AGENDA

WEDNESDAY 26 NOVEMBER 2008 - SEKEM FARM, Belbeis

9:15-11:15 OPENING SESSION
Moderator: Todd Benjamin (CNN International, Contributing Editor)

a) Opening Remarks
• Dr. Ibrahim Abouleish, Founder of SEKEM
• Dr. Yoshi Uramoto, Deputy Director-General, UNIDO
• H.E Counsellor Giovanni Maria De Vita, Head, Commercial Office, Italian Embassy to Egypt
• On behalf of H.E. Amin Ahmed Abaza, Minister of Agriculture and Land Reclamation, Egypt: Dr. Saad Nassar, Special Advisor to the Minister
• On behalf of H.E. the Egyptian Prime Minister, Dr. Ahmed Mahmoud Mohamed Nazif: H.E. Dr. Othman Mohamed Othman, Minister of Planning and Local Development

b) Interactive panel discussion (Davos format) with members of the “International Advisory Board” on Sharing Innovative Agribusiness Solutions
Panelists:
• Dr. Yoshi Uramoto, Deputy Director-General, UNIDO
• Dr. Ibrahim Abouleish, Founder of SEKEM
• Mr. M. Albraithen, Assistant Director General for the Near East, Food and Agriculture Organization of the UN (FAO)
• Mr. Ian Bretman, Director of Strategy and Policy, Fairtrade Labeling International
• Mr. Alan Bryden, Secretary-General, International Organization for Standardization (ISO)
• Mr. Mansour Cama, UNIDO Goodwill Ambassador and CEO, Senegalese Investment Company
• Dr. Ashok Gulati, Director in Asia, International Food Policy Research Institute (IFPRI)
• Father Godfrey Nzamuju, Director-General, Songhai Center
• Mr. Ranjit Page, CEO, Cargills (Ceylon) Ltd.
• Mr. Daniele Rossi, Director-General, Italian Food Industry Association (Federalimentare)
• Mr. Nasser Al-Kahtani, Executive Director, Arab Gulf Programme for United Nations Development Organizations (AGFUND)
• Mr. Abdul-Rahman Taha, General Manager, Islamic Corporation for Insurance of Investments and Export Credits (ICIEC)
• Mr. Michael Essex, Director for the Middle East and North Africa, International Finance Corporation (IFC), Member of the World Bank Group
• Mr. Mangina Srinivas Rao, ITC Ltd Agri Business Division

11:45 -17:30 SESSION I: INTRODUCTION AND DISCUSSION OF THEMES AND SELECTED INNOVATIVE AGROBUSINESS SOLUTIONS

11:45 a) Supply/value chains, market access and linkages
Presentation by: Dr. Thomas Reardon, Professor, Department of Agricultural, Food and Resource Economics Michigan State University, USA (UNIDO Expert)
Moderated by: Mr. Doyle Baker, Chief, Rural Infrastructure and Agro-Industries Division, Food and Agriculture Organization of the UN (FAO)

Panelists:
• Mr. Mangina Srinivas Rao, TC Ltd Agri Business Division, “Choupal Saagar & e-Choupal: Hub and spokes as Rural Business Platform”, India
• Ms. Bhushana Karandikar, Mahagrapes, “Enabling small farmers to access overseas markets”, India
• Mr. Pradeep Neermul, Ministry of Agro Industry, Food Production and Security, “Seafood Hub”, Mauritius
• Mr. Sy Mohamed Lamine, Association Africa agro Export (AAFEX), “The experience of Association Africa agro Export”, Burkina Faso

12:30  b) Compliance with standards and conformity assessment

Presentation by: Dr. Marian Garcia Martinez, Senior Lecturer, University of Kent, UK (UNIDO Expert)
Moderated by: Mr. Alan Bryden, Secretary-General, International Organization for Standardization (ISO)

Panelists:
• Mr. Mahmoud El Bassyouny, Etrace, “Traceability of Agro Industrial Products for the European Market”, Egypt
• Mr. Apollo Onyango, Kenya Horticultural Exporters Ltd., “Providing market opportunities to Smallholder Farmers through Simple Quality Management Systems”, Kenya
• Ms. Morag Webb, Europe-Africa-Caribbean-Pacific Liaison Committee Pesticides Initiative Programme(COLEACP-PIP), “Supporting compliance within the ACP Fresh Fruit and Vegetable Sector”, ACP Countries
• Mr. David Denton, Chartered Institute of Environmental Health (CIEH), “CIEH-UNIDO partnership in food safety qualifications” (The case of Sri Lanka), UK
• Prof. Hamish Gow, Partnership for Food Industry Development (PFID), University of Michigan, “Global food Safety Initiative (GFSI)”, USA

13:15  c) Technology and value addition

Presentation by: Prof. Achille Franchini, Head of Department of Food Science, University of Bologna, Italy (UNIDO Expert)
Moderated by: Mr. Daniele Rossi, Director-General, Italian Food Industry Association (Federalimentare)

Panelists:
• Mr. Alberto Ghiraaldi, NOMOS SRL, “Passive refrigeration for postharvest/post slaughter/ postfishing/postmilking storage and transport of perishable foodstuff”, Italy
• Mr. Baoxing Zhao, Beijing Liangmo Technology Development Co. Ltd., “Grain Storage Technology”, China
• Mr. Guy F. Reinaud, Pro-Natura International, “Green charcoal and biochar”, France
• Mr. Ayed Amr, Higher Council for Science and Technology, “Role of Science & Technology in Agribusiness”, Jordan

14:00  d) Innovative forms of financing

Presentation by: Mr. Ron Kopicki, former Senior Private Sector Development Specialist, World Bank, USA (UNIDO Expert)
Moderated by: Mr. Nasser Al-Kahtani, Executive Director, Arab Gulf Programme for United Nations Development Organizations (AGFUND), Saudi Arabia

Panelists:
• Mr. Fritz Monking, Horus Food & Agribusiness Equity Fund /Rabobank, “Provision of Risk Capital”, Egypt
• Mr. Ranjit Page, CEO, Cargills (Ceylon) Ltd., “Linking Small Farmers to the Market Place”, Sri Lanka
• Mr. Michael Essex, Director for the Middle East and North Africa, International Finance Corporation (IFC), Member of the World Bank Group, Egypt
• Mr. Coast Sullenger, GAIA International, “GAIA World Agri Fund”, Switzerland

14:45  Introduction by: Mr. Helmy Abouleish, Managing Director, SEKEM Group, Egypt

15:00  Lunch hosted by SEKEM

16:00  e) Tour of SEKEM Farm: Applied Agribusiness Solutions


THURSDAY 27 November 2008 - FAIRMONT HOTEL, Heliopolis, Cairo

8:30-15:00 SESSION II: SOLUTION SHARING AND MATCHMAKING

8:30-15:00 a) Individual matchmaking to promote replication/scaling up of innovative agribusiness solutions
Organized by: UNIDO Investment Promotion Unit (IPU) in Egypt
WHITE CONFERENCE HALL

8:30-11:45 b) Parallel sessions: presentations & discussions of individual agribusiness solutions and other topics
COLOURED CONFERENCE HALL

THEME 1: SUPPLY/VALUE CHAINS, MARKET ACCESS AND LINKAGES

GROUP 1.1 Chair: Dr. Ashok Gulati, Director in Asia, International Food Policy Research Institute (IFPRI), India
Rapporteurs: Dr. Thomas Reardon, Professor, Department of Agricultural, Food, and Resource Economics Michigan State University, USA (UNIDO Expert), Ms. Kavery Ganguly, IFPRI, India

Panelists:
- Dr. Mohamed Esham, Sabaragamuwa University of Sri Lanka, Farmer-Agribusiness Linkages -- A Case Study of Hybrid Maize, Sri Lanka
- Ms. Bhushana Karandikar, Mahagrapes, “Enabling small farmers to access overseas markets”, India
- Mr. Ranjit Page, CEO, Cargills (Ceylon) Ltd., “Linking Small Farmers to the Market Place”, Sri Lanka
- Mr. Ian Bretman, Director of Strategy and Policy, Fairtrade Labeling International, “Fairtrade Labeling” UK
- Mr. Guy-Amédée Ajanohoun, UEMOA, “Regional Approach to Agribusiness development” - (in French), UEMOA
- Mr. Mangina Srinivas Rao, TC Ltd -Agri Business Division, “Choupal Saagar and e-Choupal: Hub and spokes as Rural Business Platform”, India

Questions and Answers for Group 1.1

GROUP 1.2 Chair: Mr. Doyle Baker, Chief AGSF (Agricultural Management, Marketing and Finance Service), Food and Agriculture Organization of the UN (FAO)
Rapporteur: Dr. Thomas Reardon, Professor, Department of Agricultural, Food, and Resource Economics Michigan State University, USA (UNIDO Expert)

Panelists:
- Mr. Ali Berrada, UNIDO, “UNIDO Export Consortia Programme”, Morocco
- Mr. Likando Mukumbuta, Zambia Agribusiness Technical Assistance Centre (ZATAC) Ltd., “Developing competitive export capacity for a small group business through Enterprise Development Support (EDS) and innovative financing”, Zambia
- Prof. Rami Zurayk, American University of Beirut, “Business Solution to help smallholder organic producers” Lebanon
- Mr. Ajay Kakra, YES Bank Limited, “Integrated Agro Food Park” (IAFP), India
- Mr. Daniele Rossi, Director-General, Italian Food Industry Association (Federalimentare), “Links between the agro-industrial value-chain and innovation in Europe and the Mediterranean”, Italy

Questions and Answers for Group 1.2
11:45-15:00  b) Parallel sessions: presentations & discussions of individual agribusiness solutions and other topics

**THEME 2  COMPLIANCE WITH STANDARDS AND CONFORMITY ASSESSMENT**

**GROUP 2.1**

**Chair:** Mr. Lalith Goonatilake, Director, Trade Capacity Building Branch, UNIDO, Vienna  
**C-Chair:** Ms. Kenza Le Mentec, Economic Affairs Officer, World Trade Organization (WTO) – Secretariat of the Standards and Trade Development Facility (STDF)  
**Rapporteur:** Dr. Marian Garcia Martinez, Senior Lecturer, University of Kent, UK (UNIDO Expert)

Panelists:
- Mr. Mahmoud El Bassyouny (Etrace), Mr. Vincenzo Puliatti, IT Synergy, Mr. Samir El-Gammal (GOIEC), Egypt, “Traceability of Agro Industrial Products for the European Market”
- Mr. Simon Derrick, Blue Skies Holdings Ltd., “Caretrace”, UK
- Mr. Silas Nghabi Ng’habi, VEFDA-Tanzania, “Quality Assurance, Food Safety and Traceability in the Honey Supply Chain - from Bee-to-Bottle”, Tanzania
- Mr. Apollo Onyango, Kenya Horticultural Exporters Ltd., “Providing market opportunities to Smallholder Farmers through simple Quality Management Systems”, Kenya
- Mr. David Denton, Chartered Institute of Environmental Health (CIEH), “CIEH-UNIDO partnership in food safety qualifications: The case of Sri Lanka”, UK

Questions and Answers for Group 2.1

**GROUP 2.2**

**Chair:** Prof. Hamish Gow, Partnership for Food Industry Development, University of Michigan, USA  
**Rapporteur:** Dr. Marian Garcia Martinez, Senior Lecturer, University of Kent, UK (UNIDO Expert)

Panelists:
- Ms. Morag Webb, COLEACP PIP, “Supporting compliance within the ACP Fresh Fruit and Vegetable Sector”, ACP Countries
- Mr. Israel Dela Cruz, Bureau of Agriculture and Fisheries Product Standards, “Good Agricultural Practices Certification: Increasing Marketability of Philippine Fruits and Vegetables”, Philippines
- Ms. Florence Nagawa, Agro Eco Eastern Africa Branch/ EPOPA, Export Promotion of Organic Products from Africa: Development through Trade”, Uganda
- Mr. Thierry Alban Revert, International consortium of Future Energies (ICOFEH), National Organic Produce Initiative, South Africa
- Mr. Said Sabri, Palestinian Gardens (Palgarden), “Rurally Produced, Globally Treated Through Private Partnership”, Palestine
- Mr. Marco Falappa, SINT Technologie, “Improvement of the hygienic/sanitary conditions in the meat chain”, Italy

Questions and Answers for Group 2.2

8:30-11:45  b) Parallel sessions: presentations & discussions of individual agribusiness solutions and other topics

**THEME 3  TECHNOLOGY AND VALUE ADDITION**

**GROUP 3.1**

**Chair:** Mr. Karl Schebesta, Agro –Industries Branch, UNIDO, Vienna  
**Co-Chair:** Prof.Mohamad Gomaa, Independent Consultant  
**Rapporteur:** Prof. Achille Franchini, Head of Department of Food Science, University of Bologna, Italy (UNIDO Expert)

Panelists:
- Mr. Baoxing Zhao, Beijing Liangmo Technology Development Co. Ltd., “Grain Storage Technology”, China
- Prof. Chahbani Bellachheb, Arid Regions Institute, “Buried diffusers: a new irrigation technique for trees, vegetables and plants in containers”, Tunisia
- Mr. Emmanuel Kwaya, Raw Materials Research and Development Council, Prof. Ayoade Kuye, University of Port Harcourt, “Design, Fabrication, Installation and Testing of an improved flash dryer for producing 500 kg/hour of high quality cassava flour”, Nigeria
• Mr. Luciano Mondardini, Pavan SRL, “Small scale complete transformation units from grains to finished products for composite precooked flours, cous cous and pasta”, Italy
• Mr. Armando Barozzi, FAVA, “Advanced technology for transforming semolina or soft wheat flour into pasta or couscous”, Italy

Questions and Answers for Group 3.1

GROUP 3.2  Chair:  Mr. Amr Farouk, Director, Business Development and Compliance, SEKEM Group, Egypt
Rapporteur:  Prof. Achille Franchini, Head of Department of Food Science, University of Bologna, Italy (UNIDO Expert)

Panelists:
• Ms. Noemi Edith Cermesoni, TriTellus SRL, Production of biodegradable and compostable bags, waste management and Plant for the production of compost, Argentina
• Mr. Guy F. Reinaud, Pro-Natura International, “Green charcoal and biochar”, France
• Mr. Matthew Hayden, Trade Plus Aid Africa, “Carbon Driven Biogas Program”, South Africa
• Mr. Alberto Ghiraldi, NOMOS SRL, “Passive refrigeration for postharvest/post slaughter/postfishing/postmilking storage and transport of perishable foodstuff”, Italy
• Mr. Ayed Amr, Higher Council for Science and Technology, “Role of Science & Technology in Agribusiness”, Jordan
• Mr. Il Chul Ri, Embassy of the Democratic People’s Republic of Korea in Austria, “Songchon goat milk dairy project”, DPR Korea
• Mr. Giuseppe Martelli, Bio-Energy solutions, BioEnergy, Italy
• Tobias Bandel, Eco Profit, “CO2 Assessment, Carbon footprint experience”, Egypt

Questions and Answers for Group 3.2

11:45-15:00   b) Parallel sessions: presentations & discussions of individual agribusiness solutions and other topics
ROCK CONFERENCE HALL

THEME 4  INNOVATIVE FORMS OF FINANCING

GROUP 4.1  Chair:  Mr. Abdul-Rahman Taha, General Manager, Islamic Corporation for Insurance of Investments & Export Credits (ICIEC), Saudi Arabia
Rapporteur:  Mr. Ron Kopicki, former Senior Private Sector Development Specialist, World Bank, USA

Panelists:
• Mr. Yiping Zhou, Special Unit for South-South Cooperation, UNDP, “South-South GATE system”, USA (a video will be shown)
• Mr. Fritz Monking, Horus Food & Agribusiness Equity Fund /Rabobank, “Provision of Risk Capital”, Egypt
• Mr. Ged Buffee, AOFF/International Research Institute for Organic Agriculture (FiBL), “EquiTrade™ (ET) - Fostering Co-ownership and Sharing Intangible Value with Poor Producers”, Switzerland
• Mr. Coast Sullenger, GAIA International, “GAIA World Agri Fund”, Switzerland
• Mr. Lamon Rutten, Audit Control and Expertise (ACE), “Credit support and financial engineering”, Switzerland

Questions and Answers for Group 4.1

GROUP 4.2  Chair:  Mr. Nasser Al- Kahtani, Executive Director, Arab Gulf Programme for United Nations Development Organizations (AGFUND), Saudi Arabia
Rapporteur:  Mr. Ron Kopicki, former Senior Private Sector Development Specialist, World Bank, USA

Panelists:
• Mr. Hashim Hussein, ITPO Bahrain/ARCEIT, Bahrain; Ms. Matilde Arocena, Flores Del Oeste, Uruguay; Mr. Fadi El Fath, Plants, Sudan, “Enterprise Creation and Investment Promotion -- Entrepreneurs Needed for Agribusiness”
• Ms. Nedal Hiyar, Merchants Union of Fruit and Vegetables, “Horticultural Export Fund”, Jordan
• Mr. Bigman Maloa, Limpopo Department of Agriculture, “Revitalization of the Mukumbani Tea Estate and Factory”, South Africa
Questions and Answers for Group 4.2

15:00   Lunch

SESSION III – CLOSING

16:30   Discussion of matchmaking results and report of panel discussions

Presentations by:
- Mr. Gerardo Patacconi, Chief, Productivity, Quality and Enterprise Upgrading Unit, TCB, UNIDO
- Dr. Thomas Reardon, Professor, Department of Agricultural, Food and Resource Economics Michigan State University, USA (UNIDO Expert)
- Dr. Marian Garcia Martinez, Senior Lecturer, University of Kent, UK (UNIDO Expert)
- Prof. Achille Franchini, Head of Department of Food Science, University of Bologna, Italy (UNIDO Expert)
- Mr. Ron Kopicki, former Senior Private Sector Development Specialist, World Bank, USA (UNIDO Expert)
- Mr. Marco Potecchi, Head, UNIDO Investment Promotion Unit (IPU), Egypt
- H.E. Walter Poveda Ricaurte, Minister of Agriculture, Ecuador

17:30   Official closing of the conference and presentation of the awards
        Conclusions and the Way Forward
        Mr. Paul Makin, UNIDO Representative and Head, Regional Office, Cairo
        Representative of the Government of Egypt