERRA LEONE



The Rapaport family's relationship with Sierra Leone began over 20 years ago when Ezi's father, Martin Rapaport, Chairman of The Rapaport Group, flew to Sierra Leone during the civil war, on a US reconciliation program to help end the conflict.

Martin was influential in introducing the Clean Diamond Act in the US Congress and later in establishing the Kimberley Process to stop conflict diamonds from entering the international markets. After the war, the family worked with USAID on developing rehabilitation programs for people returning home to the Kono District.

Empower Africa was founded by Ezi Rapaport in 2018 out of the vital need to create significant international awareness and impact during a unique window of opportunity to help uplift Sierra Leone.

Empower Africa's mission stems from the Rapaport family's values of developing ethical and transparent trade and from the imperative need to attract a broad range of leaders in the private sector to help drive comprehensive and timely sustainable economic development in Africa.

# THE EMPOWER AFRICA BUSINESS NETWORK

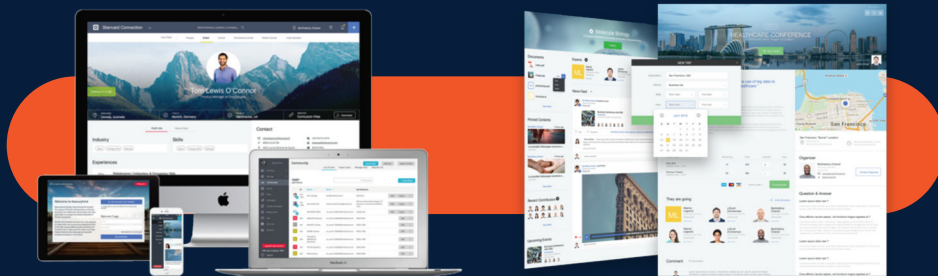
*Driving Business in Africa*

Our dedicated platform helps you find and post proposals, connect to key stakeholders, and source expertise and resources to expand your operations.

The Empower Africa Business Network connects and enhances collaboration between qualified businesses, investors, NGOs, and governments seeking to drive sustainable economic development in Africa.

Our Network enables international companies to enter the African market and African companies to scale into the global business community.

Beta Access to the Network Opens to select companies 4 November.



To inquire about membership contact [Yael@empowerafrica.com](mailto:Yael@empowerafrica.com)

# SIERRA LEONE: A BRIGHT FUTURE AHEAD

*Blessed with fertile land,  
abundant water and  
a warm and resilient  
people.*

Sierra Leone is a beautiful country, blessed with fertile land, abundant water and a warm and resilient people. Located on Africa's west coast, it is bordered by Liberia to the southeast and Guinea to the northeast. In recent years, several international agribusinesses have established operations in Sierra Leone, signaling that the Sierra Leone agricultural sector is ready to blossom.



Official Language  
*English*



Most Widely Spoken Language  
*Krio*



Population  
*Apx. 7 million*



Median Age  
*18.3 years*



Religious Affiliation  
*Muslim \_ 78%*  
*Christian \_ 21%*



GDP  
*3.8bn*



Main Imports  
*Mineral Products \_ 52%*  
*Precious Metals \_ 13%*  
*Foodstuffs \_ 10%*  
*Wood Products \_ 5.3%*  
*Machines \_ 4.7%*



Main Exports  
*Machines \_ 19%*  
*Vegetable Products \_ 18%*  
*Foodstuffs \_ 11%*  
*Transportation \_ 8.3%*  
*Metals \_ 8.3%*

\* Facts via oec.world



# SIERRA LEONE IS POISED FOR AN ECONOMIC TRANSFORMATION

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President Bio's "New Direction" Plan focused on human capital development, strives to transition the country from an aid to a trade based economy. Investing in agriculture is vital to enhancing food security and diversifying the economy. This plan has the strategic goal of increasing agricultural yields in Sierra Leone.

Sierra Leone, like many other African countries, has the natural resources and labor needed to produce large quantities of raw and processed foodstuffs. But because the commercial agriculture sector is underdeveloped, there are not enough operations in place to make efficient use of the country's resources.

Since Sierra Leone is not growing enough of its own food, it needs to import huge quantities of rice and other commodities, leading to a significant trade deficit.

To fix this imbalance, the government is seeking to attract foreign investment and expertise that can build and run agriculture and food processing operations in the country. Join us in improving food security in Sierra Leone while building profitable businesses that will help grow the Sierra Leone economy.



## AGRICULTURAL INSIGHTS

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*Confidence in the future of agribusiness  
in Sierra Leone.*

Sierra Leone's fertile soil and abundant rainfall and water sources should make it an agricultural powerhouse, producing enough food to feed itself and to export the surplus. Unlike other tropical areas, Sierra Leone's tropical soil does not need to be cleared before being cultivated, and stands ready to produce abundant crops.

Sierra Leone has also been experiencing relative consistency in its rainfalls unlike many other regions with abundant arable land that have already begun feeling the effects of climate change on weather patterns.



Despite these favorable circumstances, however, the country still depends on imports to fill the demand for much of its agricultural needs.

That is set to change under the Government's "New Direction" Plan which set a strategic priority to increase foreign and domestic private investment in the agriculture sector. On the ground, international agribusinesses have already begun building food processing plants in the country, conveying their confidence in the future of agribusiness in Sierra Leone.

The market for agriculture related operations and products is wide open in Sierra Leone. We are excited to present to you some of these opportunities over the next few days.



# DIRECTORY OF COMPANIES PARTICIPATING IN OUR TRADE MISSION





# GROWING SMART

ROY PELEG

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Growing Smart is an international agricultural project development and Agro knowledge transfer firm, committed to enabling growers to grow their crops and their business in the smartest possible way.

Their vision is to provide holistic agriculture solutions and farming education, to empower rural communities to make the most of their land, natural resources, and skills. Growing Smart focuses on comprehensive open field and greenhouse projects and custom-made solutions. The company is committed to supporting its customers from seed to storage.

The Practical Agriculture College implements a holistic approach to teaching agricultural production through a multi-disciplinary systems perspective to increase the value of both the scientific and the local knowledge.

The company's vast experience in the overall agricultural sector allows it to support and improve living standards for people and communities through agriculture and food security projects, focusing on health, sustainability, fair-trade, social benefits, and life quality improvement.

Growing Smart uses aerial imagery and field mapping providing GIS-based data which is of critical importance for the implementation of effective management decisions, planning, and allocation of limited resources.

Growing Smart provides a wide range of technologies like drones to help manage crop growth, from planting stages through to harvest.



# AGRIMAPIC

BENNY SIMON

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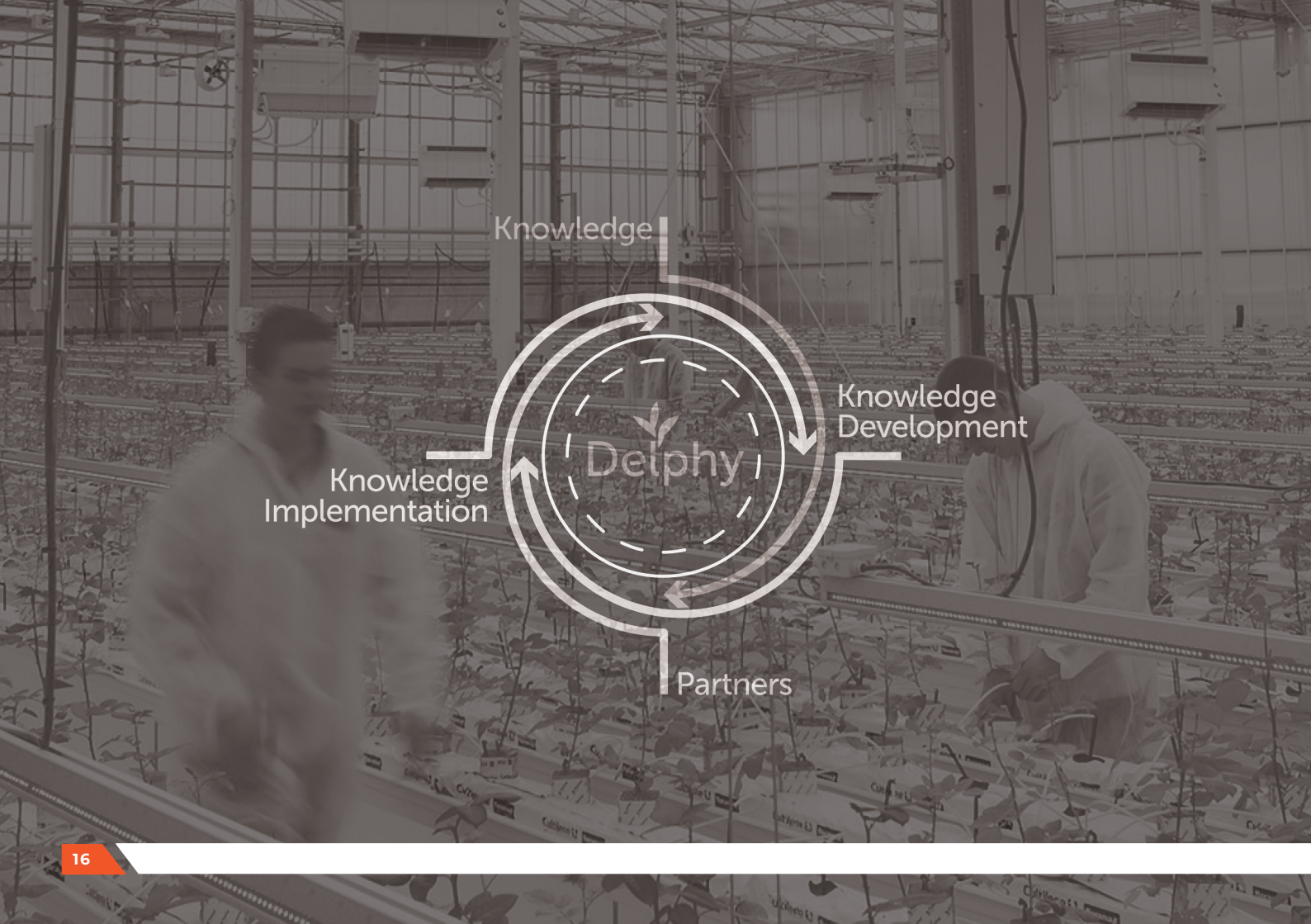
Agrimapic is a dynamic multi-faceted company which provides high-resolution aerial data solutions in Israel and world wide. The Agrimapic team has an extensive background in GIS, Remote Sensing, Surveying & Agriculture, providing the customer with a tailored package solution. The Agrimapic team has an array of sensor packages including: RGB, Near Infrared, Thermal Imaging and High-Definition Video.

Agrimapic's processing capabilities allows the company to tackle a wide range of applications such as 3D mapping, agriculture, environmental monitoring, forestry and much more. The images provided by Agrimapic can be implemented into Geographic Information Systems, mapping and planning programs, creating a visual aid.

These visual aids are invaluable as they are extremely detailed (less than 5cm resolution) and provide a record of the site at the time of the image capture. This could play a large role in construction projects to monitor progress.

Furthermore, the imagery captured can also be used to create Digital Surface Models (DSMs) through photogrammetric processing.



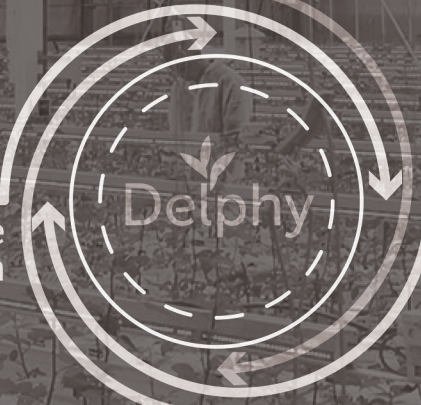


Knowledge

Knowledge  
Development

Knowledge  
Implementation

Partners



Delphy

# DELPHY BV

LINDA CALCIOLARI



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[www.delphy.nl](http://www.delphy.nl)



## Worldwide Expertise for Food and Flowers

Delphy BV is the largest global commercial service provider in the field of cultivation and production knowledge regarding food & flowers. Their professionals are a strong team of entrepreneurial, independent advisors who draw on their expertise to offer each client the best solutions to realize their ambitions.

Delphy BV's services include crop advice, applied research (on-site or at their own research units), trainings, and turnkey projects to farmers, agricultural companies and investors worldwide.

Their Improvement Centre in Bleiswijk is a state-of-the-art greenhouse facility, which exists exclusively for the development and presentation of new growing concepts and technical installations.

Delphy BV works with trusted business partners to conduct trials, and transfers the newly generated knowledge to the client through various services.



# ONIDA

## ASAF LAHAV

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 [www.onida.co.il](http://www.onida.co.il)



Onida consists of an assembly of experts with over 35 years of worldwide experience and has established itself as a major group in the Aquaculture and Agriculture arena.

The company provides comprehensive project planning, construction, management, and technical support services in the following fields: Aquaculture, Greenhouse & Crop Protection.

### Advanced Aquaculture

Onida's aquaculture projects involve modern and advanced technologies, with innovative implantation methods. Fish farm projects of any kind can have far-reaching impacts and provide various benefits such as employment, stimulating partnerships in local communities, and supporting local efforts to build profitable and sustainable businesses that add value to the client, as well as to the country's economy.

### Embracing Sustainable Greenhouse Farming

Deciding on the type of greenhouse and equipment most suitable for a project can be a complex and daunting task. Onida's experts are dedicated to design the most suitable project for the local climate and area conditions that is tailored to the client and market's needs.

The decisions and choices to be made will have a direct impact on the health, growth and yield. This is true for all categories, whether deciding to grow vegetables, crops, flowers or fruits.



# PALGEY MAIM

## RAMY ALON

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 [www.palgey-maim.co.il](http://www.palgey-maim.co.il)



Palgey Maim selects, designs and applies aquaculture technologies that are appropriate for their locations.

Palgey Maim specializes in the design and engineering of modern aquaculture systems as well as the construction, operation, training and management of commercial aquaculture projects globally.

### Areas of Expertise and Services:

- Design and engineering of modern aquaculture systems
- Surveys, site selection, feasibility and marketing studies, business plans
- Executing commercial aquaculture “turnkey” projects
- Management, consulting, training and operation of commercial aquaculture projects globally
- Improving and upgrading existing aquaculture farms and facilities



# IRRITEC

## WALID RASSA



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[www.irritec.com](http://www.irritec.com)



Irritec Group, founded in Sicily in 1974, is one of the world leaders in smart irrigation. Irritec's mission is to improve the efficiency of irrigation in agriculture and gardening, reducing the environmental impact.

Water scarcity and growing of food needs asked for the use of drip irrigation all over the world, of which Irritec is a global reference point. Irritec designs, manufactures and distributes products and complete systems for irrigation in open fields, in greenhouses and for the landscape sector.

With 11 factories and more than 700 employees, Irritec has production and sales offices in Italy, Spain, Mexico, Brazil, United States, Algeria, Germany and Chile.

In its commitment to eco-sustainability, the company launched the Green Fields project, which encourages farmers to properly dispose of plastic products after use, ensuring a second life. Initiative that has made Irritec an excellence in the circular economy.

Innovation and sustainability have earned numerous international awards to a company that targets growers, distributors and retailers, always aiming for maximum results while preserving the planet's most precious asset, water.





# UPL LIMITED

## MARTIN DREVN



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[www.upl-ltd.com](http://www.upl-ltd.com)



UPL Limited is one of the world's leading agri-inputs, crop protection and bio-solutions companies, headquartered in India and active in more than 130 countries. UPL is focused on emerging as a premier global provider of total crop solutions designed to secure the world's long-term food supply. In 2019, UPL launched a company-wide purpose: OpenAg, an open network for agriculture, activating connections across the world's agriculture system to power new levels of sustainable growth for all.

In West and Central Africa, UPL works extensively with all types of farmers and distributors via its 6 subsidiaries. UPL and its subsidiaries are committed to increasing access and availability of quality services, inputs, and equipment, and improving agricultural and economic resilience under changing climate conditions.

UPL's integrated approach allows them to offer a 360° support to agricultural projects, including financial services, training programs, and linking farmers with buyers.

### UPL's recent innovations include:

- Development of high-yielding food crops input packages, adapted to rural W&CA conditions;
- Launching rural service centers in Côte d'Ivoire for quality inputs and services delivery to small growers;
- Leading intensification programs on cocoa and maize, thus reaching respectively +40% and +100% yield increase;
- Introduction of climate-smart technologies such as Banzaï, the first and only biostimulant dedicated to cocoa; and Zeba, a water-retention solution enabling farmers to manage moisture and nutrients levels regardless of climate.

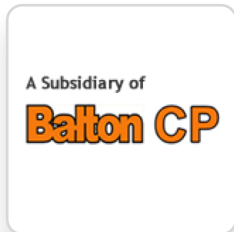


# DIZENGOFF GHANA

## WALDO BOSHOFF

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 [www.dizengoffgh.com](http://www.dizengoffgh.com)



Dizengoff has gained a strong foothold in the market as a leader in agricultural and public health products.

Our products include: agro-chemicals, public health products, agricultural machineries, net houses, greenhouses, poultry equipment, fertilizers, seeds and many more.

We undertake large and small scale agro-projects using state of the art technology and our modern day irrigation systems. We basically provide complete solutions in the field of agriculture and public health.

BaltonCP provides agriculture services in:

- Procurement
- Project Planning
- Pilot Project Development
- Full Project Implementation and Management
- Systems Integration
- Installation Services
- After Sales Service and Support



# FAYUS - YUSOL INTERNATIONAL FOODS

OLUFUNSO AKINTEWE



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[www.yusolfood.com](http://www.yusolfood.com)



Yusol International Foods is based in Sacramento, California (United States) and manufactures various African foods under the “OLA-OLA” brand. Some of our products include pounded yam flour, cassava flour, cassava starch, etc.

Our distribution network include representation in USA, UK, Nigeria, Kenya, Australia, South Africa.

Fayus Inc. contributes to economic growth on the continent by investing in the agriculture sectors of various African countries such as Nigeria, Zambia, Ghana etc.

Currently, we are developing a 10,000 hectares oil palm plantation in Edo State, Nigeria, that will include a refinery that will process Fresh Fruit Bunches (FFBs) from the plantation directly on-site.

In addition, we are currently working with the Government of Ghana to establish a 5,000 hectares cassava plantation.



# BOLLORE



[www.bolloré.com](http://www.bolloré.com)



Bolloré Transport & Logistics is a major international transport and logistics operator. Their 36,500 employees spread across 107 countries on five continents express their expertise through four businesses that work in synergy.

Bolloré has been in Africa for over half a century. The company contributes to the development of local economies by building modern infrastructures, creating jobs and training local employees.

We offer local and international customers a unique integrated logistics network and turnkey services that makes it possible to import and export goods even in the most remote areas.

Bolloré Transport & Logistics has been operating in Sierra Leone since 1965. Its subsidiary Freetown Terminal Limited is the concessionaire of the container and vehicle terminal since 2011, and could handle any kind of cargo thanks to its break bulk license.

Founded in 1822, the Bolloré Group is one of the 500 largest companies in the world.

Thanks to a diversification strategy based on innovation and international development, it now holds strong positions in all its activities around three business lines: Transportation and Logistics, Communication, and Electricity Storage and Systems.





# AFRICAN SEED COMPANY



[www.seedcogroup.com](http://www.seedcogroup.com)



The mission of African Seed Company is ‘planting the seeds of the future’ – breeding high-yielding, stress-tolerant varieties of sorghum and soya, customised for local conditions. African Seed Company grew out of Genesis Farms Sierra Leone (2008) and Sierra Land Development (2013).

After 10 years of experience in agriculture in Sierra Leone, Genesis Farms identified the lack of availability of locally bred or produced seeds as the fundamental impediment to economically sustainable farming.

African Seed Company has established the first certified seed production in Sierra Leone. The company employs a breeder educated in Uganda and The Netherlands who is permanently based in Sierra Leone. Drip irrigation fields allow for year-round breeding and seed production. Seed grading equipment and a climate-controlled storage facility guarantee the purity and germination rate of the seeds that are supplied to farmers.

Local farmers can produce sorghum and soya for various markets, including food, feed and beverages. When grown in rotation, sorghum and soya contribute to enhancing soil fertility and a sustainable circular farming system.

This makes farmers less vulnerable to fluctuations in market demand, contributes to local sourcing and food security and reduces farmers' exposure to climate change risks.



# MIRO FORESTRY

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 [www.miroforestry.com](http://www.miroforestry.com)



Miro is a leading commercial plantation forestry business in West Africa. The company plants trees for the production of plywood, sawn timber and electricity transmission poles for the local, regional and export markets.

- Miro has planted over 15,000 hectares of trees in Ghana and Sierra Leone, West Africa, for the production of sustainable wood products.
- The company currently employs approximately 2,000 people.
- Miro operates to the highest environmental and sustainability standards (FSC certification and IFC-PS).
- Miro is one of the largest sustainable plantation forestry companies in West Africa, planting trees that are later sustainably harvested (and the area replanted), producing timber products for the regional construction industry and thus contributing towards sustainable economic development.



# MOUNTAIN LION AGRICULTURE



[www.mlbr.org](http://www.mlbr.org)



Founded in 2010, Mountain Lion Agriculture (MLAg) has grown to become one of the most successful rice producers in Sierra Leone.

MLAg enhances food security and rural development by sourcing 100% of our raw rice from smallholders. They then mill and sell high quality finished rice to the local market.

MLAg helps our smallholder suppliers increase their income and productivity through training in climate-smart agriculture, equipment supply, and interest-free loans repayable in-kind (in rice).

By working closely with smallholder rice farmers, MLAG learns and understands the farmers' needs and constraints throughout the year. Their research into smallholder agronomics has been published in the U.K.'s prestigious Journal of Tropical Agriculture (2017).

Mountain Lion Agriculture is a proudly Sierra Leonean managed and owned company, founded by C.E.O. Donald Ola Smart. They have an outstanding local team, and focus on providing employment opportunities to women and youth.



# NEDOIL



[www.natural-habitats.com](http://www.natural-habitats.com)



NedOil was established by the Lion Heart Foundation and started operations in 2008, with a small nucleus plantation, a palm oil mill, and a nursery to grow a better yielding hybrid palm.

From its inception, NedOil was built with an inclusive mindset. In 2014, Natural Habitats SL acquired full ownership of NedOil. To date, NedOil operates an organic palm oil mill which sources FFBs from its independent smallholder network, which includes 2,141 farmers across the Tonkolili and Bo Districts.

The farmers are certified in accordance with the EU Organic standard. Furthermore, NedOil provides permanent work for 50 employees, most of whom are from Yele town. In 2018, approximately one third of the crude palm oil was sold on the local market and two thirds was exported to Rotterdam in the Netherlands, for further processing and sale.

Smallholders receive continuous training and education in various areas of production. Awareness raising and training have been provided on land tenure and legitimization of land rights, good agricultural practices, organic principles, health and safety, and gender equality. NedOil has an ambitious goal of becoming the first palm oil company in Sierra Leone to be certified with Roundtable on Sustainable Palm Oil (RSPO) standards.

Achieving this goal will bring many positive improvements to the operational processes and will allow smallholder farmers to enter the global market for sustainable palm oil.





# SIERRA AGRA



[www.sierra-agra.com](http://www.sierra-agra.com)



Sierra Agra is an organic and fair-trade fruit processing juice extraction company in Sierra Leone, West Africa. It is the only factory processing certified organic mango juice and concentrate, pineapple juice, coconut water, orange juice and passion fruit juice in Sierra Leone.

Sierra Agra is a company committed to best practices that developed a three-pronged approach to security of supply (Smallholder Farmer Network, Anchor, and Community Farm Model).

The company sells in wholesale quantities, supplying the biggest domestic juice drink company in Sierra Leone. It currently exports its products to Germany, Spain, Holland, and France with interest from clients across Europe and the USA.

Sierra Agra has over 100 employees and supports a network of over 4,000 farmers in 120 communities.

Sierra Agra's goal is to elevate the agribusiness sector in Sierra Leone, combining a strong commercial business with the ability to improve the lives of thousands of people.



# SIERRA LEONE BREWERY LIMITED



[www.heineken.com](http://www.heineken.com)



Sierra Leone Brewery Limited is a part of the HEINEKEN Group, the pioneer brewer and the only brewery producing beer in Sierra Leone since 1962. SLBL prides itself on brewing first class brands, locally and internationally certified, brewed to the highest quality with the consumer in mind. They combine industry expertise with quality and innovative brands to stimulate the consumers' thirsts with unique experiences and a spectacular encounter.

SLBL is determined to ensure consistent quality in all its processes - from brewing to the end consumers - while ensuring that the taste of unique connections is experienced across all sales and marketing activities.

SLBL expresses its values in the way it does business and in its support to the community in which it operates in. From its humble beginnings as the nation's premier brewer, Sierra Leone Brewery Limited has grown together with Sierra Leone, thriving during the good times and persisting during the bad times. Between 2016 and 2019, they have invested over 280 billion Leones in improved equipment and quality, effectively doubling its capacity to produce. As a partner for growth and development, they will continue to ensure that the HEINEKEN Group "Brews a Better World" in Sierra Leone.

We manufacture Star Lager Beer, Star Citron, Mutzig Premium Beer, Amstel Beer, Guinness Foreign Extra Stout, Salone Beer (made from 100% local sorghum), Trenk Dark Malt non-alcoholic Energy drink and Maltina non-alcoholic drink. We also market and sell Heineken Beer.



# SOCFIN

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[www.sac.sl](http://www.sac.sl)



Socfin Agricultural Company is located in Malen Chiefdom, Pujehun District and operates a plantation of oil palm of 12,343 Ha within a 18,473 Ha concession area of land.

The project has been built around 52 communities who co-exist with the plantation.

Socfin is certified ISO 14001:2015 and employs over 3,220 people with an additional 900 workers being employed by local contractors for agricultural and security operations. In 2018 Socfin exported in excess of 15,000 tons of palm oil.



# WARC



[www.warcgroup.com](http://www.warcgroup.com)



The WARC Group wants to see Africa feeding the world within our lifetimes and its farmers becoming the guardians of one of humanity's most precious resources, the soils.

WARC designs and sells regenerative farming inputs as a service, enabling farmers to access the best available machinery, agricultural practices, and technical advice from WARC's established Training Farm in Tormabum, Bonthe District. With this, farmers are able to grow their incomes exponentially, improve their quality of life and develop a stronger tie to their lands.

WARC has humble beginnings. WARC's founders did not learn how to run a business from a book; they have real, tangible experience. Their headquarters are where the real action is: Sierra Leone.

They are a dynamic team of 150 employees from 16 different countries. All dreamers, all doers.

WARC operates in West Africa, with established agricultural production and consulting operations in Sierra Leone and Ghana. In the next decade, the WARC Group aspires to expand across West Africa.



# KEY ORGANIZATIONS FOR AGRIBUSINESSES IN SIERRA LEONE

## Commercial Agricultural Producers and Processors Association (CAPPA)

Is a private organization formally established in 2017 by several companies operating in various areas of food production and processing.

Through CAPPA, member companies receive guidance and dialogue with stakeholders with the goal of making it easy for agri-businesses to form and thrive in the country.

## Sierra Leone Investment and Export Promotion Agency (SLIEPA)

Is the official agency in the Sierra Leone Government mandated with promoting trade with Sierra Leone.

SLIEPA seeks to develop and diversify Sierra Leone's exports and to attract foreign investment to the country by providing entities and businesses with the information and contacts they need to invest in Sierra Leone.

### Sierra Leone Chamber of Agribusiness Development (SLeCAD)

Is a public-private entity established by the Sierra Leone Government mandated with increasing foreign and domestic private investment in Sierra Leone's agriculture sector.

Through its consultancy and project development services, trainings, and venture investments, SLeCAD gives its members the assistance they need to build a thriving agriculture sector in the country.

### Sierra Leone Chamber of Commerce, Industry and Agriculture (SLCCIA)

Promotes commercial, industrial, and agricultural growth by advocating and mobilizing on behalf of its members.

The Chamber is made up of local and international entrepreneurs and companies operating in Sierra Leone.

The Chamber currently has 415 members.

# **AFRICA'S TRUE VALUE IS WITHIN ITS PEOPLE**



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