



ENHANCING AFRICA'S POTENTIAL

EXPORT TRADING GROUP NEWSLETTER

EXPORT TRADING GROUP SPREADS ITS WINGS TO SINGAPORE AND WEST AFRICA

Highlights

- **Export Trading Group opens new office in Singapore and West Africa**
- **ETG supporting out growers in Uganda**
- **ETC Agro Tractors and Implements Limited**
- **ETG's SDZ Cha Sarl in Mozambique**
- **ETG Supporting and Empowering Farmers (Sesame farming in Malawi)**
- **Export Trading Group's cricket team winners of Pakistan-Tanzania friendly tournament 2010**
- **Techno Brain receive the prestigious Microsoft Partner of the Year Award**
- **Hotel Sea Cliff**



Group's CEO Mahesh Patel, MD Ketan Patel and CFO Vasudev Barkur at the Singapore office

Export Trading Group has a broad future strategic growth plan and is continually seeking to spread its global footprint.

ETG has adopted a clear vision and strategy to drive its business growth through horizontal integration and vertical integration and this will majorly involve diversification, acquisition, divestment, strategic alliances, and formulation of new business ventures

In this regard ETG has opened an office in Singapore and already registered in Nigeria, Benin, Togo, Ivory Coast, Burkina Faso, Niger, and Mali.

ETG is also in the process of registering in Ghana, Guinea Bisau and Senegal.

These no doubt comes with a tremendous amount of both latitude and responsibility but with the solid teamwork in the group; the sky is the limit for Export Trading Group.

ETG SUPPORTING OUT GROWERS IN UGANDA

On 29th July ETC Kenya signed a \$USD 273,000 grant agreement with USAID to support out growers in Eastern Uganda.

The US Government's Market Linkage Initiative (MLI) is working with ETG through their co-financing to improve the farmers' grain bulking operations and transaction system in Uganda.

The 4,000 farmers in this project will farm on contract for the Tororo processing plant and 30,000 metric tonnes warehouse facility under construction. ETG being certified by the Eastern African Grain Council as a collateral manager of public storage, will be introducing the warehouse receipt system.



ETG's MD Mr Pradip Patel signs the agreement alongside Mr Anthony Moses Ngosi of MLI-USAID-looking on is Wainaina Kung'u of ETG and Bizuwork Nguisse -Head of MLI-Nairobi-In Nairobi,Kenya

The ETG out grower initiative seeks to uplift subsistence farming to commercial farming. The starting up of small equipment hiring services are supported to stimulate mechanization needed to farm larger areas of land.



ETC Agro

Transforming Agriculture Mechanization in Africa

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ETC AGRO TRACTORS AND IMPLEMENTS LTD



Mahindra tractors on display during the Jinja International Trade Fair

ETC AGRO TRACTORS & IMPLEMENTS Ltd is one of the newly formed group company of ETG which was established to foster ETG's passion in encouraging farmers to eradicate poverty through mechanized agriculture. This was realized after a research that showed that 80% of agriculture in Sub Saharan Africa is

managed by small holder farmers who still use hand hoes to cultivate their land hence low productivity

ETC Agro Tractors and Implements is a Sole

distributors and service providers for Mahindra and Mahindra Tractors and other range of agricultural mechanization equipment.

ETC Agro Tractors & Implements Ltd is committed to recognizing and meeting the needs of the African farmer, promote the socio-economic status of the

medium and small scale farming community.

ETC Agro Tractor & Implements Ltd brings advanced technology, tractors and farm machinery that has won the trust of farmers across the world. They also provide back up service, parts, and training through a dedicated network with a singular mission of

customer delight.



ETC Agro Tractors & Implements Ltd participate in the 7th National Agriculture Fair-Blantyre- Malawi

Mr.Giri presenting Gift with Mahindra Tractors Brochures to H.E the President Dr.Bingu Wa Mutharika-looking on is the Deputy Minister of Agriculture and food security Hon. Mrs Margaret Roba Mauwa

ETC Agro Tractors and Implements Ltd recently opened a retail outlet in Lilongwe and also participated in this years 7th National Agriculture Fair held in Blantyre and was honored by a visit from H.E Bingu Wa Mutharika. This participation has given us base on building wider prospect base, brand image, awareness of ready stock of Mahindra tractors and back up spare parts in Malawi.



Mr Giri explains to H.E about ETC Agro Tractors & Implements Operations in Malawi and the role ETG is playing in advocating for mechanized agriculture .

ETG

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Sociedade de Desenvolvimento Da Zambezia-Cha Sarl (SDZ-Cha Sarl) Mozambique

The Tea industry was established in Mozambique by the Portuguese in 1945 and became one of the major exports of the country by 1960.

The Plantations were nationalized in 1975, post independence, during a time when the industry was expanding. At the time, the combined tea production was over 20,000,000 Kg of tea per annum. This production stopped almost completely during the period of civil war between 1977 and 1992 due to neglect and severe droughts. In the 90s, the tea estates and their infrastructure had deteriorated. Today, the remaining functioning plantations produce a collective 4,000,000 Kg of made tea per annum.

Post civil war, the Government decided to consolidate and privatize the remaining nationalized plantations. SDZ is one of the five consolidated tea estates.

Export Trading Group purchased SDZ in November 2007 which is located at Gurue district of Zambezi Province in Mozambique.



**Nina Patel-
CEO-SDZ CHA**

ETG's SDZ CHA SARL- MOZAMBIQUE

It covers a total area of 7635 ha with a total tea planted area of 1658 ha. The green leaf per annum is harvested at an average of 5,469 527 kgs

The type of tea produced at SDZ Cha is Black CTC (Cut Tear Curl) and is marketed under the brand-**St Antonio and Cha Murrece** . The main market for our brand is in the Mombasa Auction which is the largest tea auction in the world. It is also sold in the European Union and Pakistan through brokers and private buyers.

Export Trading Group has 2 processing factories with a combined intake capacity of 45,000kg of green leaf per day but is seeking to increase this capacity to 75,000kg per day.

The estate receives its water from perennial streams and boreholes and is powered by firewood boilers with a combined capacity of 4 tons.

ETG'S GROWTH STRATEGY FOR SDZ

- Introduce gravity sprinkler irrigation system to increase the yield and extend the production period beyond the rainy season
- Establish a Tea laboratory to improve and monitor quality and yield
- Plant high yielding, drought resistant clones from Malawi and Kenya where tea research is advanced. This will increase the yield and improve leaf quality. Once propagated and multiplied, the clones can also be sold to the neighboring estates or used for smallholder schemes.
- Initiate a smallholder scheme in the surrounding areas with a similar concept to the practices in Kenya and Tanzania; where green leaf is purchased from multiple smallholder farmers and processed by SDZ factory
- Value addition through packaging, branding and retail of the CTC and orthodox teas in the form of loose tea and tea bags to differentiate Mozambique tea in the world market



OF ETG AND OUTDOOR ACTIVITIES

PAKISTAN-TANZANIA FRIENDSHIP CRICKET TOURNAMENT

Export Trading Group cricket team participated in this years' Pakistan-Tanzania friendship cricket tournament and were Crowned the overall winners.

The event took place at the 'Leaders Club' from 27th June to 18th July and a total of 16 teams participated. In the quarter finals, ETG smashed Tarangini and won by 7 Wickets and 4 overs to spare.

During a thrilling semi-finals match against Azam, ETG won by 28 runs rendering all Azam players out. The final match between ETG and Motisun Industries was Whitewashed and ETG won by 13 runs. The overall results saw Export Trading Group taking the Cup.

ETG also scooped the following awards;

- Prashant Shiroor –The best fielder.
- Abhijit Shinde –The best batsman.
- Abhijit Shinde –The man of the tournament.



ETG's Cricket team

Those who played during the tournament included; Harsh Patel (cpt) Abhijeet Shinde, Prashant Shiroor, Trushant Patel, Nilkesh Patel, Prem Pandit, Dinesh, Amrish Valera, Navdeep, Deepak, Manjul Anand, Pranav Joshi, Jai Kumar Patel and Manoj Shewkani



Harsh Patel receiving the trophy

ETG Supporting and Empowering Farmers. (Sesame farming in Malawi)

Export Trading is collaborating with Techno Serve a US-based NGO specialized in rural industrial and agricultural development, in the creation of a public private partnership to promote sustainable land and water management practices and improve productivity and incomes of smallholder farmers in the Shire River Valley

President Mutharika with ETG's CEO and Directors

The initial focus will be on the provision of high quality sesame seed and agricultural extension (including cotton and



other complementary crops) to approximately **10,000** smallholder farmers in the **Nsanje** region, combined with guaranteed purchase, processing and export of the sesame crop by the Export Trading Group.

Approximately \$10 million investment required for the first stage is being sought from the US Department of Agriculture Food for Progress Program.

The application for the three-year program will be submitted in the month of August 2010, with the award expected to be made in early 2011.

At the same time, Export Trading and Techno Serve will be conducting an in-depth investigation of the agro-climatic and commercial viability of additional crop options, for both irrigated and dry land areas, and both smallholder and commercial production, in the Shire River Valley to support the Government of Malawi's plans for development of the region.

Particular emphasis will be given to products-ranging from grain and livestock to fruit and other horticultural crops-that will be able to be grown and exported more profitably and on large scale due to access to the Indian Ocean through the planned development of the Zambezi River Valley Waterway and Green Belt. Crops that can substitute for imports, such as rice, will also be emphasized.



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**2010 MICROSOFT.
PARTNER OF THE YEAR
Winner**



Microsoft Partner Network



Techno Brain's CEO Manoj Shankar accepting the coveted award in Washington DC –Looking on is Ms Allison Watson, Corporate Vice President, Worldwide Partner Group, Microsoft Corp.

Techno Brain Limited Tanzania has won the 2010 Microsoft Country Partner of the Year Award from Africa region. The company was chosen out of an international field of top Microsoft partners as delivering market-leading customer solutions built on Microsoft technology.

Congratulating the team behind this success, CEO of Techno Brain Group, Manoj Shankar said "Being chosen as Microsoft Partner of the Year Award and also awarded the Independent Software vendor (ISV) for WECA (West East Central Africa, region of 42 countries) is a great honor for Techno Brain."

He also said, "Over a decade we have achieved great success in becoming a highly focused organization across Government, NGO, and other verticals by offering world class solutions. We see this as critical for success going forward. Discerning customers are demanding that solutions meet their specific business challenges, yet take less time and expense to implement.

We have been able to bring this value to our customers through our e-Governance, Identity Management, MIS and other Point Solutions which are developed using the best technology in the industry. Most importantly we have achieved all this by building local capacity which is truly remarkable "

Awards were presented in a number of categories, with winners chosen from a pool of 3,000 entrants worldwide out of 300,000 Microsoft Partner communities

Techno Brain Limited was recognized for superior technology, innovation, and subsidiary engagement for the Microsoft Country Partner of the Year Award. The Microsoft Partner of the Year Award recognizes partners that have demonstrated business excellence in delivering Microsoft solutions to mutual customers over the past year.

This award recognizes **Techno Brain Limited** for demonstrating effective engagement with their local Microsoft office in driving customer satisfaction, innovation, winning new customers, and business impact.

"We are pleased to recognize Techno Brain Limited as Microsoft's Country Partner of the Year," said Allison Watson, Corporate Vice President, Worldwide Partner Group, Microsoft Corp. "Techno Brain has demonstrated the highest level of excellence and innovation, local market expertise with superior solutions and services that fulfill our customers' needs."

The Microsoft Partner Awards recognize Microsoft partners that have developed and delivered exceptional Microsoft-based solutions over the last year.



TECHNO BRAIN IS AN ISO 9001-2008 CERTIFIED COMPANY

Techno Brain Limited Tanzania is now an ISO 9001-2008 certified company. Techno brain was awarded this coveted certification after a successful audit for this certification that was conducted in August 2010 by the NEMKO of Norway.

Nemko is a global, independent organization, offering testing, certification and market access services worldwide, primarily for IT, telecom, audio/video, medical and

household products



Hotel Sea Cliff is situated besides the magnificent Indian Ocean shores in Dar es Salaam. It stands on a lush and beautifully manicured lawn overlooking the Ocean.

February 8th 2009 saw the re-opening of what has become Tanzania's iconic hospitality establishments. Seventeen months of reconstruction and refurbishment after the tragic fire on the evening of the 22nd September 2007, has seen the hotel not only recapture its former beauty and glory but also enhance and improve the overall outlook and facilities

Home to countless corporate, business and diplomatic guests, Hotel Sea Cliff has become synonymous with attention to detail and personalized service. Having partnered with two renowned restaurant organizations, namely,

The Alcove, who offer traditional Indian and Chinese Cuisine, and the **Calabash** who operate the **Karambezi** has likewise added to the overall 'luxury of choice' experience on offer at the hotel.

Hotel Sea Cliff houses 114 rooms including 7 Executive Room, 5 Executive Suites and 1 Presidential Suite.

Hotel Sea Cliff boasts a dedicated team of professionals whose primary objective is to achieve guest satisfaction, and are constantly inventing and innovating unique ways to effect this.

Hotel sea cliff was recently awarded its '5 STAR' hotel grading by the Ministry of Tourism and Natural Resources.





HYDRO GROUP

Water is life and its scarcity in most parts Of Sub-Saharan Africa has been a major global concern. Export Trading Company through Hydro sort to find ways to help the people in dire need of water using its expertise and resources.

In a class of her own, Export-Hydro Group of companies comprising of Hydro Water Well (SS) Ltd-South Sudan, Hydro Water Well Ltd- Malawi and Export-Hydro Pump & Services (Africa) Limited has exhibited high classical and ethical level of professionalism in the water engineering services in South Sudan, Malawi and now in Kenya.

It is no doubt that it is a leader in South Sudan and Malawi only having started in the last one and half years. With the acquisition of Three new modern drill rigs, Kenya's water industry in a very long time will for the first time experience real professionalism rendered by Export Hydro Group of companies.

As part of the larger ETG companies, Export-Hydro Group maintains the outlook of technological advancement in water Sector whenever such opportunities arise.



This means acquisition of the latest technological tools in the water industry.

Hydro Group quite well understands its market segment, and as a result have done proper research in meeting its customer's needs.

Products:

Hydro Group stocks some of the world's leading brands in water pumps, generators, solar equipment, water treatment equipment, water supply equipment and Water Distribution System.

Export-Hydro Group's successes are based on the quality of work, quick response to customer needs, appropriate and efficient logistical support in and out of the fields and most importantly gives the most affordable and competitive prices.

Clientele:

Export Hydro's clientele range from NGO's, Government organizations, public and private institutions, and industries; UNICEF, UNDP, ICRC, The World Bank, CHF International, Lutheran World Federation, AMREF, Concern Worldwide, FAO, PACT Sudan, AAR Japan, Oxfam GB, IOM, amongst many others.

Achievements:

Hydro began by drilling and testing boreholes only and has now grown to full pumping installations and Municipal and Small and Medium Towns Water Distribution System. Hydro Sudan is in process of Finalizing contract for 5 medium town of South Sudan. This is a major breakthrough in recent time.

Recently, it signed a Long Term Agreement with UNICEF, Malawi for drilling 75 boreholes before 31st December 2010. NWDP, Malawi awarded 40 boreholes in Mzimba, Nkhatabay and Chitipa Districts.

Hydro Group has invented a new HYDRO PUMP. This pump is revolutionary in the sense that it is highly designed to handle any kind of water.

In many instances, boreholes conditions vary depending on the construction methodology and materials used.

However, this new invention will soon hit the regional market as it is on its final stage of production after rigorous quality testing.





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