

"art and craft market" Kunsthandwerk aus Afrika
<http://www.afro-negoces.com>



The 'African Shop' in Galeria Kaufhof Heidelberg, a promising model for future marketing of African-made products in mainstream retail outlets

Germans, shopping in the shop during the World Cup period, showed great interest in the made-in-Africa products

Kaufhof manager Manfred Manhke and Abdourahmane Diouf of Afro Nègoces in the shop

A model parading an African dress during a fashion show, part of the month-long 'Galeria Afrika'

ALL PHOTOS: TAC

A season for African products

World Cup 2010 was a veritable season for Africa in Germany. Most TV channels have been broadcasting special reports on Africa since the beginning of the year, and radio stations were not left out either. The topic was not only football, but also culture, social issues, economy and investment opportunities. And the superb marketing campaign of South Africa ensured that Africa was visible almost everywhere in Germany. While the unprecedented media coverage is expected to increase German interest in Africa in the long run, the introduction of African-made goods into many supermarkets before and during the World Cup might open new markets for such products in the short term. Femi Awoniyi reports on a unique co-operation between Galeria Kaufhof and Afro Nègoces in Heidelberg.

The World Cup season was a unique opportunity to discover Africa. Apart from vuvuzela, the symbol of football passion in South Africa, major supermarket chains used the opportunity of the month-long global football festival to introduce African-themed products into their collection – from *Africa* T-shirts sold by Oliver fashion house to women's blouses inspired by African designs on the shelves of Kaufhof.

In Heidelberg, Abdourahmane Diouf of Afro Nègoces installed a richly decorated 'African art and craft market' on the ground floor of Galeria Kaufhof in the Hauptstrasse of the famous university city, where goods from different parts of the continent were on sale from 11 June to 11 July.

Among the high-quality made-in-Africa products in the shop were handwoven baskets from Senegal; Ethiopian coffee; wine, tea and hand-decorated lamps from South Africa; paintings from Nigeria; ornamented ceramic from Tunisia; footwear from Mali and music from all over the continent.

Diouf, in collaboration with the management of Kaufhof, also organised a month-long programme christened *Galeria Afrika*, featuring fashion shows, cooking sessions, live music performanc-

es, drumming workshops and art exhibitions, to bring Africa closer to the customers of the supermarket chain. The famous 'Golden Voice from Guinea' Aicha Kouyate and Senegalese star fashion designer Ndeye Fatu even came all the way from Africa to participate in the events.

According to Kaufhof manager Manfred Manhke, the company, in collaboration with Diouf, wanted to create a window for African-made goods for their customers. The Senegalese-born culture manager and businessman said his co-operation with Kaufhof was to promote cultural exchange between Europe and Africa and open new market opportunities for goods made in Africa.

Diouf said Germans showed great interest in the products his company displayed and the turnover was good – a clear indication that a market exists in the country for high-quality products from Africa. "My dream is that a time will come when one can find made-in-Africa products everywhere in supermarkets in Germany, just as you see European- or Chinese-made products all over Africa."

More information about Afro Nègoces at www.afro-negoces.com