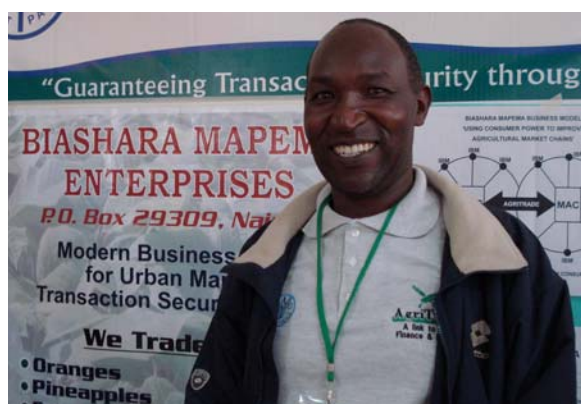


Nairobi Information Board Managers form 'Biashara Mapema', a new Market Access Company

By Samuel Mugo¹

Biashara Mapema, is the name of a newly formed Market Access Company (MAC). The Nairobi Information Board Managers (IBMs) have formed a registered MAC to trade in agricultural produce in the Nairobi markets. Biashara Mapema means 'advance marketing'; the MAC offers a guarantee of transaction security based on a business model linking the rural producers and urban consumers through AgriTrade. Samuel Mugo explains:

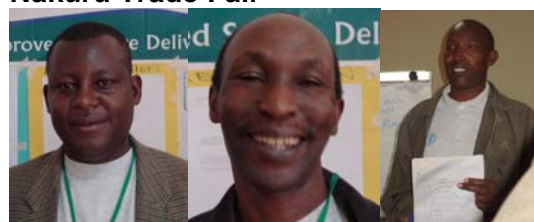


Samuel Mugo, Nairobi MAC, Biashara Mapema

My name is Samuel Mugo; I run the Nairobi Market Access Company (MAC), Biashara Mapema Enterprises, which has its offices in Kawangware. We trade in cereals, fruit, vegetables and other agricultural produce. We have recently registered as a business and have an Equity bank account. The Biashara Mapema members include:

- Michael Kibue, Regional Manager AgriTrade
- Samuel Mugo, MAC Nairobi
- Andrew Mutuma, IBM Wangige
- Shadrack Kinuthia, IBM Muthurwa/Wakulima
- Joseph Mwangi, IBM Kawangware
- Anthony Irungu, IBM Kibera
- Peter Karanja, IBM Kangemi
- Peter Muteria, IBM Kiserian
- Wanjiru Kamau, IBM Ngong
- Duncan Mbugua, IBM
- Stephen Gachu, IBM
- Oliver Kiguro, IBM City Park Nairobi

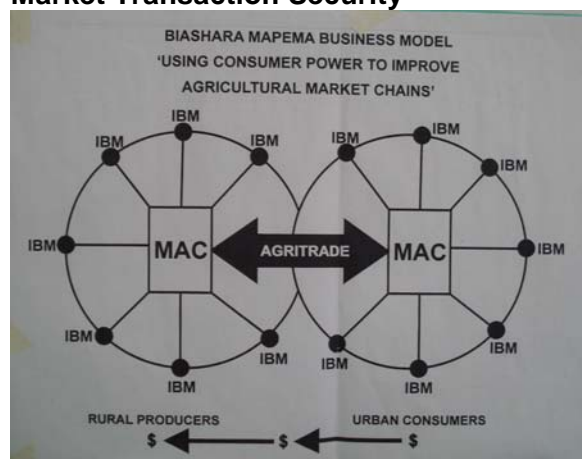
Explaining the new IBM business at the Nakuru Trade Fair



Joseph Mwangi, Andrew Mutuma and Samuel Mugo

At the Nakuru Trade Fair 2009, Joseph Mwangi, Andrew Mutuma and I represented the business and made links with the rest of the AgriTrade Network. We were also glad to be invited to the Dodoma Trade Fair to give a presentation about our business and to follow up links with the Tanzanian network.

A Modern Business Model for Urban Market Transaction Security



Biashara Mapema aims to improve agricultural market chains by connecting the rural producers to the urban consumers through linking the rural MAC network of AgriTrade to our Nairobi MAC network at the consumer end. We have also linked to AgriTrade's sister companies in Tanzania and Uganda and will do some cross-border trading, starting by sourcing onions through Sebastian Msapalla and his MAC network in Arusha. We had a visit in December from Eva Luwerekera, the Regional Manager for the Kampala markets and after our discussions we are planning to source honey from Western Uganda. We are also in contact with Gaudesius Opio, AgriNet's Regional Manager for Soroti, concerning the trade of oranges.

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¹ Interviewed by Anne Dennig in November 2009