

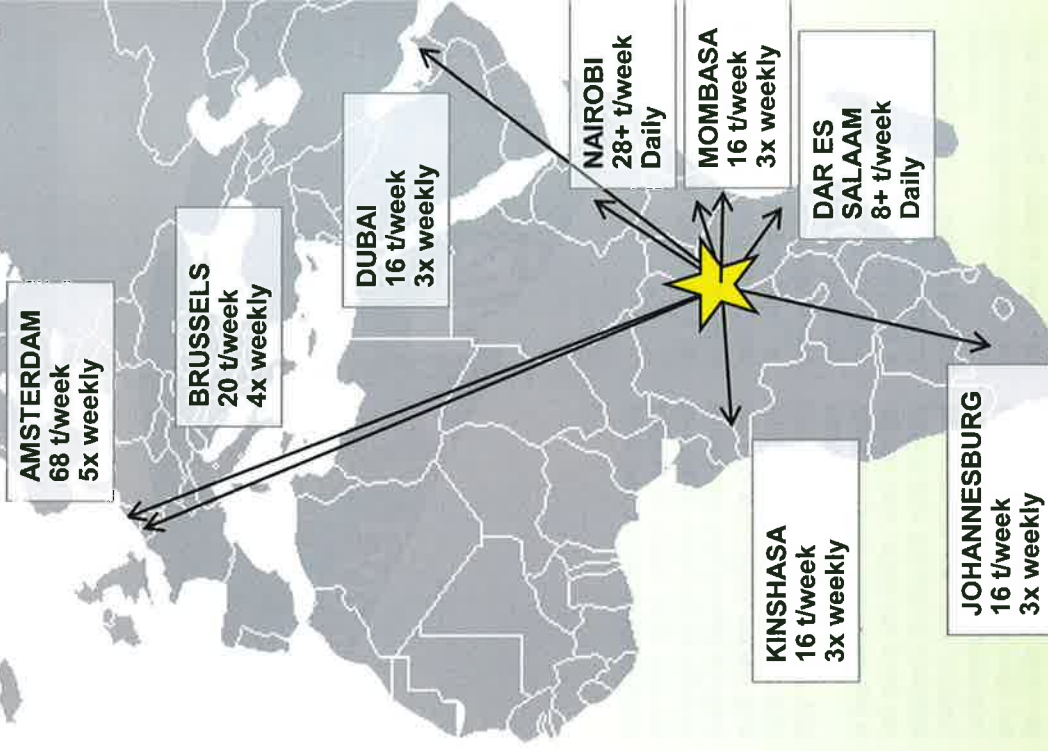
# Rwanda: a country with high potential for investment

On 15 October, interprofessional organisation promoting sustainable horticultural trade COLEACP, in close collaboration with the World Bank Group, the Rwanda Horticultural Development Authority (RHODA) and the Rwanda Development Board (RDB) held in Brussels a half-day event with the title "Rwanda creates new business and investment opportunities on fruit, vegetable and tea sectors".

The objective of this business conference was to present and discuss Rwanda's unique value proposition in the horticulture sector and answer any questions potential investors may have regarding the overall investment climate conditions, recent developments and investment opportunities in Rwanda's horticulture and tea sectors. "We are committed to attract investors who would be interested in the whole value chain, which includes production, processing, transportation, and marketing" said John Gara, CEO of Rwanda Development Board.

RDB' mission is to "fast tracking economic development in Rwanda by enabling private sector growth". According to its CEO, demand for horticultural produce from East Africa is showing positive trend. Rwanda, like other countries in East Africa, benefit from changing patterns in global markets: consumer demands for health, convenience, pleasure and sustainability favour producers in low cost environments in equatorial regions. There is a growing appetite for tropical health-promoting products and other exotics, an increasing demand for labour-intensive convenience products (e.g. pre-cut, pre-washed, pre-cooked); a demand for longer and off-season supply of traditional products; and a preference for organic and fair-trade and sustainable products

*Rwanda Prime Minister Bernard Makuza and Obiageli Ezekwesili, Vice President for the World Bank's Africa Region.*



that low latitude producers are able to supply competitively. "In Rwanda, we have the climate, the sites, the transport links, and the business environment to enable successful investment" points out Dr. M. Ndambe Nzaramba, Director General of the Rwanda Horticulture Development Authority (RHODA). The mission of this is agency is to promote the growth and development of horticulture products with export potential through the promotion of appropriate production and post harvest technology, out growers organization, the necessary infrastructure, marketing information systems, export compliance mechanism and advisory and extension services.

Agriculture sector in this country accounts for over 85% of employment and is the main source of income and survival of population. Horticulture exports are still small by regio-

**COLEACP (Europe-Africa-Caribbean-Pacific Liaison Committee) was established in 1973. It represents and defends the collective interests of African, Caribbean and Pacific (ACP) exporters/producers and EU importers of fruit, vegetables, flowers and plants. The objective of the association is to reinforce the competitiveness of the horticultural industry of African, Caribbean and Pacific countries by fostering more links between all actors along the supply chain and to facilitate the flow of trade between developing countries and the EU by, for example, promoting good practice, building capacities of both producers/exporters and service providers (public & private), lobbying and advocating on behalf of the industry, etc.**

