

Salon International de l'Artisanat pour la Femme (SAFEM) : Pro-ARIDES Niger supports the participation of nineteen (19) SME/OP program partners



A view of the Pro-ARIDES village at SAFEM

As part of its activities under trajectory 2 "Business, service and employment opportunities and improved market links, thus generating greater economic value" Pro-ARIDES supported the participation of nineteen (19) SMEs/OPs in the 16th edition of the Salon International de l'Artisanat pour la Femme (SAFEM) organized at the Palais du 29 juillet in Niamey from December 06 to 15, 2024.

The aim of this activity was to offer business opportunities to the SMEs/OPs supported by Pro-ARIDES in order to enhance their agri-food potential, and also to promote the visibility of the program. It was also to enable them to make their products known to a wide audience, and to encourage networking between the SMEs/OPs and other agropastoral structures and buyers attending SAFEM.



Visits to Pro-ARIDES stands

The nineteen (19) SMEs/OPs supported by the program exhibited a range of quality local products such as tea infusions, fonio, onion, sesame, peanut and milk products.... in six (6) stands transformed into a Pro-ARIDES village reserved for this purpose.

For ten (10) days at the Pro-ARIDES village, the exhibition of products from these SMEs/OPs generated sales of **4,044,300 FCFA** for a total of **3,252** visitors, including 1,961 women and **1,191** men at the six (6) stands. Among the visitors were the management of SNV, Care International Niger and several executives from these two institutions.

During the SAFEM, a culinary competition was organized by the show's organizing committee, with a Pro-ARIDES participant winning the prize of one hundred and fifty thousand (150,000) CFA francs with a recipe based on processed millet called Baddah. The winner, Meri Saley, came from the Dosso region, in the commune of Karakara.

