

UK SME seeks commercial partnerships, distributors, and buyers in Germany, Netherlands, Switzerland, France, Italy offering a digital platform connecting African agricultural cooperatives to global industrial buyers.

## Summary

Profile type

**Business Offer**

Company's country

**United Kingdom**

POD reference

**BOGB20250827024**

Profile status

**PUBLISHED**

Type of partnership

**Commercial agreement**

Targeted countries

- **Germany**
- **Netherlands**
- **France**
- **Italy**
- **Switzerland**

Contact Person

**Enrico FRANZIN**

Term of validity

**27 Aug 2025****27 Aug 2026**

Last update

**27 Aug 2025**

## General Information

### Short summary

UK startup offers ethical and sustainably grown and agricultural products via digital B2B platform connecting African agricultural cooperatives to global buyers, distributors, and strategic partners.

By leveraging traceability tools and cooperative onboarding protocols, they ensure transparency, fair pricing, and direct trade relationships between producers and international buyers. They enable buyers to discover trusted suppliers, track product origins, and efficiently manage trade compliance.

### Full description

UK-based agri-tech startup offering a digital B2B sourcing platform that connects verified African agricultural cooperatives directly to global buyers.

Leveraging cutting-edge digital technologies, their B2B platform directly connects verified African agricultural cooperatives with international buyers, streamlining supply chains and promoting sustainable trade.

By leveraging traceability tools and cooperative onboarding protocols, They ensure transparency, fair pricing, and direct trade relationships between producers and international buyers. The platform enables buyers to discover

premium, ethically sourced products. trusted suppliers, track product origins, and manage trade compliance more efficiently.

Type of commercial partnership sought:

- Buyers of agricultural commodities seeking sustainable and traceable sourcing from Africa.
- Distributors and wholesalers looking to diversify their product base with high-quality African produce.
- Strategic partners in agri-food supply chains, trade finance, logistics, or ESG certification.
- Retailers and food brands seeking transparent sourcing solutions or supplier partnerships.

The platform integrates advanced blockchain technology and artificial intelligence to ensure product authenticity, prevent fraud, and provide predictive pricing insights.

This helps buyers make data-driven sourcing decisions, reduce procurement risks, and optimize costs. Their proprietary technology delivers end-to-end traceability from farm to table, meeting the rising global demand for ethical and sustainable supply chains.

Their core team combines expertise in agri-business, digital innovation, and international trade.

they are looking for international commercial partnership to provide more trusted premium agricultural products in Germany, Netherlands, Switzerland, France and Italy.

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### Advantages and innovations

The digital B2B platform offers unique advantages over other trade platforms and traditional sourcing channels. Unlike many competitors, it combines blockchain for traceability and AI-powered predictive pricing, enabling buyers to track the quality and authenticity of products while also providing valuable insights for smarter procurement decisions. While other platforms focus on connecting buyers and sellers, it goes further by ensuring sustainability and fairer pricing for African producers, bypassing intermediaries and enabling direct trade. This ensures that both buyers and farmers benefit from a more efficient, cost-effective, and transparent supply chain.

Key Advantages over Competitors:

- Blockchain for traceability: Guarantees product authenticity and transparency, which competitors may lack.
- AI-powered matchmaking and pricing insights: Directly matches African co-operatives to buyers according to quantity and quality control while providing predictive market data to help buyers make better decisions.
- Direct trade model: Cuts out intermediaries, reducing costs for both farmers and buyers.
- Sustainability and ethical sourcing: Emphasizes sustainable products, appealing to eco-conscious businesses.
- Fairer pricing: Ensures farmers receive a larger share of the value from the products sold and buyers getting more efficient prices .

According to their initial partners and pilot users, the platform significantly improves the efficiency and transparency of sourcing operations. Buyers report faster market access and enhanced confidence in supplier verification, while producers benefit from direct market linkage and better price realization.

### Technical specification or expertise sought

The SME is primarily focused on establishing business partnerships and market opportunities rather than seeking technical expertise. Their main interest lies in connecting with:

- Buyers, distributors, and strategic partners in the agricultural commodities sector who are interested in sourcing ethical and sustainably produced African agricultural products.
- Business collaborators who can support market access, distribution, trade finance, certification, and supply chain logistics.

While they have an internal technical team managing platform development, they remain open to exploring business collaborations with technology providers that can enhance our platform's functionality or market reach.

### Stage of development

**Under development**

### Sustainable Development goals

- **Goal 8: Decent Work and Economic Growth**
- **Goal 13: Climate Action**
- **Goal 17: Partnerships to achieve the Goal**
- **Goal 12: Responsible Consumption and Production**
- **Goal 2: Zero Hunger**
- **Goal 1: No Poverty**

## IPR Status

**Secret know-how**

## IPR Notes

## Partner Sought

## Expected role of the partner

They are actively seeking partnerships with :

- Importers and distributors aiming to diversify their supply base with ethically sourced African products.
- Food manufacturers and processors looking for high-quality raw materials with verifiable sustainability credentials.
- Retailers and brands committed to transparency and responsible sourcing in their product portfolios.
- Logistics providers and certification bodies to integrate services that enhance supply chain reliability.

Through these partnerships, they envision building a trusted network where buyers gain:

- Reduced sourcing risks through verified supply chains
- Lower procurement costs with direct supplier access
- Assurance of product quality, sustainability, and traceability
- Efficient, digital-first procurement processes

They are looking for commercial partnership offering access to their digital platform.

Their initial target markets include the UK and broader European regions such as Germany, France, the Netherlands, Belgium, and Scandinavia, with plans to expand globally as the platform scales .

Please see below the expected role of the partner

**Buyer/Importer:** the UK startup is seeking partners who are buyers, importers, or distributors of agricultural products, such as coffee, cocoa, and spices. These partners will leverage the provided platform to source sustainably produced, traceable, and high- quality agricultural products directly from African producers.

**Supply Chain Collaborator (logistic/distributor):** The partner will play an essential role in ensuring the efficient flow of goods from African farmers to international markets, facilitating logistics and compliance for export.

**Market Expansion:** The partner will help expand the UK SME's global reach, introducing the platform to new buyers and ensuring that theSME's product offering meets the needs of diverse markets (such as Europe, the US, and Asia).

**Key Responsibilities:****Buyers/Importers:**

- o Actively source products through the platform.
- o Provide feedback on product quality and marketplace needs to help refine offerings.

**Desired Outcome:**

- o **Business Partners:** To build strong, long-term relationships with buyers and distributors who can expand their footprint globally while maintaining the ethics and sustainability core to the platform.

## Type of partnership

**Commercial agreement**

## Type and size of the partner

- **SME 11-49**
- **SME <=10**
- **SME 50 - 249**

## Dissemination

## Technology keywords

- **07001001 - Agriculture Machinery / Technology**
- **08001005 - Food Technology**

## Targeted countries

- **Germany**
- **Netherlands**
- **France**
- **Italy**
- **Switzerland**

## Market keywords

- **09005 - Agriculture, Forestry, Fishing, Animal Husbandry & Related Products**

## Sector groups involved

- **Agri-Food**