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## Boosting Agricultural Productivity for Economic Growth in Africa

14 - 17 June, Cape Town \* South Africa

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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**

## EMRC

Established in 1992 in Brussels, **EMRC** is an international non-profit association composed of a network of entrepreneurs, financiers, consultants and officials coming from some 100 countries and 4 continents. EMRC has developed activities aimed to promote trade and economic relations between developed and developing countries like the Business Forums and Economic Missions. The Business Forums – “Agribusiness Forum” and “Africa Finance & Investment Forum” – aim at developing Africa’s private sector and improving the business environment by presenting concrete solutions and successful practices.

## The AgriBusiness Forum

The Forum, in its **first edition in Africa**, will be held in **Cape Town**, South Africa from Sunday **14<sup>th</sup>** to Wednesday **17<sup>th</sup> June 2009**. This is an international business event designated for the private and public sectors from North and South with a special focus on Africa-Europe. The EMRC AgriBusiness Forum 2009 wishes to contribute to the **sustainable economic growth of Africa** by further development of its agriculture, agro-food and bio-energy industries, and with the expertise, experience and involvement of knowledgeable individuals and institutions. EMRC is collaborating with some of the main organisations, experts, research centres, industries and financial institutions (previous partners include: FAO, IFAD, WFP, IFC, FARA, The Global Fund, UNAIDS, Rabobank, FMO, Heineken, Diageo, Monsanto<sup>1</sup>) to offer the best platform to match the demands from Africa with worldwide offers. The Forum participants will, in addition, enjoy sectorial, personalised and pre-arranged business meetings organised on the basis of specific requests and interests.

## Forum Rationale

The AgriBusiness Forum 2009 will showcase successful partnerships and present viable investment opportunities. On-going projects and project proposals will be discussed during the sessions, the workshops and the one-on-one business meetings in order to promote stable partnerships and to identify the best tools for development and investment in the continent.

***Improving Productivity to alleviate poverty and to ensure food security*** will be the general concept for the AgriBusiness 2009. The food crisis is still very present and by 2050 food demand will double. Improving the productivity is not only a must to respond to future requirements, but also an opportunity to promote economic growth in Africa. Improving productivity will create movement in the value chain and more employment opportunities for SMEs; it will consequently generate prosperity in the rural areas and build a more encouraging environment. The Forum, like all EMRC projects and activities, will emphasise the private sector’s contribution and we invite all those interested in Africa’s economic growth to join forces and to join and support the AgriBusiness Forum 2009.

## Who will attend the EMRC AgriBusiness Forum 2009?

The Forum will gather around **350 delegates** from the African, European, American and Asian private sector, investors, bankers, donors, research institutes, industry representatives, project developers, NGOs and government officials in order to discuss and showcase best practices and successful projects in boosting Africa’s agricultural and agro-industry sectors. EMRC welcomes all those who want to participate in improving the level of knowledge and entrepreneurship in the Agri-Food sector in Africa, to render its economy vibrant and attractive. The AgriBusiness Forum 2009 will be an **effective instrument** in guiding

the African Continent towards full integration into the world economy as a true key player.

**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*

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