



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT  
ORGANIZATION



***International Conference***  
***Sharing Innovative Agribusiness Solutions:***  
***From Farms to Markets, Know-how and Finance***  
***Cairo, 26-27 November 2008***





## WHY

- The **current food crisis** has highlighted the vulnerability of developing country populations to fluctuations in global food prices and supplies.
- International action has been called upon to help countries overcome shortages and increase the availability of quality food at affordable price for all, including the poorest population groups, as well as for export.
- To respond to this challenge, UNIDO is increasing its efforts to improve agribusiness value chains, especially enabling small producers' access to markets, technology and finance so as to increase, productivity, quality and availability of safe food while fostering local sustainable employment and development.
- In this context, UNIDO is organizing, in cooperation with the Government of Egypt and SEKEM and with the involvement of key international organizations, financial institutions and businesses, an *international conference on sharing agribusiness solutions to be held in Cairo, 26-27 November 2008*.
- The conference is an outgrowth of the successful UNIDO project "*Traceability of agro-industrial products for the European market*" funded through a "*debt-for-development-swap*", which assists Egyptian farmers and food industry to overcome technical barriers to trade, and has facilitated the access of Egyptian food products to European markets.



## WHAT IS UNIQUE ABOUT IT

- In line with the principle of *Farm-to-Fork*, the 1<sup>st</sup> day of the conference **will be held in a farm** (the world-know farm SEKEM in Cairo).
- This conference will bring together agribusiness stakeholders, representatives of public and private technical and financial institutions, donors and academia to share and promote **innovative agribusiness solutions and best practices that can potentially be scaled up and/or transferred to other countries or communities.**
- Elicited ideas and solutions from the different regions will be collected and identified prior to the event according to defined criteria.
- The conference **will not focus on discussing problems and assessing needs** but it will rather be a business-like forum providing an **opportunity for matchmaking between those presenting successful and feasible solutions and those seeking new solutions to their agribusiness challenges, as well as on those ready to invest or provide development assistance and funding.**
- A **Board of Trustees** is being set up for this conference with the mandate to act as spokespersons for the event, thus assisting in attracting high-level support and raising the profile of the event, as well as advising on innovative agribusiness solutions.



## WHAT IS UNIQUE ABOUT IT

- It is more about the *process* of attaining solutions that lead to business opportunities than about the analysis of problems themselves—it is about “hows” and not “whats”
- It is about showcasing the results of indigenous solutions harvested and accumulated in/by developing countries (South)
- It is about asking people to show their solutions and involving them in potential expansion and replication
- It will witness real successes, the process required to achieve them and how they were implemented
- It will not make recommendations—rather it endeavors to establish a commitment for long term tangible pledges to maintain the potential activities
- It is about showing how people succeed in combating their food and agro challenges and about *involving all* of us in doing the same. In a nutshell it is about:

***“ Tell me, I forget.  
Show me, I remember.  
Involve me, I understand.”***

(Moore and Davis 1997)



## A SOLUTIONS-ORIENTED FORUM

- **Discrete, non-directive approach to promoting South–South cooperation**
- **Soliciting champions’ agenda to become the conference agenda (what are your preferred solutions and why?)**
- **Ensuring a continuous process of exchange is set in motion**
- **Equal opportunities for presenter and potential participants (whether individual buyers and suppliers, industries and retailers, traders and logistics businesses, NGO, Governments, donors, International organizations or academia)**
- **Inclusive matchmaking business-like forum on agribusiness solutions and financing opportunities**



## A SOLUTIONS-ORIENTED FORUM

The conference will focus on presenting **solutions** that proved to be successful (impact, cost-effectives,...) with regards to **four themes**:

- Supply chains and market access;
- Compliance with standards and conformity assessment;
- Technology and value addition; and
- Innovative forms of financing.

## A VIRTUAL PROCESS IN MOTION

As a follow-up, a *platform* will be initiated to:

- Support the **implementation of these solutions** that countries, communities, institutions, investors have adopted and offered support and funding;
- Continuously **identify and disseminate successful agribusiness solutions** thus promoting access to markets, technology and finance and South-South cooperation.



**Thank You for your attention!**