

# Satake in West Africa

by Kassem Nameh, Manager, Satake West Africa

Officially opened in April 2016, Satake West Africa, located in the strategically important city of Abidjan in Cote d'Ivoire, is Satake's regional base from which it markets its cutting-edge technology for the rapidly developing region. The West African agricultural and processing sectors are constantly growing, particularly the rice, coffee and cashew industries. As the demand for new technology, greater efficiency and higher throughputs for grain processing and associated industries continuously increases, Satake West Africa is poised to respond to the growing needs of customers in the region.

In West Africa, rice consumption is especially high and accounts for a high proportion of the overall food consumption. This region depends on international imports for 40 percent of its rice supply. Thailand, and increasingly, Vietnam, are the region's main rice suppliers, the main importing countries being Benin, Senegal and Cote d'Ivoire.

In March 2020, according to CommodAfrica, it is estimated that West Africa imports around 14,155 million tonnes (mt) of rice against a worldwide trade of 41,688mt. West Africa imports around 30 percent of rice traded internationally. For instance, in Nigeria, the local rice consumption per capita of 32kg has increased 4.7 percent in the past decade, almost four times the global consumption growth, and reached 6.4mt in 2017, accounting for 20 percent of Africa's consumption.

In order to keep pace with the constant rising demand, local governments have put in place ambitious long-term measures such as initiatives and programs to strengthen self-sufficiency in rice since 2010. Programmes such as the 'Rice Initiative' in Mali, the 'GOANA' in Senegal, the 'PUASA' in Benin and the 'ONDR' in Cote d'Ivoire. These programmes have accelerated the creation of new industrial and semi-industrial rice mills, capable of producing milled local





rice of medium-to-high quality.

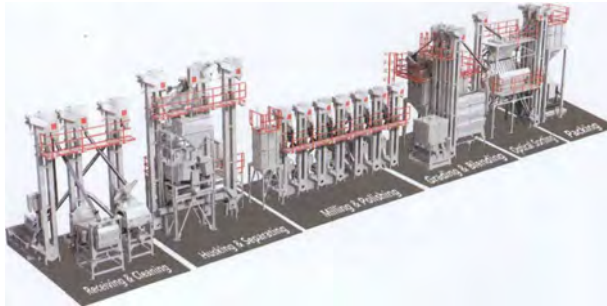
The number of private investors in rice processing has been on the rise since 2015, particularly in Nigeria, where Satake has had many successes in the installation and commissioning of large-scale rice mills. Such rice mills vary in capacity from eight tonnes-per-hour to 16 tonnes-per-hour. Satake's rice milling technology is now widely accepted as producing the best quality finished parboiled rice in Nigeria. Also recently installed by Satake is a large-scale rice milling plant, with 12 tonnes-per-hour capacity, in Mauritania. The rice market in Mauritania has been growing rapidly for the last five years and local investors recognise Satake as a supplier of leading technologies.

In 2018, Satake introduced to the market the latest rice processing technology called the REACH system. It is a semi-assembled modular rice milling plant incorporating all receiving, pre-cleaning, husking, milling, optical sorting and packing stage equipment. It is designed to maximise the installation efficiency and cost performance by utilising standardised components manufactured in Satake's Thailand production facility. The result is an astonishing two weeks of onsite-installation time compared to the usual three-to-four months. For regions where multiple annual harvests are the norm, this will allow rice mill owners to start up a production line before the next harvest season and maximise investment return. The line-up currently consists of System 7.0 and System 3.0, delivering seven and three tonnes-per-hour of paddy processing capacity respectively.

Besides rice, Satake has been actively promoting optical sorting technology used to clean different types of seeds, grains and nuts in the West Africa region. Satake uses the latest colour, infra-red, and shape recognition technology to meet the users' needs and safety requirements, reducing waste, increasing yield and profits.

Today, Cote d'Ivoire is one of the largest producers and exporters of Robusta coffee beans in the world, accounting for around 100,000 tonnes of beans a year. Satake has successfully installed and commissioned dozens of optical sorters in the coffee sector alone.

Cote d'Ivoire is also the largest producers and exporters of cashew nuts in



Africa with approximately 800,000 tonnes produced last year. The cashew market in Cote d'Ivoire and other nearby countries such as Guinea-Bissau and Benin, has been growing rapidly in the last five years. This has attracted many foreign investors and the market has seen a rise in its processing plants.

The flour and maize milling are another sector also expected to grow in the West African market. In 2017, the highly respected brand Henry Simon, an innovative icon in flour milling equipment for over a century, was re-launched. Its unique Intelligent Milling System is being successfully promoted in the region. In Cote d'Ivoire and Ghana alone, Satake has been approached by many potential foreign investors who have identified the benefits of Henry Simon equipment and processing technology.

Satake's long standing commitment and presence in West Africa has been solidified by the opening of its regional office, Satake West Africa. Successes achieved in the rice processing sector, as well as other commodities such as coffee beans, is a result of continuous participation in exhibitions and conferences held in countries such as in Benin, Sierra Leone, Senegal, Guinea Bissau, Cote d'Ivoire, Nigeria and Ghana, and an ongoing programme to train local engineers to provide and offer comprehensive after sales services. Together, with an additional spare parts warehouse and distribution centre for further improvements, Satake continues to provide the best possible customer service.

