

TANETA

Pure Marula Oil

EU–Namibia Trade Journey

A Namibian SME Perspective

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pure
marula.



Who We Are

- Namibian producer of marula oil
- Organic certified, cold-pressed marula oil
- Women-led value chain
- Sustainability + Indigenous knowledge + Rural livelihoods

We are not just exporting oil — we are exporting a sustainable, community-driven value chain



Our EU Journey

- Biofach Study Tour 2019
- Organic certified since 2020
- In-Cosmetics Paris & Barcelona (2022 & 2023)
- Understanding EU market requirements

Entering the EU market required certification, visibility, and relationship building



How We Export

- Local sourcing & processing
- Organic certification
- Export documentation & compliance
- Bulk export (air & sea freight)
- Online store <https://pure-marula.com/> with DHL plug-in
- DPO payment gateway



Digital & Payment Challenges

- Customers prefer PayPal
- Namibia cannot receive PayPal payments
- Alternatives = high transaction fees
- Barrier for SMEs entering global markets

Digital payment access is part of market access.



Customer
abroad



Wants
PayPal



Cannot receive
payments in Namibia

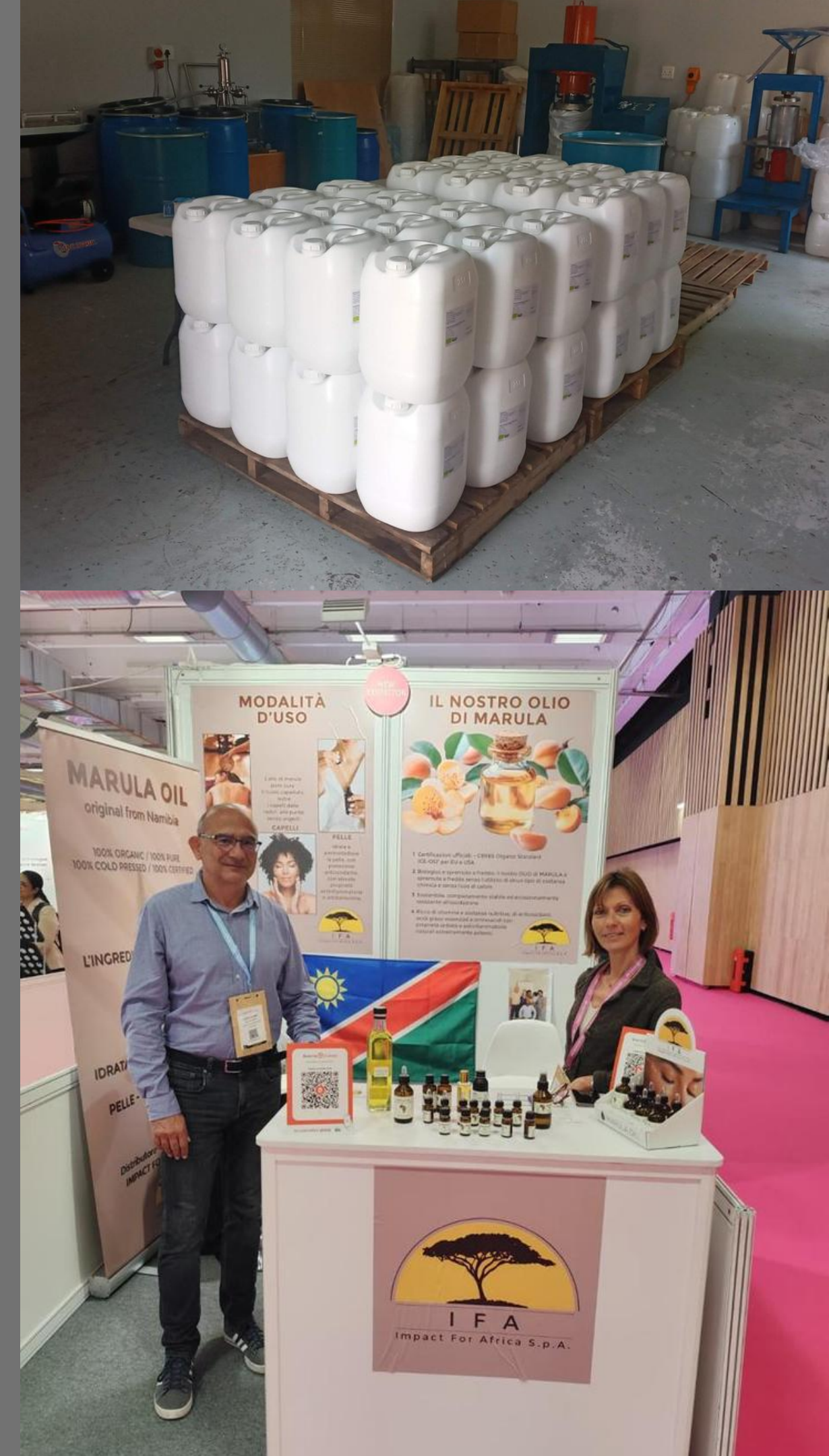


Higher fees through
alternatives

Benefits of EU Market

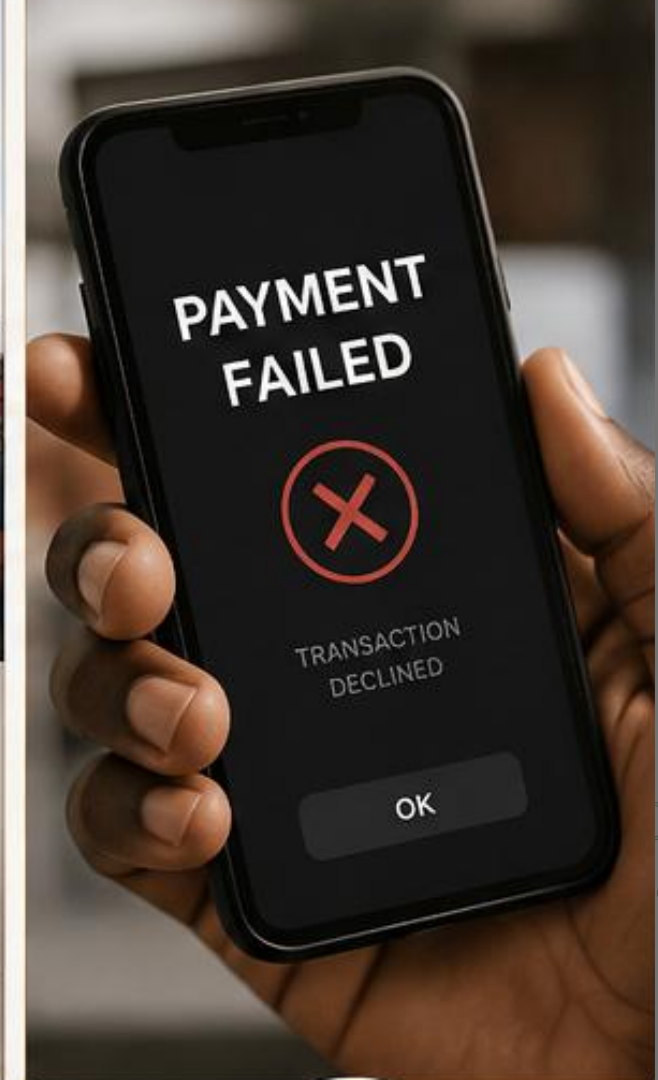
- Provides duty-free access under the EPA
- Stable and predictable market
- Values sustainability, traceability & natural products
- Creates opportunities for partnerships
- Partnership with IFA - scale export and expand livelihood

The EU market rewards quality, traceability, and sustainability.



Challenges

- Connecting with reliable buyers
- Certification is costly and administratively demanding
- Testing costs and limited local lab capacity
- Complex export processes
- Payment barriers



We are not just exporting oil- We are building a sustainable, community-driven value chain

- Every litre of oil =
 - Sustainable livelihoods for rural women
 - Preservation of traditional knowledge
 - Connecting rural resource to global markets
- EU offers real opportunity for SME but unlocking it requires collaboration, practical support & long-term partnerships.



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THANK YOU!



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