Coffee Processors and entrepreneurs advantages of AfCFTA, consumer perspectives, challenges and opportunities.

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Ag Chairman Tanzania Coffee Board and
CEO
Amir Hamza (T) Limited
Advantages

• New markets
  Expansion of customer base
  New products and services
  (Energy drinks from coffee, modern coffee shops)

• Easy transactions of coffee
• Reduction in production costs
• Increased efficiency and sales
Consumer perspectives

- Drinking styles
- Different tastes
- Cultural styles........or
- Way of enjoyment

Good Coffee???

Bad Coffee???
Major challenges

- Increased competitive pressure
  Small roasters (SME’s) can’t compete with large roasters
- Choking of local Roasters
- Theft of intellectual property
- Lack of availability of affordable finance.
- Harmonization of Coffee policy regulations by the Government
- Documentation
Opportunities

- Z Gen and Millennial’s prefer modern/stylish lifestyle (so for coffee we need to campaign)
- Energy drinks from coffee (Fast life needs fast boost in energy and alertness... caffeine from coffee)
- With African population of 1.2 billion lies more opportunities
- “Africa is the next frontier”. African markets are expected to surpass Eastern Europe in consumption of ready-to-drink coffee by 2020 as Coffee demand in Africa has risen by about 20% in volume
“You protect the weak until they become strong before they can compete”
Mwalimu J.K. Nyerere
NIA TUNAYO, UWEZO TUNAO,
NA SABABU TUNAYO

THANK YOU
ASANTENI SANA