



OUR TOBACCO OUR ECONOMY

# MALAWI'S GREEN GOLD



PRODUCTION POTENTIAL >200,000MT

## THREE TYPES

BURLEY | FLUE CURED VIRGINIA | WESTERN TYPE

# GREEN GOLD FROM MALAWI

Malawi is a southern African country also referred to as the Warm Heart of Africa due to the kindness of its people. Well situated for agriculture due to its lush climate and rich soils, this country is one of the safest places in Africa and has so much to offer.

At the heart of Malawi's Agriculture sector lies the tobacco crop, proudly called The Green Gold. Production and marketing started as far back as 1893 when the first lot of tobacco packed in a local hard wood cask from Malawi was sold on the London auction market. Since then, Malawi's tobacco volumes

have so steadily increased that the country is among the world's top ten producers of tobacco. Meanwhile, Malawi is the world's most tobacco dependent economy. The country currently producing an average of about 120 million kg has a potential to produce over 200 million kg in a single season subject to availability of a stable market.

At industry level, we are mindful of producing a crop that meets all environmental, social and governance compliance requirements to ensure sustainability.



## TOBACCO PRODUCTION AND MARKETING

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## WHY MALAWI TOBACCO?

Almost organically produced, Malawi tobacco is free of chemical residues as it is largely produced with very little or no chemical sprays in the farms.

Having produced and marketed tobacco for about 128 years, Malawi boasts about an assured tobacco leaf supply. Worldwide, we are the largest producer and exporter of burley tobacco, the world's most sought after as it is found in blends of nearly every cigarette smoked in industrialized nations.



## MALAWI GROWS THREE TYPES OF TOBACCO AND THESE ARE BURLEY, FLUE CURED VIRGINIA AND WESTERN TOBACCOS.

### BURLEY

Malawi is top producer of burley tobacco alongside Brazil and the US. Grown by both small scale and large scale growers, burley accounts for 95% of all tobaccos produced in Malawi. It has superior flavor compared to many other types of tobacco.

### FLUE CURED VIRGINIA

Flue Cured Virginia is largely produced by large scale growers (commercial growers)

### WESTERN TYPE

Dark Fired and Southern Fired tobaccos constitute this type of tobacco. Western type of tobacco is commonly produced in the least volumes compared to Burley and Flue Cured Virginia.



## INVESTMENT OPPORTUNITIES IN THE MALAWI TOBACCO INDUSTRY



### INVESTMENT IN TOBACCO BUYING

Currently, there are four traditional buyers who buy Malawi tobacco on behalf of the blue chip customers every season. There are also some small and seasonal buyers who buy our tobacco as and when the business environment is conducive. Therefore, the country needs more buyers to support production and marketing of our green gold.



### INVESTMENT IN TOBACCO VALUE ADDITION

As there is only one cigarette manufacturing company producing small volumes of cigarettes for both the local market and export market, opportunities for new investments in cigarette manufacturing in Malawi exist.



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# WHY INVEST IN THE TOBACCO INDUSTRY OF MALAWI?

## **Flexible entry into business**

There is ease of entry into the tobacco buying business and the cost of registration and licensing is reasonable.

## **Political stability and peace**

Since attaining its independence in 1964, Malawi has never been at war with its neighbors due to a politically stable environment and law and order that exists in the country.

## **Good government policies and a legal framework that promote business**

Government policies put in place are conducive to ease of entry into business.

There exists a legal framework (The Tobacco Industry Act No. 10 of 2019) that regulates the tobacco industry better.

## **Well established marketing infrastructure**

We have four tobacco selling floors located across Malawi's four tobacco growing divisions. With a robust IT infrastructure, these selling floors have adequate warehouse space to handle huge volumes of tobacco. The floors have the capacity to sell up to 25,000 bales in a day.

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