

# Market Access Platforms - How can Africa Exploit Market Opportunities

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# Issues

- Is there demand for products from Africa ? Yes
- Is Africa able to respond adequately to market demand ? No
- Why is that so ?
  - Uncompetitive
    - Logistics
    - Critical mass
    - Low yield and productivity
    - Inadequate and inefficient equipment
  - Inability to meet market specifications

# Issues

- What can we do ?
  - Improve logistics
  - Migrate to high value chains
  - Provide technical training to address inability to meet market specifications
  - Improve infrastructure
  - Integrate smallholder in some value chains to achieve critical mass
  - Provide technical support