



Company Profile

International Development Partner — Connecting African Enterprises to Global Markets

Who We Are

African Simba Star PLC transforms export-oriented African enterprises into world-class organizations — competitive, compliant, investment-ready, and connected to serious buyers, industrial partners and financiers across Asia, Europe, the Americas and the Middle East. Rather than one-off consulting or brokerage, we accompany enterprises through a structured transformation journey covering governance, operational excellence, international compliance and commercial competitiveness, while facilitating long-term market access.

What We Deliver

- **Enterprise Diagnostics** — identify exactly what prevents a company from supplying premium international buyers, across 6 assessment workstreams (governance, capacity, operations, compliance, ESG, commercial readiness).
- **Export & Compliance Readiness** — close the gaps against EU (EUDR, due diligence), US (food safety, responsible sourcing) and Asian buyer requirements (HACCP, ISO 22000, laboratory testing).
- **Quality & Traceability Systems** — build the producer registries, GPS mapping and batch traceability international buyers require before signing long-term contracts.
- **Corporate Identity & Buyer Packages** — company profiles, product catalogues, technical data sheets and sample protocols built to international standards.
- **Buyer & Partner Development** — controlled introductions, B2B meetings, trade missions and negotiation support that convert interest into transactions.
- **Investment & Industrial Cooperation** — anchor-buyer and financing packages: offtake, equipment finance, working capital, joint ventures.

Our Method — the 7-Step Opportunity Funnel

Validate the dossier → Segment the market → Build a qualified target list → Controlled outreach → Technical validation & samples → Meetings & term sheets → Transaction. Every engagement is protected by NDAs, introduction logs, approved messaging, and anti-corruption and non-circumvention discipline. Company-stated figures remain provisional until verified: the quality of the dossier determines the quality of the partners.

Priority Markets

South Korea • Malaysia • Singapore • Japan • European Union • United States & Canada • Middle East • Africa & regional markets — sequenced by maturity, requirements and strategic fit.

Flagship Mandate

African Simba Star PLC serves as International Development Partner to SAMEN Industry S.A. (Cameroon): an integrated cocoa platform combining producer aggregation, storage and logistics, export-market development and an industrial cocoa-processing project (mass/liquor, butter, cake, powder) in the Nkongsamba area. Detailed technical, commercial and financial information is available to qualified partners under confidentiality, following due diligence.

Leadership

Prince Etienne FEUBA KETCHA, MBA — Director General. Prince Etienne leads African Simba Star's mission with a discipline of method and protection: structured dossiers, verified evidence, controlled introductions, and relationships built on credibility rather than promises. Digital and execution capability is supported by strategic partner **Wouessi Inc.** (Canada).

Engagement: (1) Introductory discussion — (2) Technical & commercial review under confidentiality — (3) Partner qualification and pilot design — (4) Structured agreement after due diligence.