

WHY WE INVESTED IN CASHEW AND WHAT WERE THE RESULTS?

**WORLD
CASHEW
CONVENTION
& EXHIBITION**
1 - 3 FEB 2018, MACAU



**Mme TOURE DIABATE MASSOGBE
CEO SITA S.A.**

FEBRUARY 2018



SITA S.A.
SOCIÉTÉ IVOIRIENNE DE TRAITEMENT D'AVANCE



SITA S.A.

CREATED ON 29th, AUGUST 1980

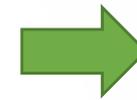
THE SITA SA GROUP IS THE FIRST NATIONAL PRIVATE INVESTOR IN CASHEW SECTOR IN IVORY COAST.

- Consisting of 7 companies operating in the fields of agriculture, industry, finance, tourism, distribution and livestock breeding.
- Investments made: 19 million USD
- Specialized in the cultivation, processing and marketing of cashew nuts and rice.
- FDI certification for kernels exports to the USA representing more than 54% of world demand.



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WHY WE INVESTED IN CASHEW?



- Green economy
- Reduces deforestation

- Job creation
- Fight poverty
- Women's financial empowerment

- Wealth creation
- Development



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RESULTS



- Cashew has become the 3rd export product of Ivory Coast
- Thousands of jobs have been created



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CHALLENGES TO OVERCOME



- Process 50% of national production by 2020 (national target)
- Valorize each component of the cashew fruit (apple and nuts)
- To be at the cutting edge of technology in terms of production and processing equipment.
- Increase processing to 30 000 tons/year in 2020



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JOURNEY



REMARKS

- Long and sometimes difficult road
- Difficulties make people grow up
Victories motivate
- Very nice and good experience gained
In us, the desire to do even more

WAY AHEAD

- Have a clear vision of our objectives
- Informing and training oneself constantly
- Have determination and courage
- Believing in oneself
- Daring and taking initiatives to always progress

- Do some research
- Dare to undertake

