

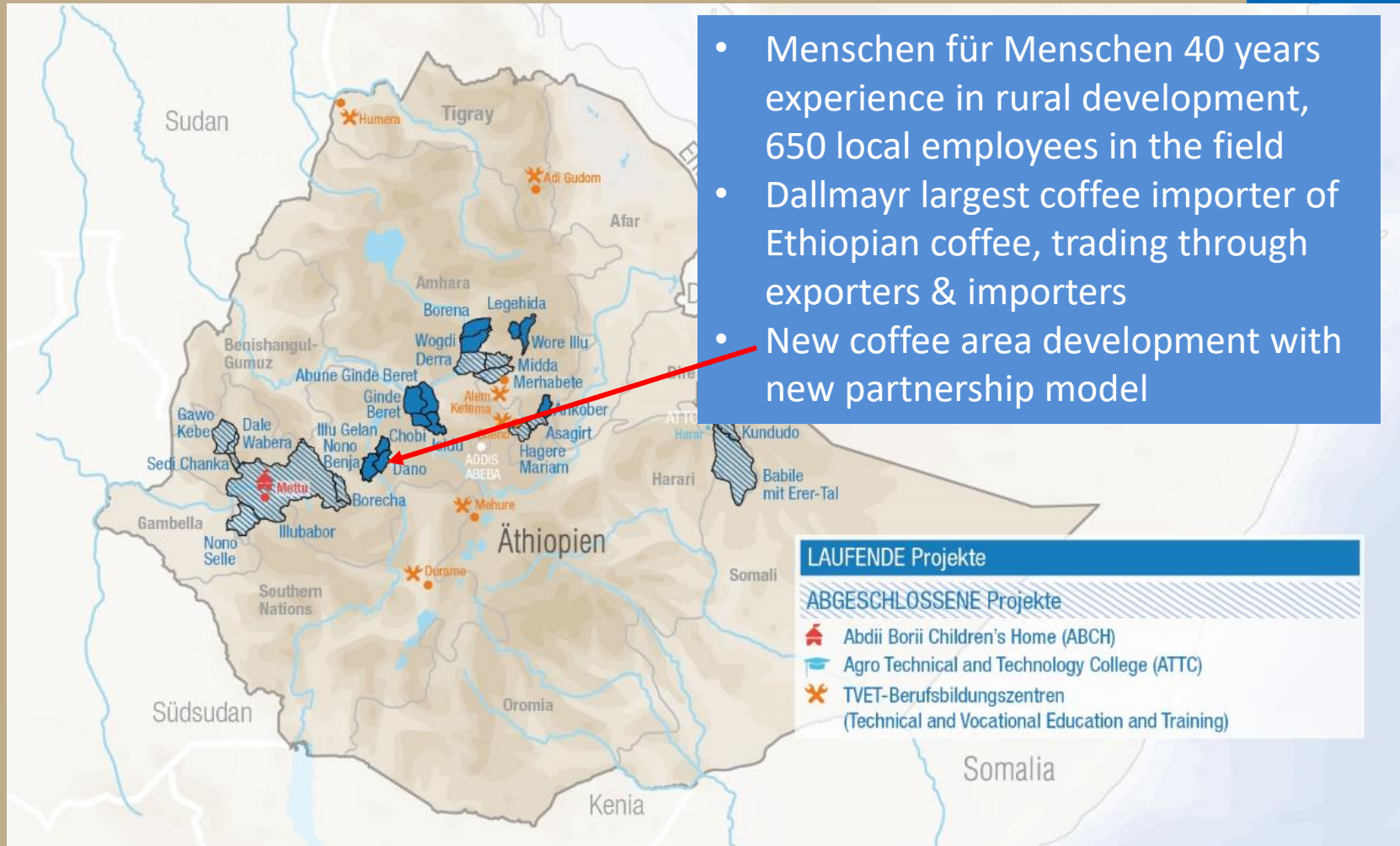
# The Opportunity

Strong partners with complementary skills get together

Menschen  
für  
Menschen

Karlheinz Böhms Äthiopienhilfe

- Menschen für Menschen 40 years experience in rural development, 650 local employees in the field
- Dallmayr largest coffee importer of Ethiopian coffee, trading through exporters & importers
- New coffee area development with new partnership model



# The Model

## NGO + Business collaboration: Case Study Coffee



Funding & Coffee  
know-how

- Development of small hold coffee farmers (in new region)
- Productivity improvements
- Creation of cooperatives (with dry mills & washing station (long term))

Implementation & local  
know-how



Impact

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- Direct access to „own funded“ Coffee & cooperative
- Marketing opportunity of new coffee area as speciality coffee
- More sustainable income generated in the region
- Through export of coffee more funds to further improve rural development long term

