

In October 2019, the Agroforestry Technical Assistance Facility (ATAF) organized a Portfolio Seminar which brought together 17 representatives from 8 different Moringa Fund investee companies supported by ATAF. Over the course of the three days, the companies were able to exchange on their achievements, as well as discuss common challenges faced such as marketing and commercialisation.

As a continuation of the Portfolio Seminar and to: (1) provide an opportunity for the companies to access European organic markets, (2) continue building on the synergies created between the Portfolio companies, this project will enable and assist Moringa investees in presenting their businesses and products at the BIOFACH1 fair, to be held between 12-15 February 2020 in Nuremberg, Germany.

The BIOFACH exhibition is firmly-established and beyond compare in the Organic Food sector, not only due to being an important platform for networking, but also because it brings together market, knowledge and politics. For over 30 years, it has been bringing together organic farmers, processors, retailers, as well as research institutes, institutions and other international actors from the ecological food industry.

Four companies (**Jus Délice, Tolaro, ComaFruits, Live Love Well**) have been selected from the Moringa portfolio to participate and benefit from a chance to present their product at such a large-scale event. Attending BIOFACH 2020 was an opportunity for them to meet and learn from other industry professionals, increase their visibility and network in the organic food products industry, and potentially attract new clients. The companies chosen were selected based on their focus on European markets and organic certification, which is a pre-requisite to participate in the BIOFACH trade fair.



After the fair we received feedback on Biofach from the participants. All the companies are very satisfied with their participation to the fair. None would have participated without the **ATAF contribution**.

*"MP as impact investor exhibiting with its own companies:) Pretty Unique"*

*"We appreciate the opportunity given to exhibit at Biofach"*

*"We benefitted tremendously of being seen with MP. People take you serious when you have a booth, moreover since we are an African company"*

*"Good energy and booth always appears active"*