



# BEST PRACTICE IN FOOD INDUSTRY

EMPOWERING AFRICA'S DOMESTIC  
FOOD SECTOR

Seminar Documentation 10 NOV 2021



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Dear Reader,  
does it need another business network that connects Europe and Africa?  
We believe yes if it can make a difference.

The first event of our new “Germany Africa Business Network” took place in Douala this Wednesday bringing together more than 100 interested persons out of the food sector. From agricultural professionals to manufacturing engineers from Students to governmental and non-governmental authorities.

No doubt the food sector inspires the entire society and turns out all the opportunities. We wanted to understand those opportunities and here they are now.

As we are experts in supply chain matters, our holistic approach on the entire supply chain was the guide for the agenda.

From creativity in packaging to food safety – from logistics to engineering and finally into the customers shelf - this is supply chain thinking.

More than 30 Ideas have been captured after this event to be followed up. All of them showed clearly that the message of the event has been understood – A healthy supply chain can turn opportunities into strengths.

We are very pleased to see the enthusiasm and to see real business cases that we can work on with partners. Partner - It is a word often used before.

Our definition is clear: Partners do make each other better!

Thanks to all our guests and we are looking forward to the next event in 2022!

Yours sincerely,

Evrard, Franck, Wilfried & Hanno



**Franck Jiongo**  
Germany-Africa  
Business Network



**Evrard Tchakounte**  
2T Consulting



**Hanno Detlof**  
Dettlof Consulting



**Wilfried Krokowski**  
GPS





Mr Stephan KOUAM, is an packaging expert in Cameroon His company MiCAM works in the field of packaging He has also developed packaging for various of products in Cameroon If the packaging is not of good quality it simply means that the product is not of good quality

*Le Packaging comme facteur de compétitivité pour les entreprises camerounaises*



Mr. Stephan KOUAM  
Managing director

**Du fait d'un mauvais packaging, 95%  
des produits camerounais artisanaux  
n'attirent pas**

(MINPMEESA, 19 novembre à Yaoundé)





Eurofins Scientific is a leading international laboratory group. With over 900 laboratories in 50 countries, Eurofins is at the forefront of the industry worldwide, encompassing a service offering of over 200,000 reliable analytical methods to determine the safety, identity, composition, authenticity, origin and purity of a wide range of products.

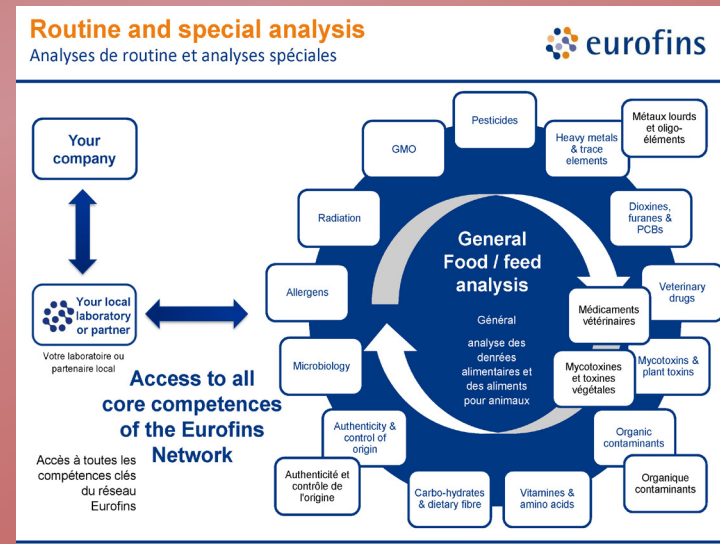


**Dr. Marc von Essen**  
Sales Team Manager  
Eurofins

**Food Processing & Packaging – Securing Safe & Sustainable Standards for Food Supply from Africa**  
*Traitement et conditionnement des aliments - Garantir des normes sûres et durables pour l'approvisionnement alimentaire en provenance d'Afrique*

**Dr. Marc von Essen and Dr. Werner Nader**

[www.eurofins.de](http://www.eurofins.de)



Eurofins demonstrates the benefits of a true Partner in Food Safety. They help to check food products on all safety risks from GMO to Allergenes. In addition to that they are a partner by helping to build up operations in line with the requirements and documented by an audit.

DHL is part of the world’s leading logistics group Deutsche Post DHL Group and consists of the divisions: DHL Parcel, DHL Express, DHL Global Forwarding, DHL Freight and DHL Supply Chain.

The Group is present in over 220 countries and territories worldwide.



Veronique Ebenye Epangue

Packaging options

You have a wide variety of options when choosing how to package goods for export, with materials such as wood, paper, metal, plastic, glass and textiles commonly used. The main types of export packaging include:



Factors to consider when choosing export packaging

- Protection**  
Avoiding damage is the main purpose of export packaging
- Security**  
prevent goods being stolen  
providing details of the contents  
eg brand names, encourages theft
- Mode of transport**  
And goods transported by air generally need less protective packaging than those sent by ship.
- Food and perishable goods**  
Food and drink labelling  
Food of animal non-animal origin  
Organic food  
Minced meat, Fruit and vegetables,  
Olive oil, Honey blends, Beef and veal, Eggs
- Cost**  
Unless goods require special Care, The standard options are reliable eg cartons grouped on pallets and then loaded into containers
- Waste legislation**  
Many markets favour packaging which can be easily recycled or has a minimal impact on the environment
- Wood packaging requirements**  
International regulations and wood packaging standards exist to control the spread of forest pests and timber diseases. Sometime import license from your destination country are needed.
- Dangerous goods**  
Regulations for moving dangerous goods are very specific

Krones machines and lines process millions of bottles, cans and molded containers every day. Its customers mainly include breweries, water, soft drink and juice producers, as well as dairies, wine, sparkling wine and spirits producers, and companies in the liquid food sector.



**Vincent Parsy**  
Sales Director  
Krones West Africa

8 (KRONES Worldwide), 9 (Life Cycle Center Lagos) and 25 (Who we work for)





A family-run company, shaped by traditional merchant values, with over 30 branch offices worldwide and more than 25 independently operating companies, introduces itself to you: the Wünsche Group. A company that has a tradition of doing many things a little bit differently. Their motto is: Be successful while acting responsibly and fairly.

### We help you to make your product fit for the German market

Nous vous aidons à adapter votre produit au marché allemand.



Every idea is welcome. We will support you to offer the product to the German Retail and help you to meet all requirements.



Toute idée est la bienvenue. Nous vous aiderons à proposer le produit aux détaillants allemands et à répondre à toutes les exigences.

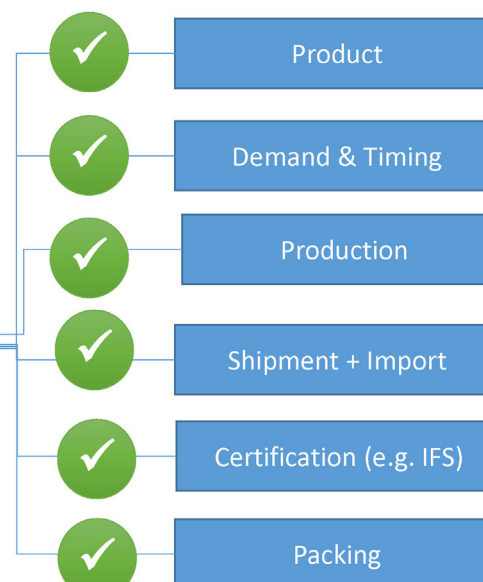


Your ideas  
Vos idées



We will check all relevant aspects and share contacts and partners to help you implement the requirements

Nous vérifierons tous les aspects pertinents et partagerons les contacts et les partenaires pour vous aider à mettre en œuvre les exigences.



Produit, Demande et calendrier, Production, Expédition + Importation, Certification (par ex. IFS)



**Björn Gehrman**  
Managing Director,  
Exbox GmbH  
Wünschegroup

Tapping into the German market and establishing a foothold in it is no easy task. With the growing trend and interest in African products, it could currently succeed in gaining a foothold, as the demand is very high due to the rising African community in Europe.

## CONTRIBUTING EXPERIENCE

### Wilfried Krokowski on his initiative to the Douala seminar

**What is the idea behind it and what outcome do you expect from this project?**

The project has started with the contact from Franck. He has asked me if we both could not set up a business network in Africa. To combine his experience from the African country with my international knowledge on Supply Chain aspects. On the other hand, we have seen, that food, packaging and raw material is a key point for the economy in Cameroon.

Our expectation is, that with our network and expertise we can support the industry in Cameroon and to work on it, that the Cameroon industry will be competitive in international business. Furthermore, we want to bring German and European business to Africa, however not in a one-way direction, both countries and partners should have a winning story.

**How to bring your personal expertise in Asia to this project in Africa?**

My 40 years of experiences are mainly focused on Asia, but also I have lived with my family over 2 years in South Africa. But this time has created a valuable treasure of knowledge and networks, which I will contribute to this project. Furthermore, I use the expertise from my work at the university and in the work with young students. That will play a big role in our current and future project.

**What is your advice for the project?**

It is very important to listen to the African companies and people and based on this we have to adjust all the times our activities. Our advice is not to expect short time business and to believe in this project and your partners. Start small and always review if you are on the right track.



„Fruit and vegetable processing project; need for customized packaging“

„Looking for foreign or local partner in order to expand production with the most modern means and respecting the export standards“

„Partnering in agribusiness“

„Educate, sensitize and train consumers on the quality of the product they consume so as not to endanger their health; promote “made in Cameroon”

„Searching for technical partners in communication, packaging, investors, reliable suppliers, liquor packaging“

„Advice and guidance on procedures and processes for international distribution“

„Modernize the company“

„Help needed to identify essential actions in the running of a food company“

„Training in food processing, better packaging“