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Action
Sociale et
d'Organisation
Paysanne



UNITED STATES
AFRICAN
DEVELOPMENT
FOUNDATION



19th edition

African Fine Coffees Association Conference and Exhibition of Coffee DRC representative

Report in Kigali
from 15th to 17th February 2023

1. Context

As part of the continuation and closure of phase 1 of the capacity building program for its technical partner staff led by Ethos Coffee Agriculture, ASOP, participated in the 19th Conference on "Conference and Exhibition" held in Kigali from 15 to 17 February 2023 in the Convention Centre.

This conference brought together more than 900 actors of the coffee sector. For ASOP, three staffs of ASOP took part in this conference among which two staffs supported by USADF and one staff supported by ASOP.

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/ J & GS / 2003 DU 02 JUIN 2003

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Partenaire technique de USADF
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2. Program

These meetings which lasted 3 days were held under the following program:

Day 1	Training on coffee tasting and rating, Sustainable Growers Office;
Second day	Workshop and visit of the stands at the Convention center, Kigali
Day three	Workshop work and visit of stands at Convention Centre, Kigali.

3. Achievements

Answer to question 1: What has been your main take-way / key insight of the week that you want to integrate/ further explore linked to your coffee program and efforts? This can relate to our workshop with Sustainable Harvest or connected to the AFCA Conference and associated meetings and discussions.

For us, the DRC team, our participation in AFCA was a very good opportunity to increase our knowledge on the development of the coffee value chain and the interest that is given to this product on the regional and international level. The activities organized and in which we participated are to be capitalized in our activities and processes of support to the actors of the coffee value chain in our region and in particular in favor of the beneficiaries of the USADF grants that we support.



3.1 Participation in the training session on sensory evaluation of coffee with sustainable harvest

Honestly, this was a discovery for our team, a first participation in a practical exercise of this kind. Our global level of information on coffee grading was finally well built in terms of the steps of this process, the criteria used as well as the calibration of the grading which in combination allows the general appreciation of the coffee. From now on, we can capacitate our partners on this process and even accompany them in its implementation. Of course, we will still need 'other sessions 1 or 2 maybe for a deeper enrichment.

Already with this new asset we have been able to accompany one of the new USADF grant recipients for the fiscal year in the design and identification of materials needed to set up their laboratory in Kalehe which will be funded as part of their project submitted to USADF. Along with three other coffee cooperatives in South Kivu and the National Office of Farm Products of Congo (Office National des Produits Agricoles du Congo), this cooperative will be the fourth organization to have its own coffee tasting laboratory. Of course there will remain the capacity building (training) of its team in the conduct of this process. Here the ASOP team will be able to contribute significantly in this activity.

In on-the-job training, participants were subjected to a sensory and tasting test exercise based on the criteria of smell, flavor, after flavor, acidity, body, uniformity and balance to evaluate and rate the different samples and thus determine their qualities and proceed to their rating (classification), the objective being to determine the best batch or sample.

Participants were introduced to an application called "Tastify" to facilitate the coffee tasting and rating sessions digitally. "Tastify" is an essential tasting tool for specialty coffee professionals.

It allows you to:

1

Quickly and effortlessly mark and record notes;

2

Save a database of profiles and tasting sessions for future reference;

3

Taste and share notes remotely and in real time with buyers

Our knowledge on coffee market research was also enriched, especially on relationship management (communication maintenance) and the meaning and purposes for which coffee samples are requested by potential buyers.

The orientations and motivations that should prevail to guide the producers to send the samples to the potential buyers.



3.2 Activities at the Convention Center

During these activities, we have benefited from a diversity of actors of the coffee sector present at these meetings to enrich our database of potential collaborators. Thus a database of actors by link of the sector is available and used in the implementation of our activities (support to cooperatives).

We took the opportunity to guide our beneficiaries in the identification of up-to-date equipment that they wish to acquire for their activities. Thus, one of our partner is in direct contact and via e-mail with Penagos, to discuss with the representatives of this organization on the performance of the various equipment that were exposed at the conference and this partner finally made the choice of the equipment that they can buy. Back in DRC, the e-mail contacts allowed this partner to obtain the pro forma invoices for the purchase of the laboratory equipment for coffee tasting but also for the coffee pulper.

Contacts and exchanges had taken place with potential buyers interested in DRC coffee, some of whom were interested only in certified coffee and others in all coffee. ASOP will continue the intermediation between these partners to put them in contact with our cooperatives to encourage a possible partnership of sale-purchase to be established between them.

The ASOP team interacted with other organizations that support the development of the coffee value chain. This is the case with Sustainable Harvest with whom we agreed to continue exchanges and sharing of information on the possibilities for ASOP staff to enrich the achievements of the session held thanks to Ethos Coffee with

Sustainable Harvest in Kigali, during the next taster training sessions or on the tasting that could be held by Sustainable Harvest in Kigali or if possible in the DRC. Contacts and exchanges with transport organizations including Bolloré Logistic had taken place on the issues of transport and routing of materials or equipment purchased on the regional or international market to organizations in the DRC but organizations that sell other inputs and consumables in the coffee value chain, such as suppliers of packaging bags.

During the different presentations, we appreciated the orientations and considerations of the constraints and challenges faced by the coffee sector, particularly at the production level, the innovations already available and under development and which we can contribute to make them available to our local partners involved in this coffee value chain.

BEYCO's presentation further refreshed us on the application process, eligibility criteria and how to obtain credits. With other USADF regional partners from other countries, we exchanged on the organization of coffee business in their respective countries. The case of the coffee auction in Tanzania inspired us as a sales model that protects producers and reduces the risk of selling or buying.

While our Producer's cooperative and farmers are selling their production individually, we learnt from our colleagues from ADC that Coffee is being sold through auction market in Tanzania while in Cameroon it is sold under the Government Coffee body (from the Representatives of Cameroun Trade Ministry at AFCA-2023), what could be beneficial to our producers as well once adopted.

In short, our participation in AFCA was a fruitful initiative, crowned by improved knowledge of the coffee sector at the regional and international level, connection to the different actors, facilitating access to information and possible sources of information and supply of inputs, equipment, etc. We had the opportunity to visualize the different coffee products developed at the regional level and that could also be done at home.

Answer to question 2: 2. How could we have done a better job and what should we consider for a (potential) AFCA 2024 ?

For the improvements to be considered for AFCA 2024, it would be better to offer all participants an opportunity to participate in a certain number of activities. In our opinion, some participants (from certain countries) participated in more activities than others.

5. ASOP participants at this conference (AFCA-2023)

The following participated in this conference on behalf of ASOP:



Roger ZAGABE,
Project Development Officer, USADF DRC Program
DRC Coffee Team team leader



Antoinette Namwezi,
Technical Assistant Youlima Program,
Member of the DRC Coffee team



Ovide Mugisho,
Youlima Program Officer,
Member of the DRC Coffee team

4. Recommendations

The achievements of this participation are to be capitalized in the accompaniment of the beneficiaries and other actors of the coffee sector accompanied or who may request any service in this regard in which ASOP is involved. The means and approaches remain to be defined according to the needs and availability.

For ASOP asbl,
Roger Zagabe, Project development Officer.

Bukavu, 29th March 2023

Annexe 1 : List of actors in the coffee sector who got our attention

ORGANISATION	NOM ET POST-NOM	TITRE /POSITION	EMAIL	TELEPHONE	BUREAU
BUHLER LIMITED	PATRICK MWITA	COUNTRY MANAGER,TANZANIA	patrick.mwitia@buhlergroup.com	254,720,180,011	SUKARI INDUSTRIAL ESTATE, RUIRU
BUHLER LIMITED	ANIL R. RAO	COUNTRY MANAGER+SENIOR ADVISER CF	anil.rao@buhlergroup.com	256,753,997,615	C/O BRIGHTERMONDAY UGANDA LTD,Plot 25A,BASKERVILLE AVENUE KOLOLO,KAMPALA
BUHLER LIMITED	ANDREW MUIRURI	SALES MANAGER,KENYA	andrew.muiruri@buhlergroup.com	254,720,180,011	SUKARI INDUSTRIAL ESTATE, RUIRU, NAIROBI
BOCU	KABUGHO JOSITA	GENERAL MANAGER	kjosinta@bukonzooorganics.com	256,781,526,613	N/A
PRIMER INTERNATIONAL CARRIERS	ELSIE GRACE INGABIRE	SALES AND MARKETING	sales@primeintlcarriers.com	250,788,379,907	KG 8AV, House No 27 Kigali,RWANDA
ZICOFÉ	ENOCK SENYONGA	FINANCE DIRECTOR	senyongaenock@zicofe.com	256,702,720,720	PLOT 104/106 ,5th Street,Industrial Area,P.O.Box 1479 Kampala,Uganda
JK TRADING & SERVICES LTD	KARTHICK ANBALAGAN	MANAGING DIRECTOR	jktradingservices@gmail.com	250,785,794,976	KN 5 RDD 44,1st FLOOR, REMERA, KIGALI-RWANDA
RWASHOSCCO	ANGELIQUE KAREKEZI	MANAGING DIRECTOR	angelique@rwashoscco.com	250,788,456,614	N/A
BRAZAFRIC ENTERPRISES LTD	BETTY KAYITESI	SALES REPRESENTATIVE	brazafrik-rw@brazafrik.com	250 781044074/250786553 453	GIKONDO/NAEB COMPLEX/STREET No.KK06/P.O.BOX 4757 KIGALI, RWANDA
BLUE GEAR MACHINERY LTD DURABLE AND AFFORDABLE	NSHIMYUMUREMYI PIERRE CLAVER	MANAGER	nshimyeclaver@gmail.com	250,788,422,692	AIRPORT ROAD (KN 5 RD) OPPOSITE HILLTOP HOTEL
ADWOCV	Mrs AMINA ABDUL	CEO	abdul-amina71@yahoo.com	237677867377/237691 185852	CAMEROUN
FAIRTRADE AFRICA	VESTINE MASENGESHO	SENIOR PROGRAMME OFFICER-RWANDA	v.masengesho@africatradeafrica.net	250,788,594,112	S44 ST, KICUKIRO, KIGALI, RWANDA
ISHAKA WESTERN COFFEE TRADERS	BRUCE AINEBYONA	GENERAL MANAGER	iwctcsitd@gmail.com	0758966609/07736367 81	ISHAKA INDUSTRIAL AREA BUSHENYI-ISHAKA MUNICIPALITY PLOT.No.138. BLOCK 14
UGANDA DEVELOPMENT TRUST	AYUB ASINGATABA	PROGRAM OFFICER	ayub@udet.co.ug	256 414533626/256 777793213	PLOT 73 KIIRA ROAD, OPPOSITE KAMWOKYA MARKET, P.O.BOX 7713, KAMPALA UGANDA
BUZAAYA GROWERS CO-OPERATIVE UNION	SEMBERA FRED	GENERAL MANAGER	cbuzaayagrowers@gmail.com	256 757953840/256 784355586	KISOZI TOWN-KAMULI
BUZAAYA GROWERS CO-OPERATIVE UNION	BUKOSI CHARLES	MARKETING MANAGER	bukosi92@gmail.com	0782828803/07031832 49	KISOZI TOWN COUNCIL-KAMULI DISTRICT
AMA EL AROMA CO, LTD	ZOE SHIH	COFFE IMPORTER/ROASTER	zoeshish@amaelroma.com / zoeplanet@gmail.com	886 285227818/886 978006569	4F, No.401, Sec.4, XINYI RD, XINYI DISTRICT, TAIPEI CITY 110 TAIWAN

ROOTCAPITAL	FLORENCE WAMBUA	PORTFOLIO MANAGER-EAST AFRICA	fwambua@rootcapital.org	254 20 7601005/254 721575795	THE ARCH PLACE NYANGUMI ROAD,3rd Floor,Right Wing,Kilimani
SUPREMO	MARCELLIN BAHALA	COFFE MERCHANT DRC REPRESENTATIVE	marcellin.bahala@supremo.be	243,994,137,704	N/A
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AGRIBASE	SETH KEITH	COUNTRY MANAGER	seth@agribasegroup.com	256 75260830/256 778265856	N/A
AFRICA DEVELOPMENT CONSULTANT LTD	EDEN NKUBITO,MBA	PROGRAM OFFICER	eden.nkubito@adcrwanda.org	250 788316510/250 788597453	KISIMENTI -AIRPORT ROAD, KN5, TEDEUM Building,House no 44 1st Floor,left wing,P.O .Box 6693 Kigali-Rwanda
PRIMROSE COFFEE EXPORTER	ANDUALEM WORKNEH	DEPUTY G.MANAGER	Deputymanager@primrosecoffee.com	251 113204214/15//251 911424357	BOREN BLDG.1ST FLOOR, ADDIS ABABA, ETHIOPIA
GUARANY	TRADICAO E INOVACAO	ING. SYLVIO PADILHA	sylvio.padilha@guaranyind.com.br	55 (11)2118-8498/55 (35)99811-8345	ROD.WALDOMIRO CORREA DE CAMARGO,Km 56,5;13308-200-Itu-SP-Brasil
P&A PINHALENSE	JOAO HENRIQUE MENEZES BRANDO	SALES MANAGER	jhebrando@peamarketing.com.br/peamarketing@peamarketing.com.br	55 19-3651-3233	N/A
BRAZAFRIC ENTERPRISES LTD	SAKWA L.READON	COMMERCIAL DIRECTOR	comdir.proj@brazafricgroup.com	254 722925622/250 724205401/256 759602273	Mudher Industrial Park,off Mombasa Road,next to Soham petrol station ,P.O.Box 76561-00508 Nairobi
GLOBAL EAST AFRICA	EMILE NIYONZIMA	MANAGING DIRECTOR	emile@globlgroup.com	250,785,533,687	RWANDA
SCOGEM ENTERPRISES LTD	WALTER UPOKI UMIKA	MANAGING DIRECTOR	scogementerprisesltd@gmail.com	256 772386466/751665511 /256 392892869	P.O. Box 12290, Kampala UGANDA.House of Kaine,UMA Showground,Lugogo-Nakawa
QUESTION COFFEE	N/A	N/A	info@questioncoffee.com	250,781,968,027	GISHUSHU-KG8 8, KIGALI RWANDA
INTERCAFE BURUNDI	SERGES HAVYARIMANA	PRESIDENT DE L'INTERCAFE BURUNDI	serges.havyarimana@yahoo.fr	25,769,198,378	Building TOWER,Av.Pierre NGENDANDUMWE,P.B.3789 BUJUMBURA 2
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SQUARE DESIGN M	PACIFIQUE MURHULA MURHAND	PRINTER	pacifiquem2p@gmail.com	243 972101198/243 812555023/243 858228882	N/A

SRI SAR MOTORS	YVETTE INGABIRE	SALES EXECUTIVE	yvette@sarafrica.com	250,780,453,860	MASTERPIECE, KN 5 Rd, Giporoso,Kigali,Rwanda
PALINIALVES	RICARDO BONIFACIO	DEPARTEMENTO DE VENDAS	ricardobonifacio@palinialves.com.br	55 (19)97147-4902	R. OVIDIO PIAGENTINI, No 225, Distr.Ind.Irmaos Del Guerra,Espirito Santo do Pihal-SP,ZIP Code 13990-000,Brazil
LINKAGE AFRICA LTD	WAMBULI LILIAN	SALES CO-ORDINATER COFFEE	lilian@linkage-africa.com	254,717,484,681	KENBELT BUSINESS PARK, ALONG OLD MOMBASA RD, OFF MOMBASA RD,P.O.Box 51271-00100 NAIROBI KENYA
PENAGOS	DIEGO BOTELLO	REPRESENTATE COMERCIAL INTERNACIONAL	dbotello@penagos.com	57 3174383924/ 57 76469999	BUCARAMANGA, COLOMBIA
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MOUNTAIN HARVEST UG	KENNETH M. BARIGYE	MANAGING DIRECTOR	kbarigye@mountainharvest.com	256,757,772,299	Plot 1 palisa Rd.;Mbale;P.O.Box 22892,Kampala Uganda
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