

PARTNER FACT SHEET



Projected Impact



Increase the sales of 6,600 farmers and processors by 111 percent.



Generate approximately \$1 million in export sales and \$483,000 in domestic sales.



Create 39 new positions and retain 57 existing jobs.



A Biosene staff processes millet. Photo credit: Biosene

About Biosene

Based in Senegal, [Biosene](#) is a leading company in the production and processing of agri-food and cosmetics products from local raw materials derived from harvest and local gathering.

Co-Investment Partnership

The USAID-funded West Africa Trade & Investment Hub (Trade Hub) awarded a co-investment grant of \$479,957 to Biosene to support a 2-year project (April 2021 to May 2023) to strengthen the company's supply chains in Senegal and the West Africa region that were affected by the COVID-19 pandemic. The grant will be used to purchase 340 metric tons of semi-finished products and raw materials composed of millet, fonio, baobab fruits and powder, hibiscus, moringa, and white beans from 6,600 farmers and processors. As part of the partnership agreement, Biosene will leverage approximately \$2.18 million to design and construct a processing and storage facility and to launch an e-commerce platform to better market its products. Biosene will also add 39 new staff positions (22 of which will be held by women), train all of its employees to increase performance, and update the company processes and procedure manuals. Read more [here](#).

Partnership Opportunities

This partnership with Biosene builds on the U.S. Government's [Prosper Africa](#) initiative to foster two-way trade and investment in the agriculture sector. Biosene currently sources approximately 103 metric tons of millet, baobab fruits and powder, moringa, and white beans in Burkina Faso; and 63 metric tons of millet, fonio, baobab fruits, and hibiscus in Senegal. These amounts will increase to approximately 216 metric tons and 133 metric tons, respectively, by the end of the project in May 2023, and generate approximately \$1 million in expected exports. Biosene seeks additional partners interested in capitalizing on the opportunity to increase exports of its quality agri-food and cosmetic products to U.S. and other markets.

To learn more about investment and partnership opportunities with high-potential companies in West Africa, visit the Trade Hub's Virtual DealRoom at asokainsight.com/deals/watih/investor



[Westafricatradehub.com](https://westafricatradehub.com)



co-investment@westafricatih.com

