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# KPAGO

## Rebuilding the Food Supply Chain between Africa & Europe

Peter Bernhardt Laufersweiler & Abdou Karim Bida



# Vision & Mission

Connecting Africa and Europe



Imagine a new way of trading food—direct, transparent, and connected.

We harvest fresh produce on our farms in Senegal and stream it live **on Monday**. **By Thursday**, the same produce reaches our wholesale center in Europe—fresh, traceable, and ready for market. By cutting out unnecessary steps, we shorten the value chain and deliver better prices and higher quality.

More than a trading model, **KPAGO connects Africa and Europe** in one integrated system. We combine African origin with ultra-modern European standards, matching quantities to real demand while uniting quality with fair pricing. The result is a sustainable, value-adding food concept built for the future of both continents.



# KPAGO's Mission

Empowering African farmers through direct trade initiatives



## Transparent Supply Chain

We are committed to establishing a **circular supply chain** connecting Africa directly to European markets for enhanced traceability.

## Empowering Farmers

Our approach ensures **fair value** for African farmers, enabling them to thrive through improved market access and sustainable practices.

## Fresh Products

We prioritize delivering **fresh, pesticide-free** products quickly, ensuring consumers receive high-quality goods at competitive prices.

# The Market Gap

Addressing the challenges of African supermarkets in Europe



## Unorganized Market

African supermarkets in Europe face significant challenges, being niche and **overpriced**, which leads to limited consumer appeal and accessibility.

## Quality Control Issues

These businesses often struggle with poor **quality control**, resulting in long transport times and a lack of traceability for consumers.

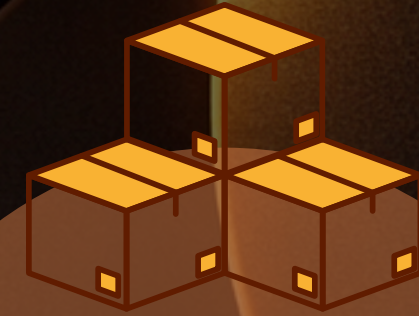
## Brand Recognition

Farmers remain largely invisible in the market, lacking **brand recognition** and value chain acknowledgment, undermining their potential earnings and impact.

# The KPAGO Solution

## Direct Trade Empowerment

KPAGO connects African farms directly to European customers, ensuring a **transparent and efficient supply chain**. This approach enables farmers to receive fair value while delivering fresh products swiftly and sustainably.



Transformation  
& Distribution



Fast  
Logistics



Production &  
Smart Farming



# Innovative Farming Solutions

Revolutionizing Agriculture for Transparency and Efficiency

KPAGO employs **smart farming techniques** that enhance productivity and efficiency. Our fast road transport and modern app interfaces ensure quicker delivery, while live-streamed harvesting promotes transparency from farm to consumer.



# KPAGO's Business Model

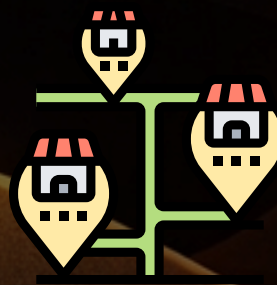


## Diverse revenue streams overview



### Wholesale & B2B

KPAGO supplies restaurants and retailers with fresh produce, ensuring high quality and sustainability while benefiting from direct trade, which enhances profitability and strengthens relationships within the food industry.



### Franchise System

The modular African supermarkets across Europe provide accessible, authentic African products to consumers, creating an engaging shopping experience while empowering local communities and generating continuous revenue for KPAGO.



### Gastronomy Offerings

KPAGO offers ready-to-eat African dishes like Yassa Poulet and Mafé, catering to the growing demand for diverse culinary experiences, enhancing convenience for consumers while promoting African cuisine in Europe.

# Market Opportunity

## Fruits Market

The European fruits market is valued at **€37.4 billion**, reflecting a strong demand for fresh and diverse produce options.

## Fish & Meat

The fish and meat sector represents a substantial **€48.5 billion**, indicating significant opportunities for sustainable sourcing and distribution.

## Vegetables Market

Valued at **€25 billion**, the vegetables market highlights the need for efficient supply chains connecting African farmers to European consumers.

## Oils & Nuts

The oils and nuts market is estimated at **€24.4 billion**, showcasing an emerging trend towards healthy and sustainable food choices.

# Competitive Advantage

KPAGO's strengths create a unique market position



## Speed

KPAGO offers a **rapid 3–5 day supply chain**, ensuring fresh products reach European consumers efficiently from West Africa.

## Sustainability

Our commitment to sustainability includes **solar-powered operations** and pesticide-free produce, alongside innovative practices that minimize waste.

## Transparency

KPAGO utilizes live farm data and a **traceability app**, providing consumers with confidence in product origins and quality standards.

# Technology Solutions

Integrated apps enhancing KPAGO's operational efficiency and transparency



KPAGO APP

## Farm App

The **Farm App** monitors cultivation, irrigation, and climate conditions, ensuring optimal growth for crops while providing real-time data to farmers.

## Worker App

The **Worker App** tracks productivity and ensures fair pay, empowering workers while improving efficiency and job satisfaction across all operations.

## Driver App

The **Driver App** monitors transport temperature and location, ensuring product quality during transit and enhancing traceability throughout the supply chain.

# Meet Our Leadership Team

Experts in Food Trade and Operations

Peter Bernhardt Laufersweiler and Abdou Karim Bida bring **decades of experience** in the food industry and African retail, driving KPAGO's mission to revolutionize the European food trade landscape.



Peter Bernhardt Laufersweiler



Abdou Karim Bida

Are you ready to  
join us?

Collaborate with KPAGO for a sustainable  
food future

