



## Boosting Agricultural Productivity for Economic Growth in Africa

14 - 17 June, Cape Town \* South Africa

In partnership with:



### Background:

**EMRC** will be holding its first AgriBusiness Forum **in Africa** in partnership with the [Agricultural Business Chamber of South Africa](#). The Forum will look at the food crisis not as a threat but as an opportunity to increase production, the time has come to reverse the decades-long decline in investment in agriculture and secure a sustainable future for African food supplies.

Farmers and businessmen must work together to respond to the challenge; it is crucial to identify the sources of finance including investment funds, to increase awareness of the latest technologies and innovative ideas and to encourage North-South, South-South and regional collaboration. As the former UN Secretary General and Nobel Prize winner Kofi Annan said, Africa needs "nothing less than a green revolution transforming every aspect of farming on the continent", **the AgriBusiness Forum 2009 will present alternative solutions for efficient and sustainable agricultural & economic growth.**

With the support of major international organisations, foundations, financial institutions and multinationals, the AgriBusiness Forum 2009 will showcase successful partnerships and projects and will present financing opportunities. On-going projects and ideas will be discussed during plenary sessions, workshops and one-on-one meetings.

The AgriBusiness Forum 2009 wishes to contribute to sustainable economic growth in Africa by furthering the development of agriculture, the agro-food and the bio-energy industries.

### The Forum's participants:

- Over 350 delegates are expected from Africa, Europe, the Americas and Asia
- Delegates will include: industry leaders, cooperatives, SMEs, Financiers, Government officials, NGOs, researchers, international organisations, multinational and bilateral donors

**The EMRC-Rabobank Project Incubator Award** for innovative African projects, will be presented by Rabobank top management on Tuesday evening, 16<sup>th</sup> June

**You join the Forum - and we build your business bridges**

## FORUM AGENDA

### DAY 1 – SUNDAY 14<sup>TH</sup> JUNE 2009

- 12:00 Registration throughout the day
- 16.30 Icebreaking Event – get to know each other: Wine tasting tour – discovering the Stellenbosch Area around Cape Town
- 19.30 Welcome Dinner and Presentation of Participants

### DAY 2 - MONDAY 15<sup>TH</sup> JUNE 2009

- 08.30 Registration
- 09.00 **Opening Remarks**  
*The Government of South Africa: The Presidency, The Minister of Agriculture, President of EMRC, President of ABC*
- 09.30 **Overview of the global economic situation and its impact on Agriculture in Africa**
- Setting the scene: mega-trends (urbanization, globalization, etc) as drivers of investment opportunities along the Agri-Food chains in Africa
  - Identifying opportunities
  - Financial crisis – the implications
- 10.30 *Coffee & Tea Break*
- 11.00 **Unleashing private sector investments into African agribusiness**
- Assessing and reforming the business climates
  - Investment promotion and facilitation
  - Entrepreneurship development, capacity building
  - Ensuring responsible business practices
- 12.00 **EMRC-Rabobank Project Incubator: Innovative Projects from Africa**
- Presentation of selected projects EMRC-Rabobank Project Incubator. The winners will be announced during the Gala Evening on Tuesday 16<sup>th</sup> June
- 13.00 *Networking Lunch*
- Thematic Sessions**
- 14.15 **Session I: Assessing and accessing markets – encouraging trade**
- Strategies and innovation for domestic and regional markets
  - Strategies and innovation for global markets – the export opportunities

15.45 *Coffee & Tea Break*

16.15 **Session II: Increasing and maintaining competitiveness**

- Increased efficiency along supply chains
- New technologies
- Management strategies and tools
- Agriculture innovation, development & research

19.30 *Welcome Cocktail*

**DAY 3 – TUESDAY 16<sup>TH</sup> JUNE**

09.00 **Session III: Public-Private Partnerships along the value chain**

- Presentation of best practices and successful cases

10.30 *Coffee & Tea Break*

11.00 **Session IV: Ensuring raw material supply**

- Inclusive business models and contracts
- Local sourcing
- Benefits of cooperatives
- Seeds and fertilisers
- Irrigation technologies

12.30 *Networking Lunch*

13.45 **Session V: Meeting investment capital needs**

- Development banks (international, regional, national)
- FDI; private equity funds; sovereign funds
- Donor financing
- African private banks
- Micro finance - financial assistance to the small holders

15.15 *Coffee & Tea Break*

16.00 **Parallel Workshops:**

- Workshop I:** Specific quality products (organic, fair trade, geographic indication)
- Workshop II:** Interfacing Bioenergy and Agribusiness

**Throughout the afternoon Peer assisted B2B**

20.00 **Gala Evening:** Presentation of the EMRC Awards and EMRC-Rabobank Project Incubator Awards 2009, in presence of Government officials, Ambassadors, the media and the business community

**DAY 4: WEDNESDAY 17<sup>TH</sup> JUNE****09.00 Parallel Workshops:**

**Workshop III:** Global Imaging and mobile telephony to improve productivity  
**Workshop IV:** SMEs as engine for growth

10.30 *Coffee & Tea Break*

**11.00 Parallel Workshops:**

**Workshop V:** Clusters and agro-food parks  
**Workshops VI:** Interfacing Health and Agribusiness

**12.30 Closure of the Forum and certificate ceremony**

13.30 *Networking Lunch*

15.00 *Tour of Cape Town*

**Throughout the day Peer assisted B2B****Invited speakers include:**

- *Akin Adesina, Vice President for Policy and Partnership – AGRA, Kenya*
- *Ngozi Okonjo-Iweala, Managing Director, World Bank, USA*
- *Geoffrey C. Mrema, Director, Rural Infrastructure and Agro-industries Division – FAO, Italy*
- *Doyle Baker, Chief of Agricultural Management, Marketing & Financial Service – FAO, Italy*
- *John Purchase, Chief Executive Officer Agricultural Business Chamber - South Africa*
- *Monty Jones, Executive Secretary – FARA (Forum for Agricultural Research in Africa), Ghana*
- *Sean de Cleene, VP Africa Programmes & Business development – YARA International, Norway*
- *Thomas de Man, President, Africa and the Middle East – Heineken, The Netherlands*
- *John Harrod, Corporate Relations Director, Diageo Africa*
- *Moochikal Damodaran Ramesh, President & Regional Head S&E Africa – Olam International, South Africa*
- *Henk Knipscheer, Sr Managing Director – Global Operations – Winrock Int'l, USA*
- *Hugh Scott, CEO Africa Enterprise Challenge Fund (AECF), Dep. For Int'l Dev. (DFID), UK & Kenya*
- *Tom Adlam, Managing Director - African Agricultural Capital, Kenya*
- *Arthur Levi, former Head IFC (International Finance Corp.) Europe, France*
- *Loic Sadoulet, Prof. Economics, Faculty Lead Africa Initiative, INSEAD Bus. School, France*
- *Rustom Masalawala, Associate Director – The Earth Institute at Columbia University, USA*
- *Refael Dayan, General Manager, Green 2000, Israel*
- *Bradley Buck, Director Business & Practice Expansion, Intl Development, Land O'Lakes Inc., USA*
- *Walter Mayer, CEO – Progis Software, Austria*
- *Michel Lavollay, Senior Advisor on Health (HIV-Malaria-TB), Belgium*