

"We used TradeNet to find tomatoes and onion buyers from GAPTO in Ghana and have been doing business with them since November last year. We now have a standing contract to supply 8,000 tons of tomatoes in 2007..."

Bernard Ouedraogo,
SOCAMAD, Burkina Faso



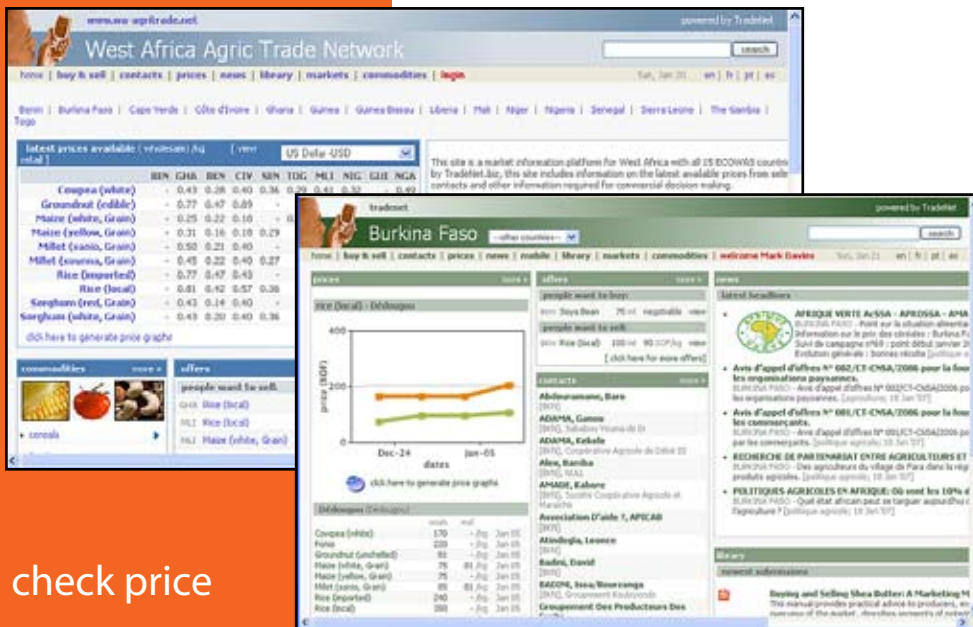
- africa's first **mobile2mobile** trading network
- coverage in over **300 markets**
- a **free** service
- available via **mobile** phones & web
- **websites** for any user or association
- powerful tools to target potential **buyers**
- designed and built entirely in **africa**

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SELL MORE, BUY BETTER

TradeNet is a new market intelligence service that allows traders and producers from anywhere in the world to find each other online or via mobile phones and connect to do business. Piloted over the last 12 months in West Africa with USAID's MISTOWA project, and in East Africa with CGIAR's FoodNet, this is the largest commercial network promoting regional and international trade.

Focused on raising revenues for small-scale farmers and traders by allowing them to cheaply and quickly distribute their offers to others, TradeNet also provides free customizable websites to any group that seeks an online presence and easy integration with the mobile networks.

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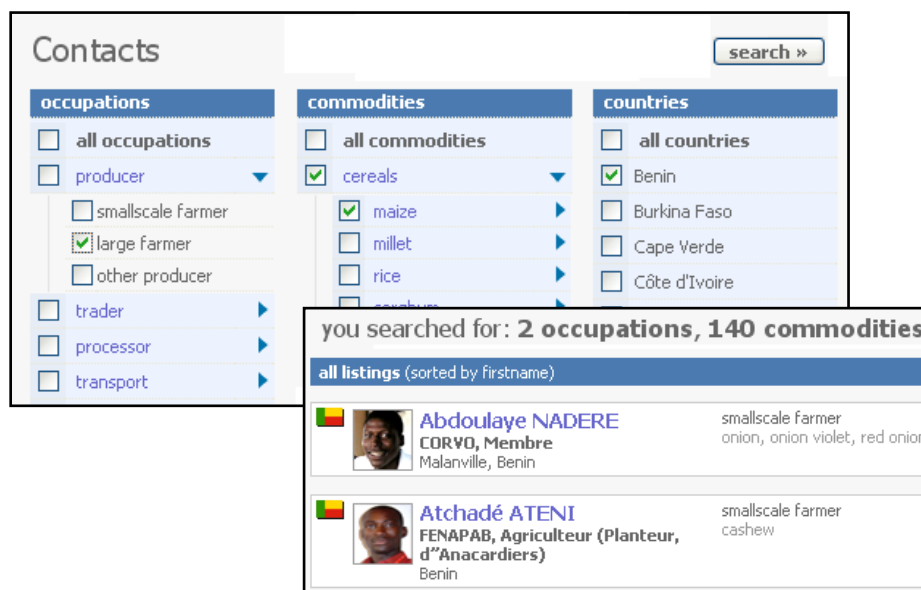


Comprehensive regional and country web portals provide producers, traders and analysts with current and historical price analysis/comparisons news stories, library documents, contacts commodity pages, and offers to buy and sell.

"I check price Information on TradeNet everyday. Now I know that the 500CFA/25kg sack of aubergine that itinerant traders offer us is far below the CFA 3,000 I can get in Abidjan..."

Mme N'cho,
Vegetables producer,
Alepe, Ivory Coast

expanding african trade: a new way to find producers & traders and **expand your markets...**



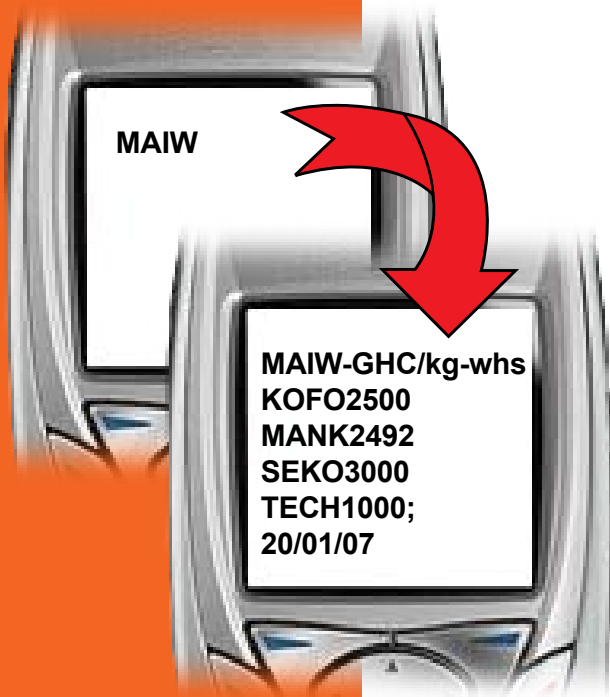
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Thousands of traders and producers across Africa are available on TradeNet. For the first time, you can search for people that specialize in the area or product that you want. Every user on TradeNet gets their own free webspace which they can customize to showcase their services, list their offers, and share their circle of traders. 60 market information points are being established in a partnership with Mistowa.

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...you get this

send this...



... thousands get this

"thanks to the mobile aspect of TradeNet, I am now able to use my cellular phone to find the best prices, buy and even track the movement of tomatoes I usually purchase from the rural areas for sale in Accra.."

Elizabeth Arhinful,
Trader, Agboglobshie Market,
Accra, Ghana

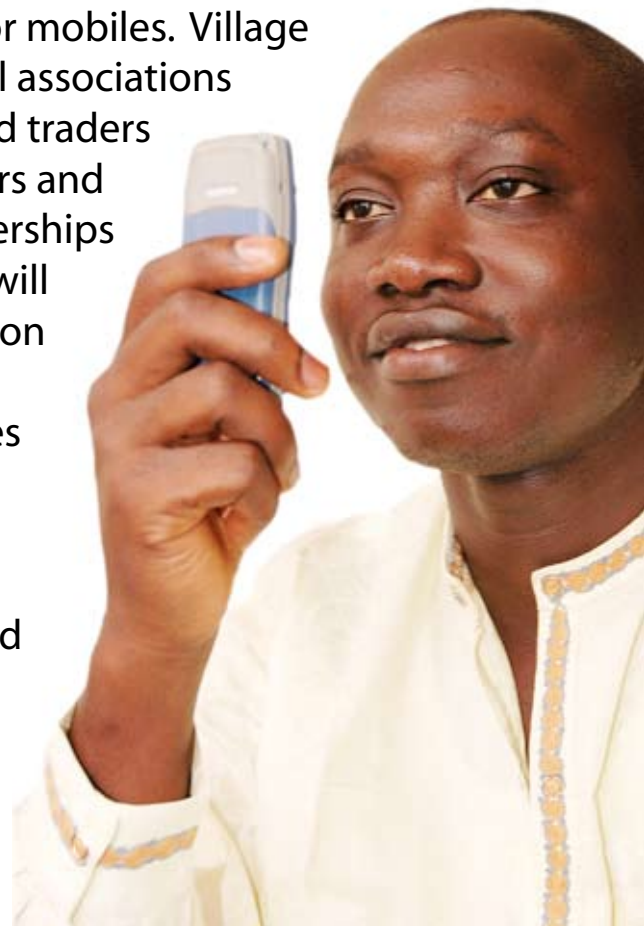
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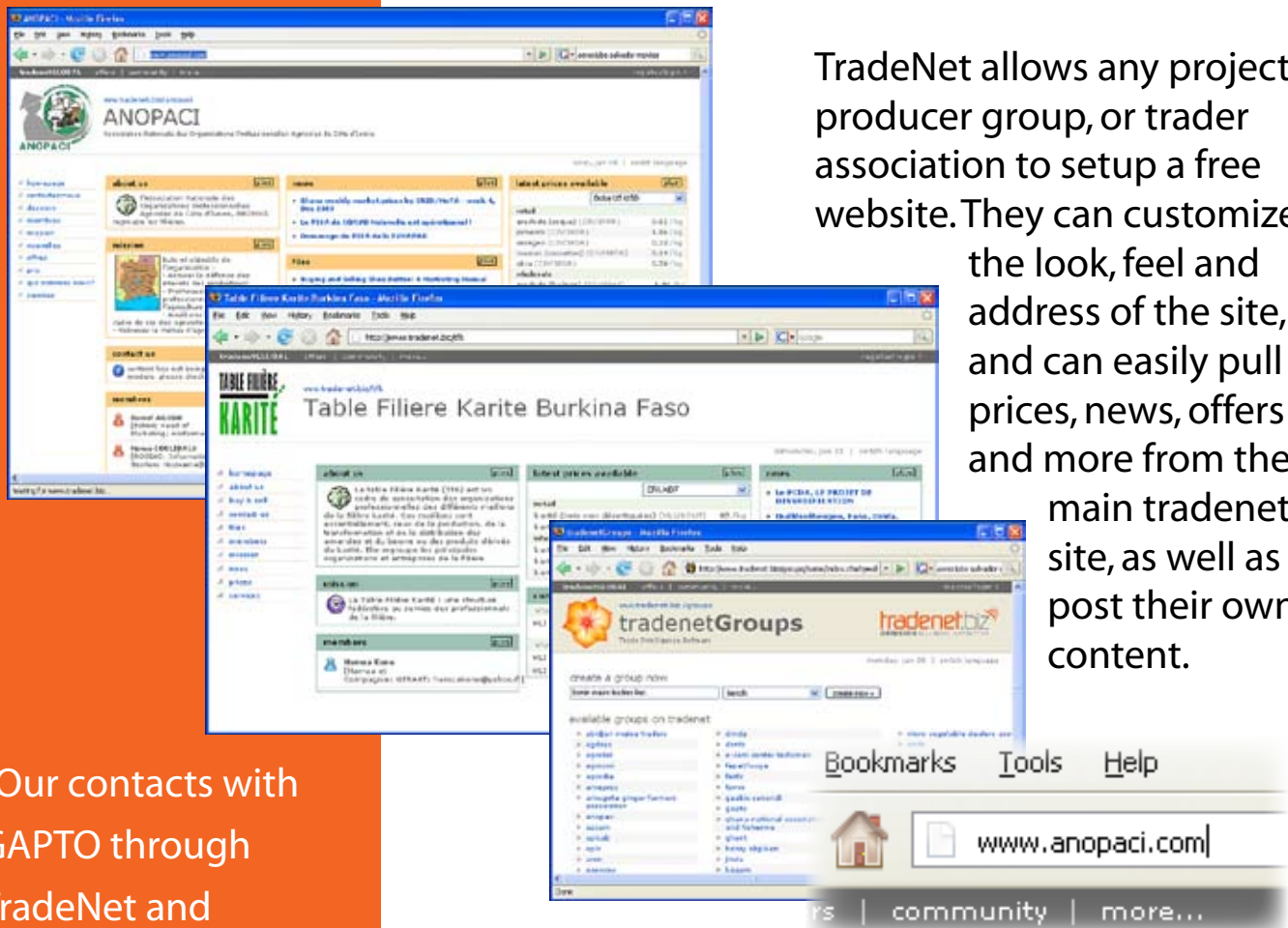
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a **mobile platform** providing powerful trading and commerce tools to rural populations...

TradeNet is designed for mobiles. Village entrepreneurs and local associations will assist producers and traders to register their numbers and use the platform. Partnerships with mobile operators will offer low-cost distribution channels and reverse billing on SMS messages received.

If your number is registered, you can send us an offer by SMS and we will distribute it to thousands, worldwide





TradeNet allows any project, producer group, or trader association to setup a free website. They can customize the look, feel and address of the site, and can easily pull prices, news, offers and more from the main tradenet site, as well as post their own content.

“Our contacts with GAPTO through TradeNet and attendance at trade fairs have opened the way for us to trade directly with buyers in Ghana. Our experimental trade deal successfully ended with sale of beans from Kano worth \$5,000...”

Imam Ahmed,
DMDA Market Association,
Kano, Nigeria

private label sites that allow associations & projects to provide custom/private market information services to their members...

Aside from free services to the public, TradeNet will offer tools and services to larger groups and companies to generate revenues. Custom data feeds to sites and media outlets; private SMS distribution and management services; private-label sites with member-only access; financial services...

Data-profiling the commercial agricultural sector and its participants positions TradeNet to deliver other much-needed services through mobile networks. Discussions with local banks are exploring how to offer and manage grameen-style group loans...

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