



***Market Brief for Djembe Drums Exports
to the United States of America***

Market Brief on Drums (Djembe)

Percussion Musical Instruments (Drums)

[e.g. Djembe]

Harmonised (HS) Code = 920600

The target users for the market brief on drums (djembe) from Ghana are as follows:

1. National Association of Handicraft Exporters

The producers and exporters of Percussion Musical Instruments. This Association is expected to be the primary users of the brief.

2. Ghana Trade Missions Abroad

- a. Washington DC Office
- b. London Office
- c. Brussels Office
- d. Geneva Office

3. Ghana Embassies Abroad

- a. All Ghana Missions

4. Financial Institutions

- a. All Ghanaian Banks
- b. Insurance companies

5. Importers

- a. Buyers of Artisan products
- b. Importers of Gift Items

6. Chambers of Commerce

- a. Chambers of Commerce of Importing Countries

7. Universities (Academia)

- a. School of Performing Arts – University of Ghana
- b. Ghana School of Business – University of Ghana
- c. College of Art - KNUST

8. Foreign Embassies in Ghana

- Commercial Sections of Embassies in Ghana

9. Export Service Providers

- Ghana Shippers Council
- Ghana Institute of Freight Forwarders
- Institute of Packaging Ghana (IOPG)

Purpose

The aim is to provide concise overview of conditions of United States market and market trends of traditional musical drums, such as Djembe.

Overall objective is to facilitate the increase of export trade of percussion musical instruments in Ghana.

Djembe

It includes Djembe, Conga, Dondo, Atumpan, Xylophone etc. Considering the volume of exports to the US market, Djembe drums have been registering about two-thirds of total export figures of percussion musical instruments.

It is a musical drum instrument carved to an even thickness of about 3/4 inch top to bottom, Djembes are made from **Tweneboa** or **Sese** wood, a Mahogany-type wood that is lightweight and durable, an excellent wood for drum making or a Red wood. The top and bottom rings are sometimes wrapped with a colorful cloth or the inside flesh hoop is painted and the outside of the shell is oiled. These drums sound and look beautiful.



Other Features include:

polished surface, colourful cloth inside, artistic design at the base, lightweight, beautiful looking , no sophisticated packaging, user friendly and product security during shipment,

With its remarkably flexible range of tones, produced by its thin animal skin, shaped and tight tuning, the Djembe is West Africa's most popular drum used throughout West Africa today. It is traditionally produced from Ghana, Senegal, Guinea, Burkina Faso and the Cote d'Ivoire amongst the Akan, Ga, Bambara, Mandingo and Malinka tribes.

Musical Tones from Djembe Drum

- The **bass** is played with an open hand in the centre of the drum producing an incredibly deep and resonant note.
- The **tone** is played on the side of the skin with a firm hand, producing a high pitched note.

- The **slap** is played by an open hand pivoted on the side of the drum, throwing the fingers forward to slap the skin. This produces a crisp, sharp note which can cut through the loudest music.

The main raw materials are the wood, animal skin and the ropes.



Grades

The quality of the skin used for the drums is determined by the type of animal skin to be used. It is however being graded as enlisted below;

- *Antelope skin djembe drum* (1st Grade)
- *Goat / Sheep skin djembe drum* (2nd Grade)
- *Cow skin djembe drum* (3rd Grade)

The first grade always gives the high-pitched notes and it decreases as it moves to the 2nd and the 3rd grades.

Sizes

The size ranges from 6ins to 20ins faces

Packaging

There is no standard packaging as importer determines specific packaging. Exporters should provide adequate transport packaging to prevent damage to the product. A narrative depicting the concept surrounding the product design as well as its picture and dimensions are pasted on the product.

Packaging for Shipment

- To protect against scratches on the leather (face), foam is cellotaped to cover the face.
- A paper carton is used to protect the effect of moisture which speeds up the growth of moulds (a green or grey fungus that grow on wood) which destroy the wood.

Main Uses

The drum is used mainly for;

- playing music
- decorations
- training, and
- as a cultural artefact

Additionally, there are opportunities in the export of accessories like the skins, strings and the wood.

Accessories

To sustain the desired tone of the drum the under-listed items or accessories are used for repairs and maintenance:-

1. Djembe Rope Puller:

This rope puller is designed to tighten the rope when there is loosened rope-tension on the djembe.



2. Aluminium Double Rope Puller:

This two-handed rope puller is the perfect solution to making re-heading of the rope-tension drum fast and easy.



3. Cow Skin:

Cow skins from northern Ghana with the hair left on could be used to repair a torn out skin of an old drum. The cow skins are suitable for re-heading the djembe.



4. Goat Skin :

Goat skins from Ghana with the hair left on could be used to repair a torn out skin of an old drum. The goat skins are suitable for re-heading the djembe.



These accessories are being sold at various percussion shops in the United States such as Afrodesign Studios.

Target Market: **United States of America**

Ghana's export of Percussion musical instruments (mainly traditional drums) to the world in 2003 was US\$ 958,000 of which USA recorded US\$365,000 whilst exports to Germany, Netherlands and United Kingdom were US\$ 181,000; US\$69,000 and US\$64,000 respectively.

The major competitors in the US market from the ECOWAS sub-region are *La Cote d'Ivoire, Mali, Senegal and Guinea*. The Table A below depicts value of exports, the unit price and the growth rate between 1999-2003.

Table A

	Country	Value US\$ Thousand	Qty	Unit Price US\$	Growth Rate between 1999-2003
1.	Ghana	365	37,397 units	10/unit	-7
2.	Mali	153	4,122 units	37/unit	69
3.	Guinea	77	2,673 units	29/unit	14
4.	Cote d'Ivoire	55	762 units	72/unit	-10
5.	Senegal	35	1846 units	19/unit	-2

Source: ITC Trademap

Factors Affecting Demand

1. **Competition** – Even though Ghana exports high volume and value of the product to the US market, there is intensive competition from the ECOWAS sub region.
- 2.. **Cultural** – There is growing number of Black Art Festivals celebrations throughout the US, the musical and dancing groups who uses the djembe drums as well as the music and dance schools across different states.

Market Access

- a) Ghana faces no tariff and quota problems in the export of drums to the U.S. market due to the African Growth and Opportunity Act (AGOA) facility.
- b) Though, Ghana is benefiting from AGOA, exporters of djembe drums to US market (that of UK, The Netherlands, France, Germany and Italy) must adhere to the following requirements;
 - Veterinary Service Department of the Ministry of Food and Agriculture must conduct health inspection on the leather (animal skin) for Anthrax disease. A Health Inspection Certificate on Anthrax is issued to the exporter.

- A Certificate of Origin document is required from Ghana National Chamber of Commerce and Industry for the export of drums from Ghana to US and the European Union markets.
- The Port Health Authority also ensures that fumigation is performed on the drums. Exporters are then issued with the Certificate of Fumigation prior to the shipment.

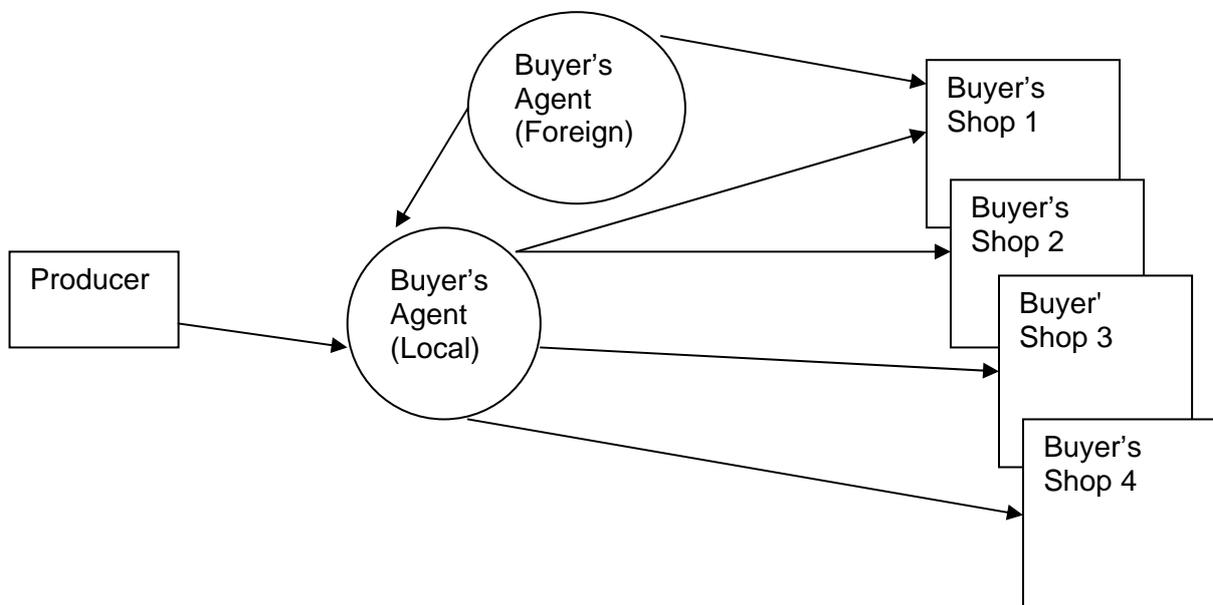
Distribution Channels

a) By Importer / Distributors

This is done through the Importers' agents. The goods are shipped directly to the shops or wholesales of the Importer / Distributors.

It is mainly through the buyer's agents in Ghana

- Exhibitions are organised locally by the agents.
- Products are selected
- Orders are given out to the companies (producers and exporters)
- Products are produced within a specified period
- Agents inspect, package and ship to buyers
- Partial payments are made through financial institutions for production
- Final payments are received upon receipt of goods by the importer



b) Through Retailers

Exporting companies export direct to some retail shops, normally called "African shops" which are closer to the consumers.

c) *Through Tourists*

Ghana has established various art and craft tourist shops in our major cities where visitors always patronise these drums to their home countries.

Useful importers and distributors/wholesalers

1. Irie Tones

IRIE TONES
Warehouse/Office Address:
Irie Tones Music
521 West 500 North
Salt Lake City, UT 84116
U.S.A.

Phone:

Toll-free from within the United States: +1
(866) DJEMBES (353-6237)
Direct Phone Number: (801) 746-8343
Outside the United States: +1 (801) 746-
8343

Fax: +1 (786) 524-2351

Direct Email:

General Information: info@irietones.com
Customer Service and Sales:
sales@irietones.com
PayPal Payments: sales@irietones.com
Vendor Inquiries:
purchasing@irietones.com
Website Issues:
webmaster@irietones.com

2. Music Schools and Centres

African Music Teachers and schools
Frank Lazzaro
Drums/Percussion 739 Arden Dr.
Encinitas, CA 92024
(760) 942-1326 www.frankdrums.com

3. Pier 1 Imports <http://www.pier1.com/store>

4. Targets: <http://target.com>

5. Mammax. <http://www.mammax.com>

PRICES

- a) Competitors in the sub-region to the US market

<u>Country</u>	<u>Unit Price US\$</u>
Ghana	10/unit
Mali	37/unit
Guinea	29/unit
Cote d'Ivoire	72/unit
Senegal	19/unit

Source: ITC Trademap

Ghana is registering low unit price which might be attributed to varying sizes, design, quality, type of packaging and the mode of transportation.

Otherwise, Ghana is exporting high volume and value in the US market

It is of interest to note that the retail price of Ghana's djembe drums keenly compete with the other West African competitors

Examples

At Afrodesign Studios

Djembe: Size: 22 x 14 ... US\$ 139 (Retail Price)

Website: <http://catalog.afrodesign.com/index.php>

Motherland Music -

- a) Djembe
- | Size | Retail Price |
|---------------|--|
| 9"-10" x 19" | = \$179 |
| 11"-12" x 23" | = \$259.99 (more designs on the wood) |
| 12"-13" x 24" | = \$379.99 |

Website: <http://www.motherlandmusic.com>

PROMOTION

1. Trade Fairs

Attendance at trade fairs such as :

- **Sources in New York**
- **San Francisco International Gift Fair**
- **New York International Gift Fair**

2. Websites

To promote the products on Ghana Export Promotion Council website.

(www.gepcghana.com)

3. Importers Websites

Pier 1 Imports <http://www.pier1.com/store>

Targets : <http://target.com>

Marmax. <http://www.mammax.com>

4. Certification

- Eco-labelling on the package to show that the wood was obtained from environmentally managed forest.
- Certificate of Origin from Ghana National Chamber of Commerce & Industry.

5. International African-American festivals

- Black Art Festivals in U.S
- Some West African Countries National Days in US. (e.g. Ghana Day)

6. Music Schools and Centres

- Frank Lazzaro Music School.