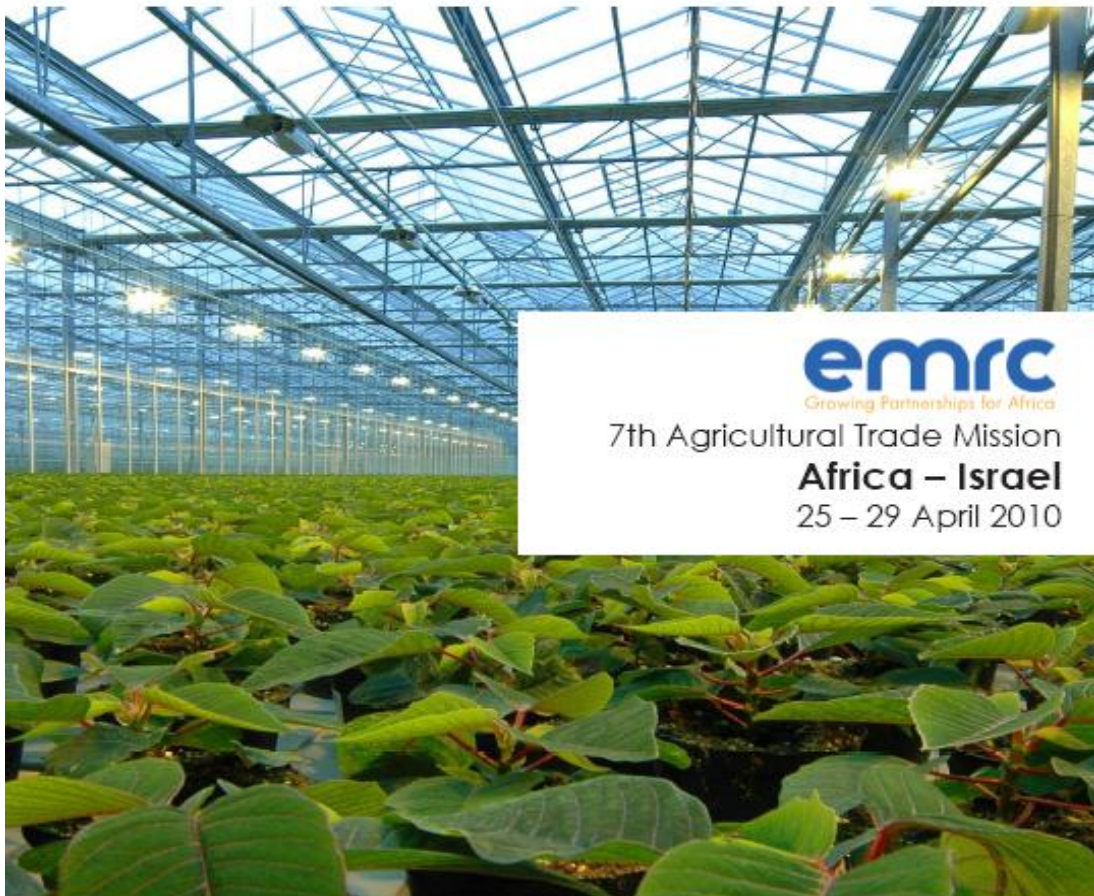


**emrc**   
**agricultural**  
**trade mission**  
AFRICA - ISRAEL



**emrc**  
Growing Partnerships for Africa

7th Agricultural Trade Mission  
**Africa – Israel**  
25 – 29 April 2010

In collaboration with:



## Who is EMRC?

**Established in 1992 in Brussels, EMRC is an International non-profit organization that promotes African sustainable development through the growing of business partnerships.**

### OUR MISSION

To promote the sustainable economic development of Africa with an emphasis on strengthening its private sector

***Through its "International Business Networking" EMRC emphasises the synergy between Developed Countries and Emerging Markets***

We believe that personal contact and business gatherings, during which information is shared and ideas are exchanged, are the best way to foster effective business matching, promote collaboration between business people across continents and build a mutual understanding in the international marketplace.

Our ultimate goal is to **grow partnerships between entrepreneurs and investors worldwide.**

Our main tools to implement our goals are the following:

1. **A multilingual & multicultural team of experts:** Our talented team has the skills, experience and expertise to provide solutions and supply the demand for information from both sides – international investors and corporations on the one side, and local project owners and entrepreneurs on the other.
2. **A "bank of information":** EMRC acts as a junction, from where practical information is constantly gathered and disseminated. This is done in cooperation with various sources: investors and entrepreneurs, private and public sectors, governmental bodies and international institutions from around the world.
3. **Strategic partners and viable contacts worldwide:** With sixteen years of experience in planning, organizing and producing conferences, seminars, business forums and business missions, we have gained valuable partners and contacts worldwide. Our strategic partners come from different sectors and industries:
  - International financial institutions, like; FMO (Netherlands Finance Company), ABN AMRO, Rabobank, IFC (Int'l Finance Corp.) - The World Bank group; EBRD – European Bank for Reconstruction & Development; EIB – European Investment Bank, DEG – German Development Finance Company.
  - International corporations like-: Heineken, Diageo, Vivendi, or Bombardiers;
  - International consultancy firms and Business Schools including: INSEAD, Clifford Chance, PriceWaterhouseCoopers, Booz Hamilton Allen and Ernest & Young.

EMRC considers itself a catalyst for the promotion of economic and trade relations between business leaders from around the world, and more specifically between EU and non-EU companies and individuals. Our forums and business events function as a platform, where the relevant parties present their ideas and opinions, meet potential business partners, political and business decision makers from around the world.

## OUR SERVICES

To address our mission, our activities concentrate around 4 poles:

- **Annual Business Forums** - The EMRC annual AgriBusiness Forum and Africa Finance & Investment Forum provide a platform for contact development and shared experience;
- **Business Development Services (BDS)** - EMRC offers personalized business development services to its members including consultancy and finance procurement services;
- **EMRC supports business innovation** - Through its semi-annual Project Incubator Award, EMRC supports small holders that contribute to their local communities through innovation and entrepreneurship;
- **Dialogues Magazine** - EMRC quarterly magazine, sent to all members, is distributed to a readership of some 100.000 composed of enterprises, banks, governments, embassies, European institutions and international organisations worldwide.

## 2. Mission Report – Agricultural Trade Mission Africa-Israel 2010

The seventh edition of the Africa-Israel Agricultural Trade Mission took place in Israel from the 25<sup>th</sup> to the 29<sup>th</sup> of April 2010. The event was organized in collaboration with MASHAV (the Israel Centre for International Cooperation of the Ministry of Foreign Affairs), CINADCO (Centre for International Agricultural Development Cooperation), the Institute of Exports of Israel and EMDEVIA.

The mission brought together some 33 participants from 9 African countries (Angola, Benin, Nigeria, Tanzania, Kenya, Senegal, Cameroon, Democratic Republic of Congo and Cote d'Ivoire), with a common interest in agriculture and livestock.

The goal of the mission was to discover Israeli expertise in agriculture and livestock and to initiate projects in Africa involving entrepreneurs, investors and Israeli officials. The 5 day programme consisted of networking opportunities, discussions and field visits -

### DAY 1 – HAZERA GENETICS – MINISTRY OF FOREIGN AFFAIRS



On the first day we visited Hazera Genetics. The company presented their products including improved seeds (tomatoes, seedless watermelons, corn, etc.) and shared with us their work in Africa – the group were then given a tour of the computerised greenhouses.

**Mr. Jawdat Badawieh**, Africa and Middle East Division Chief, proudly presented the achievements made in Africa, and stressed the fact that his company produces integrated projects, where all parameters are taken into account in order to provide the highest agricultural productivity.



Our day was followed by a visit to Jerusalem to the Ministry of Foreign Affairs, one of our trade mission partners. In this regard, we once again thank **Ambassador Jacques Revah**, Executive Vice President responsible for Africa at the Ministry of Foreign Affairs, for his help and interest. Mr. Revah was unfortunately unable to attend the conference as he was away travelling. We also thank Ambassador Haim Divon, CEO and Director of MASHAV, for his continuous support and confidence in our work.

**Monsieur Marc Attali**, of the African Department officially welcomed us on behalf of the Israeli Government.

**Ambassador Ephraim Ben-Matityahu**, in charge of PPP at MASHAV, the Ministry of Foreign Affairs, gave us some perspective on Israeli and African partnerships highlighting that Africa is a priority for the Israeli Government. Mr. Ben Matityahu ended his presentation with a plea for closer cooperation between the African and Israeli private sectors.

**DAY 2 – CINADCO – POULTRY FARM – STABLE – PACKAGING UNIT**



agricultural techniques in Africa.

On the second day of the mission, the delegation took part in a tour of the Shefayim Kibbutz where the CINADCO training centre is located, led by **Oded Halamit** and **Evelyn Rosenthal**. The group had the opportunity to soak up the cooperative ideology and the kibbutz model, a model that is now adapted in different parts of Africa.

CINADCO provides training in various subjects such as irrigation systems, farm management and research and development, offering sessions that vary from two weeks to a month. Participants were encouraged to establish training centres in



We then visited a poultry farm where eggs are packaged. We closely observed how to collect the eggs sort them by size and quality and how to package thousands of eggs per day. The **Beerotaim** poultry farm we visited has the third highest sales of eggs. The eggs are either produced on the farm itself or purchased from breeders in the region.

To end the day we visited a dairy farm, built in **Moshav Kefar Haroeh**. This farm is advanced in two aspects: one, the dairy cows are selected and their energy continuously calculated, and two, all the data is integrated into computer systems to optimize performance. In terms of numbers: on average,

each cow gives 11000 liters / year - 30 liters / day. At the end of the visit, we had the opportunity to purchase the cheese made at the dairy farm

In the evening, we had dinner at the beach in Tel Aviv with the **Ambassador of Angola in Israel, HE José João Manuel**.

**DAY 3 – AQUACULTURE – POST-HARVEST – NAZARETH – JORDAN**



The third day was marked by a visit to an aquaculture farm in the northern part of Israel (Beit She'an) with **Mr. Itzhak Simon**.

Participants had the opportunity to observe the Israeli aquacultural techniques, and to consider ways of adapting those techniques in their own countries. Aquaculture can reduce costs, control diseases, and obtain high yields.



We then visited a highly modernised carrot processing and packaging plant, which exports about 80% of its production. Carrots are packed after a cleaning process and after being sorted according to their weight or size.



We then went to Nazareth where we were able to discover the Basilica of the Annunciation (Catholic), which is the largest church in the Middle East. It was inaugurated in 1964 by Pope Paul VI and consecrated in 1969 on the site of the oldest churches, built over a cave identified as that of the Annunciation. The day ended with a trip to Jordan near the Galilee Sea. Participants went swimming in the river where Christians believe Jesus Christ was baptized more than two thousand years ago. It was certainly a unique and magical moment which all the participants will remember warmly.

#### DAY 4 – NAANDAN JAIN AND BUSINESS MEETINGS



The fourth day of the mission was opened by a visit to Naandan Jain, an Israeli-Indian company that manufactures irrigation systems. We toured the Kibbutz Naan, and discovered the low pressure irrigation systems (drip and sprinkler), and mistand water sprays. Through their presentation, we learned the history and development of the company, and were explained the benefits of drip irrigation.



The afternoon was devoted to tailor-made business meetings. The reactions were extremely positive, and we expect the launch of technical, financial and commercial partnerships in the near future. In this regard, we remind you that EMRC is fully available to follow-up on the business relations that took place during this mission.

The day ended with dinner in a traditional Arabic restaurant in Old Jaffa.

#### DAY 5 – HOLY SITES

This day was devoted to visiting the holy places in Jerusalem and Bethlehem. In Jerusalem, we walked along the Via Dolorosa and visited the main resorts where Christians believe Jesus walked before his death. We also visited the Wailing Wall and El Aksa mosque. In Bethlehem, we visited the Church of the Nativity and admired the panoramic views of mountains and valleys of the region.

### 3. Conclusion

The Africa-Israel Agricultural Trade Mission represented an important event in the context of strengthening relations between the respective private sectors in Africa and Israel. During the five days of the mission, participants had the opportunity to explore the various initiatives and efforts being made by the Israelis to solve climate problems, geopolitical, territorial, and natural constraints of the young country.

Israel has experienced a turbulent history, and is faced with some challenges in terms of its natural resources, however our mission showed how they were able to take advantage of these obstacles and turn them into opportunities. Israeli businessmen facing this reality have continually developed technological innovations that make Israel one of the most future-thinking countries in the world.

The presence of an African delegation, whose represented countries who reclaimed their independence not so long ago, fed the constructive discussions and enabled a positive exchange of ideas around practical solutions that could be adapted for African challenges. We view this mission as the starting point for partnerships and projects, and EMRC will be actively involved in the continuation and monitoring of relationships formed through this Mission.

Finally, we would like to thank both the African participants and our Israeli partners who made this mission possible. We sincerely hope to see you at our future initiatives.

**With our warmest Regards,**

**The EMRC Team**

