

PARTNER FACT SHEET



Projected Impact



Increase the company's fonio production capacity from 60 tons to 250 tons per year



Generate additional export revenues of approximately \$435,164 to the United States and other countries in West Africa by 2022



Build the employment capacity of 195 women and 150 youth in Guinea through the introduction of modern agricultural production and entrepreneurial practices



La Petite Damba's products featured at Guinea's premier hypermarket, RS Marché, in Conakry.
Photo credit: La Petite Damba

About La Petite Damba

Founded in 2016 and based in Conakry, La Petite Damba specializes in the transformation and commercialization of local Guinean products for the African, European, and North American markets. The company's strategy encourages partnerships that support the livelihoods of local farmers and their families. La Petite Damba's most successful and profitable product is fonio, a gluten-free ancient grain that is widely consumed in West Africa and rapidly growing in demand by consumers worldwide.

Co-Investment Partnership

The Trade Hub awarded a \$258,000 co-investment grant to La Petite Damba to help scale up and automate the company's fonio processing, as well as increase its storage capacity. The co-investment partnership, backed by \$747,265 in La Petite Damba's own funding and resources, will contribute to the construction of a new production facility valued at over \$1.2 million and the purchase of modern equipment, allowing the company to boost its production to 250 tons of fonio per year from the current 60 tons per year.

As part of its agreement with the Trade Hub, La Petite Damba will also leverage regional and global networks, notably the United States duty-free under AGOA, to generate additional export revenues by \$435,164 to the United States and other countries in West Africa by 2022. The project also aims to build the employment capacity of women and youth by introducing them to modern agricultural production and entrepreneurial practices.

Partnership Opportunities

As Guinea is the largest fonio producer in the world, La Petite Damba has made the strategic decision to significantly increase its present fonio production and storage capacity levels to maximize sales, both domestically and internationally. However, further investment is needed to improve the company's processing of this high-value ancient grain, which will in turn reduce the burden of the majority female population that grows fonio, create high-paying jobs, and boost export potential for Guinea.

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



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