

VALA MADA

VALAMADA is a French association created in 2012, carrying out solidarity and sustainable operations to identify, promote and support producers of vegetable raw materials; grown, harvested, picked, processed from the natural lands of Madagascar

2022-2024 MISSION

VALA MADA

VALAMADA carried out a mission from 2014 to 2016 on the South-Ouest coast of Madagascar, in the "Mikeas" forest, aimed to finance the farms installation on natural land dedicated to for cultivation, preservation and the enhancement of endemic plant species.

The administrators quickly realized that a local help to create this these cultivation areas was insufficient to ensure their sustainability. Support missions were needed to ensure its success

1 INVENTORY

Identify all companies and personal initiatives if they wish to

Individual firms or on own name. Producers - Cultivators - Processors or stakeholders in the vegetable raw materials sectors from Malagasy lands

2 GET TO KNOW AND MEET

Conducting communication actions to promote meetings between producers and buyers

Through visibility actions such as participation in the inIM event, a communication plan on social networks, emailing campaign, press relations, partnerships with professional associations, distribution of a bimonthly newsletter on Madagascar's asset in natural resources

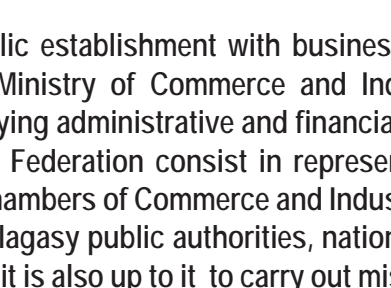
3 ACCOMPANY

Assist and support these producers/farmers in their steps with international buyers

By providing services and follow-up both to producers and buyers, to sustain meetings that will be established. Legal supports to avoid many pitfalls because of export difficulties and export procedures - Conduction of studies and/or field visits for for international companies looking for collaboration with producers

ACTIONS UNDERTAKEN IN PARTNERSHIP with the F.C.C.I. Madagascar & the event I.n.i. Madagascar

The FEDERATION OF CHAMBERS OF COMMERCE AND INDUSTRY IN MADAGASCAR is an institution that brings together, leads and federates a network of 24 Chambers of Commerce and Industry distributed in the 23 regions of the « big island », to support, help their members as well as private sector operators malagasy.



The FCCIM is a public establishment with business vocation (EPF), under supervision of the Ministry of Commerce and Industry, with legal moral personality and enjoying administrative and financial autonomy. The missions of the Federation consist in representing and defending the interests of all the Chambers of Commerce and Industry as well as the private sector before the Malagasy public authorities, national, regional and international organizations, it is also up to it to carry out mission of animation, coordination of Chamber of Commerce and Industry activities corresponding to national development goals.



InI MADAGASCAR, « Innovative Natural Ingredients Madagascar » " is a unique event in Madagascar dedicated to direct contact between exhibitors, producers/exporters/processors of vegetable raw materials from Malagasy lands and international user/buyer visitors from the cosmetics industry, health, food ingredients and industrial applications.

INDUSTRIES CONCERNED BY PLANT RAW MATERIALS MARKETS

- COSMETICS INDUSTRY**
Hygiene products, beauty and well-being products - Perfumery - Essential oils - Face care - Anti-aging products - Make-up - Body care - Hair care.
- HEALTH INDUSTRY**
Prevention, diagnosis, treatment of pharma pathologies - Parapharmacy -Dermatology - Phytotherapy
Dietetics - Alternative medicine - Homeopathy.
- FOOD INGREDIENTS INDUSTRY**
Agricultural crop protection - Raw materials from agriculture and aquaculture - Food - Additives Food supplements - Transformation and Waste recovery - Renewable raw materials - Eco materials - Energy.
- ORGANIC CONSTRUCTION & RESEARCH AND DEVELOPMENT INDUSTRIES**
Buildings - Insulation - BIO constructions - Samples of plant extracts for evaluation - Banks of plant extracts for screening - Chemistry - Phytochemistry - Separation technologies - Formulation - Formulation ingredients - Analysis - Toxicology and regulatory aspects

A VERY HIGH DEMAND FROM THE FINAL CONSUMER

International companies in the cosmetics, health and food ingredients sectors are increasingly turning to natural components or natural origin. Indeed, the consumers of these products now consider the origin of the ingredients and their naturalness as a major criteria as far as their purchases are concerned. These international companies have been interested, for a long time, in sourcing in Madagascar, hampered by the country's vastness, the diffuse geographical distribution of producers, the lack of organization of niche sectors as well as ill-defined export rules.

3 MAIN BLOCKING FACTORS FOR THE DEVELOPMENT OF PROFESSIONAL PRODUCERS OF PLANTS RAW MATERIALS IN MADAGASCAR

- DIFFICULT ACCESS TO FUNDING**
Essential to access training, technical knowledge and tool
- A LACK OF INFORMATION**
As for example, following their sectors evolutions, knowing research results, the current opportunities customs duties evolution, aid arrangement put in place by donors.
- LIMITED MEANS TO GET KNOWN**
Meet with potential buyers, and initiate partnerships with international manufacturers in order to trade

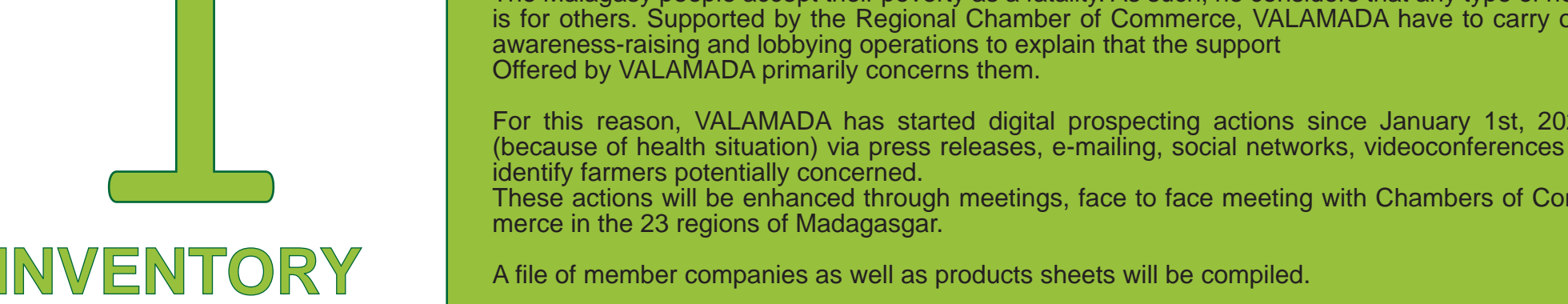
So many obstacles to open up to trade for a many small producers which prevent the transition from subsistence agriculture to market agriculture

MEETINGS ORGANISATION BETWEEN MALAGASY RAW MATERIALS PRODUCERS AND INTERNATIONAL BUYERS WILL LEAD TO :

- THE FIGHT AGAINST POVERTY AND THROUGH ACCESS TO PAID WORK.
- ACCESS TO TRAINING AND LEARNING OF PRODUCTION TECHNIQUES.
- RESPECT FOR BIODIVERSITY BY CONTROLLING BURNING.
- AND A SET OF POSITIVE BENEFITS FOR THE LOCAL POPULATION.

A NEW ECONOMIC MODEL FOR SUSTAINABLE AGRICULTURAL DEVELOPMENT.

THE SOLUTION GOES THROUGH A "FACE TO FACE" CONTACT a statement a demand



FOR A NEW ECONOMIC MODEL WITH DIRECT AND INDIRECT BENEFICIARIES

1 INVENTORY

Listing all companies to wish so



List all the farmers who wish so, individual firms or in their own name, offering agricultural crop production. Identified farmers will be offered membership in VALAMADA, which will give them access to all the actions carried out by the association.

The VALAMADA people accept their poverty as a fatality. As such, he considers that any type of help is for others. Supported by the Regional Chamber of Commerce, VALAMADA have to carry out awareness-raising and lobbying operations to explain that the support Offered by VALAMADA primarily concerns them.

For this reason, VALAMADA has started digital prospecting actions since January 1st, 2022 (because of health situation) via press releases, e-mailing, social networks, videoconferences to identify farmers potentially concerned. These actions will be enhanced through meetings, face to face meeting with Chambers of Commerce in the 23 regions of Madagascar.

A file of member companies as well as products sheets will be compiled.

These actions will be carried out in partnership with

La Fédération des Chambres de Commerce et d'Industrie en Madagascar. The FCCIM plays a role between companies and authorities. It represents and defends the interests of economic operators all over Madagascar. It acts on a daily basis for the benefit of the economy. The FCCIM will accompany VALAMADA to reach its members spread over the 24 regional chambers of commerce that it supervises.



The Federation of Chambers of Commerce and Industry of Madagascar will remain partner of VALAMADA for the entire duration of its mission for: Organizing an supporting small and medium-sized producers identification - Supporting companies on site - Managing economic groups - Relaying locally training and information Supporting scientific researches - Identify the existing cooperatives or groups - Helping to create new cooperatives. Participating in any action that can facilitate the sustainable economic development of their affiliates

GET TO KNOW

VALAMADA will use, before the InI Madagascar event, all means of communication available to promote Malagasy producers of plants raw materials to international buyers. These communication operations will continue all the year long and during the whole mission.

PUBLICATION OF A NEWSLETTER
DBimonthly distribution of VALA News on social networks, partners' sites, emailing campaigns, press communication. Over more than 35 000 targeted companies.

DIFFUSION DE COMMUNIQUÉS DE PRESSE-
Distribution every two months on all press file basics of more than 1000 international publications covering all sectors

EMAILINGS ON PURCHASERS' SECTORS

ADS PURCHASES IN SPECIALIZED TRADE MAGAZINES

ORGANISATION OF VIDEOCONFERENCES BY SECTOR

SOCIAL NETWORKS AND PARTNERS' WEBSITES

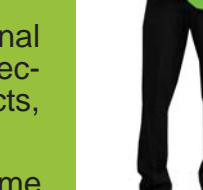
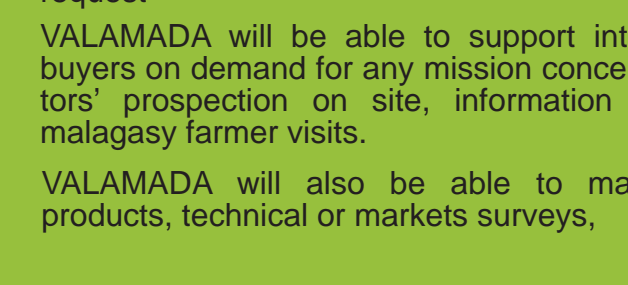


MEETING

VALAMADA members will be offered by our partner, the InI Madagascar event, a choice of spaces at preferential prices within «VALA VILLAGE»

InI is a show/congress (Innovation Natural Ingredient Madagascar) which will take InI in Mad take place in June 15th and 16th, in Antananarivo - RADISSON BLU, TANA WATER FRONT.

An event dedicated to exchanges between producers / farmers / collectors / processors / exporters of cultivated vegetable raw materials harvested / picked / processed, from Malagasy lands and international industries potential buyers and par



3 ACCOMPANY

Assist and support these producers/farmers in their steps with international buyers



ASSIST AND SUPPORT THE PRODUCERS IN THEIR STEPS WITH INTERNATIONAL BUYERS

VALAMADA will provide its expertise at the sales, technical, financial, legal levels and for all further requests. These missions will either be included in the services provided by the association or subject to fees according to the technicality level of the request

VALAMADA will be able to support international buyers on demand for any mission concerning sectors' prospecting on site, information products, malagasy farmer visits.

VALAMADA will also be able to make some products, technical or markets surveys.



Ses actions et autres demandes spécifiques sur devis.

MOVING FROM SUBSISTENCE AGRICULTURE TO MARKET AGRICULTURE



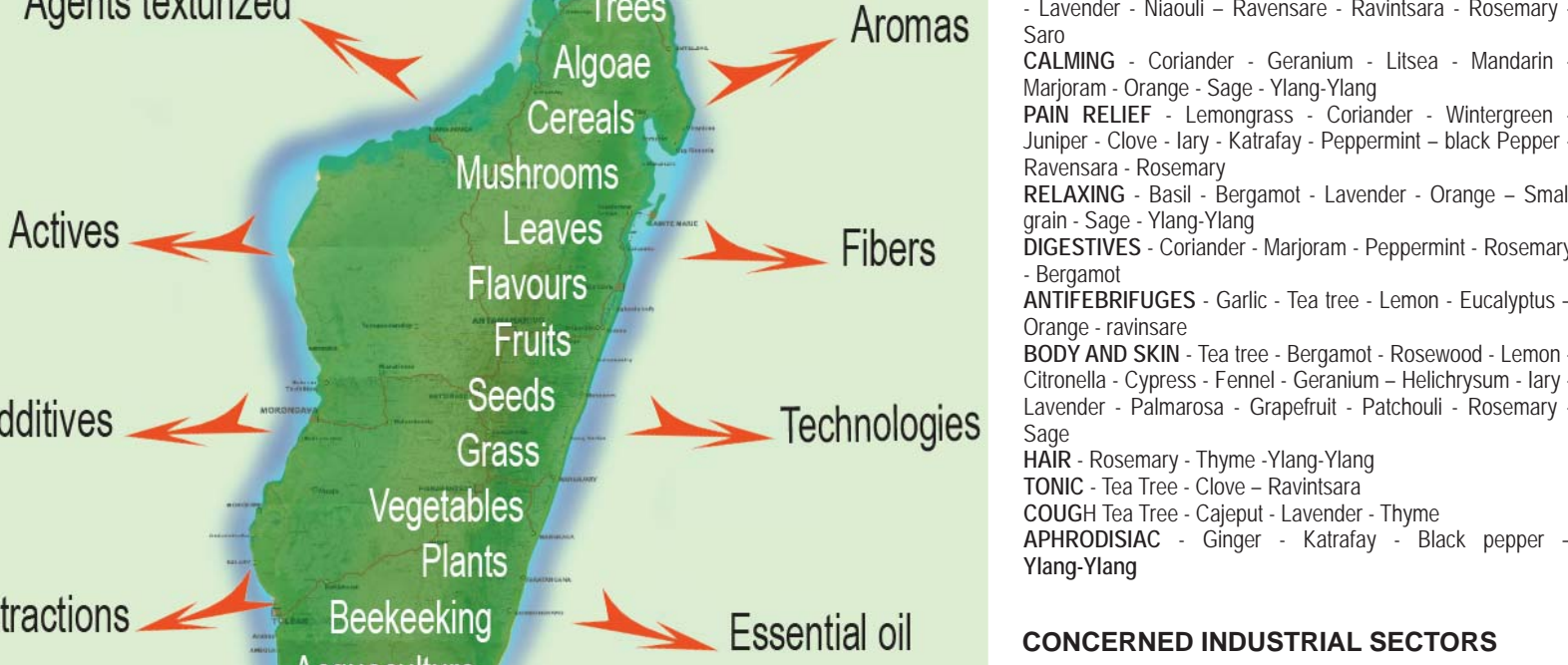
The MINISTRY OF ENVIRONMENT AND SUSTAINABLE DEVELOPMENT is the Ministry in charge, in Madagascar, of the environmental program of the government. It coordinates works in terms of sustainable development and takes all adequate measures for the environment protection, the fight against non-respect governance rules. Concerning everything that is grown, picked or transformed, the ministry control the final use of the products and make sure that the original producer benefits from a fair sharing of the sector's sales advantages.

The MINISTRY OF ENVIRONMENT AND SUSTAINABLE DEVELOPMENT department to spread its devices on export rules application, from the start of its mission. As such, it will be a partner and permanently present as a consultant, guarantor of best practice about traceability, administrative formalities and respect for fair trade.



The GFEM is an association that brings together associations and several women in business from several regions of Madagascar in different fields. Promote female entrepreneurship and create business opportunities - Strengthen the capacities of women in business associations and their members - Represent and defend the interests of women in business through partnership networks - Ensure the monitoring, sharing and capitalization of information relating to women's entrepreneurship - Get involved and support each other - Act with loyalty and transparency - Respect its commitments and report - Create a business network around the world so that women in business can meet, forge strong links and develop. Based on the observation that women represent nearly half of the Malagasy population, they play a leading role in the agricultural sector and are strongly involved in a large part of the agricultural works. As such, the GFEM, heavily represented by these regional cells, wishes to give itself an extra scale by supporting the "women in business in the cultivation of natural raw materials in which they are insufficiently represented.

The market today



Tomorrow market

Market informations

NATURAL PRODUCTS NOMENCLATURE
FODDER CROPS
Maize - Cassava - Sweet potato - Rice - Folsy
Rice - Red rice - Yams - Taro/Morango - Breadfruit - Etc...
CASH CROPS
Cocoa - Coffee - Cinnamon - Sugar cane - Ginger - Clove - Vanilla - Lychees - Black pepper - Pepper
Wheat - Pink peppercorn - Turmeric - Velvet - Etc...
FLOWERS
Allamandras - Aloes - Azadir - Baobab/Albizia - Hibiscus - Orchids - Portulacas - Fungigiani - Etc...
FRUITS
APineapple - Peanuts - Banana - Soursoap - Lemon - Orange - Pomegranate - Tamarind - Pistachio - Walnut - Cashew - Coconut - Etc...
PLANTS
Green plants - Terrestrial - Vascular - Seed - Flower - Gymnosperms - Etc...
AROMATIC PLANTS
Thyme - Laurel - Basil - Parsley - Mint - Green onions - Kaffir lime - Etc...
MALAGASY ENDEMIC PLANTS
A. Adiantum
B. Adiantum
C. Adiantum
D. Adiantum
E. Adiantum
F. Adiantum
G. Adiantum
H. Adiantum
I. Adiantum
J. Adiantum
K. Adiantum
L. Adiantum
M. Adiantum
N. Adiantum
O. Adiantum
P. Adiantum
Q. Adiantum
R. Adiantum
S. Adiantum
T. Adiantum
U. Adiantum
V. Adiantum
W. Adiantum
X. Adiantum
Y. Adiantum
Z. Adiantum



ESSENTIAL OILS NOMENCLATURES AND THEIR VIRTUES (Non-exhaustive glossary)

RESPIRATORY - Cinnamon - Coriander - Cypress - Eucalyptus
LAVENDER - Nigella - Ravensara - Rosemary - Sage
SAGE
CALMING - Coriander - Geranium - Urtica - Mandarin - Marjoram - Orange - Sage - Ylang-Ylang
PAIN RELIEF - Lemongrass - Coriander - Wintergreen - Clove - Ylang-Ylang - Peppermint - Black Pepper - Ravensara - Rosemary
ANTIFIBRIGUES - Basil - Bergamot - Lavender - Orange - Small grain - Sage - Ylang-Ylang
DIGESTIVES - Coriander - Marjoram - Peppermint - Rosemary
ANTIFIBRIGUES - Garlic - Tea tree - Lemon - Eucalyptus - Orange - Ravensara
TONIC - Tea tree - Clove - Ravensara
COOLING - Tea tree - Calpain - Lavender - Thyme
APHRODISIAC - Ginger - Kaffir lime - Black pepper - Ylang-Ylang

CONCERNED INDUSTRIAL SECTORS

COSMETICS INDUSTRY - Hygiene products, beauty and well-being - Perfumery - Essential oils - Face care - Anti-aging - Make-up - Body care - Hair care
HEALTH INDUSTRIES - Prevention, diagnosis, pharmaceutical pathologies treatments - Pharmacy - Parapharmacy - Dermatology - phytotherapy dietetics - Alternative medicine - Homeopathy
AGRI-FOOD INDUSTRY - Crop protection - agriculture and aquaculture's raw materials - Food - Additives - Food supplements - Processing - Waste recovery - Renewables raw materials - Energy
ECO-DESIGN - Building - Packaging - Energy - Plastics processing - Recycling
RESEARCH AND DEVELOPMENT - Sample Extracts plants for evaluation - Data of plant extracts for screening Chemistry - Phytochemistry - Separation technologies - Formulation - Phytochemicals - Analysis - Toxicology - Regulatory aspects

