

Agricultural Innovation Project NewsLetter

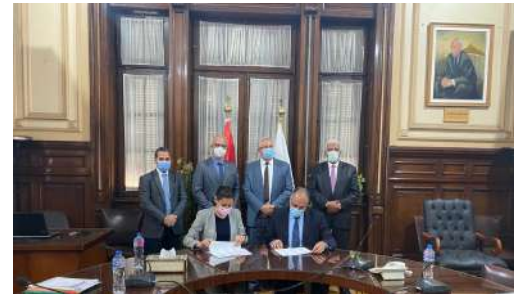
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Project Launching & Protocol Signing

On March 2021, on behalf of the German Government, The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH through the Agriculture Innovation Project AIP signed a protocol of cooperation with the Ministry of Agriculture and Land Reclamation - Agricultural Extension Department.

Following this, two launching ceremonies were organized in Minya and Beni Suef to introduce the project objectives and activities with up to 150 partners, stakeholders, agricultural directorates, farmer organizations, farmers and private sector representatives.



AIP Participation in Events & Webinars

AIP Hosting Virtual Events

In 2021, AIP organized three forums. The first forum was in collaboration with the NL-Masr Agri-food Network and it was a hybrid one. It was on Inclusive Agricultural Value Chains, to discuss the results of the AIP Value Chain Analysis Study and the potential business opportunities in inclusive agriculture.

The other webinars were organized in collaboration with IHub Ain Shams University in alignment with the AgriDigital Competition, to discuss the importance of digital agriculture in achieving sustainable development goals.

Inclusive Agricultural Value Chain

Opportunities for Co-operation, trade and investment

NL هولندا
NL-MASR Agri-Food Network

Online Through
ZOOM



World Social Initiative Forum

On 2nd of November, the AIP project team participated in the World Social Initiative Forum that was organized by the Heliopolis University for Sustainable Development and SEKEM Group and was attended by up to 300 participants from the agricultural sector.

The project team presented the AIP project objectives, approach, activities and indicators. On the side of this international forum, AIP with SEKEM have organised different activities: the graduation ceremony for the Value Chain Training of Trainers program that was implemented in Minya and Beni Suef over 2021, and matchmaking meetings between exporting and manufacturing companies and the small scale farmers/farmer organisations that could lead into successful contracts.



Updates from Value Chains



Community Members ToT Programme

In May, the project launched the Onion, Garlic, Chili Pepper and Medicinal Aromatic Plants (MAPs) Training-of-Trainers programme (ToT) in Minya and Beni Suef with the participation of **275 Master Trainers/Advisors** from the community lead farmers, fresh graduates from agricultural faculties, extension officers, input suppliers, and others who can act as rural service providers.

The programme is a mix of technical production, right farming practices, smart farming, organic cultivation, farmer field schools methodologies and other communication/presentation skills that could enhance the participants capacities to train/support small farmers in the targeted communities.

Theatre Comic Plays in 30 villages

Over 2021, the AIP project outreached more than 3700 farmers in Minya and Beni Suef through more than **20 rural awareness comic theatre plays**. These plays presented a package of agricultural development messages, including land consolidation, marketing, contract farming and value addition in a comedy way featuring local representatives from the targeted villages and rural communities.



Strengthening Procurement Managers Capacity

The project trained more than **75 procurement managers** from different companies in the food-agri sector to be a "Certified procurement manager" in the food-agri sector on "Inclusive Sourcing and Procurement Best Practices". The training focused on agribusiness mass sourcing, finalizing legal documents, risk management, control systems that mitigate risks associated with contract farming, negotiation, pricing and contracting techniques.

The training was organized with the export councils, the Agricultural Export Council, the Food Industries Export Council and the Chamber of Food Industries.



Strengthening the Farmer Organizations

To strengthen the institutional support for smallholder farmers, the project invests in the capacities of farmer organizations and other rural service providers through trainings on farming as a business and matching grant facilities for farmer organizations, farmer organizations. In 2021, the project trained up to **100 participants**.

AIP is also organizing matchmaking events between farmers and farming associations in Upper Egypt and Egyptian exporting and operating companies. This includes participation into domestic exhibitions such as "Food Africa Exhibition" to promote technically backed farming contracts.



Supporting Agribusiness Growth and Development



Supporting MSMEs in Minya Governorate

In 2021, The AIP project launched two rounds of «Support and Development Acceleration Programme For Growing Factories and Companies in Minya governorate». **21 companies** participated in the 1st round. The 2nd round will start in December and outreached **55 companies**.

The program consists of workshops and consultations in strategic planning, financial analysis, calculation production costs, cash flow management and developing a growth plan to become a professional entity.

Incubating Innovative Agriculture Solutions

Last October, The AIP project launched «Agricultural Entrepreneurs Incubator in Minya» with the participation of **130 startups** in the ideas stage in the agricultural production and industrial sector.

The project selected two local associations working in the agricultural sector development in Minya to handle the incubator operations after receiving intensive capacity building training. The incubator will continue for three months to enhance the capabilities of young entrepreneurs and recent university graduates, and members of the rural community focusing on women and youth.

تقدم بطلبك قبل ٢٨ أغسطس ٢٠٢١

خدمات حاضنة الأعمال الزراعية

- تسهيل الوصول إلى الأسواق**
يشمل العملاء المحتملين والموردين
- بناء القدرات**
من خلال التدريبات المتكاملة فنية، مالية، إدارية و الاستشارات الفردية
- تسهيل الحصول على المنح والاستثمارات**
- التشبيك مع أصحاب المصلحة الرئيسيين**

تحصل المشروعات المتميزة على تمويل أوليًا من شأنه أن يدعم تطوير العمليات التجارية لها



AgriDigital Competition: Bringing Digitalization to The Agriculture Sector

After 4 months of business assistance services in marketing, accounting, financing, management, government contracting, and technical development incubation, the AgriDigital competition came to an end last September. The competition was launched last June in collaboration with the Arab Women's Enterprise Fund (AWEF) and IHUB Ain Shams University. It started with an objective to enhance and support the digital agriculture ecosystem in Egypt by empowering existing and potential entrepreneurs, particularly youth and women.

Thirty-six teams participated in the startup stage and forty-one in the idea stage from the agricultural innovation industry participated in the competition. During the closing ceremony, three winners in the Startup stage were awarded 150,000 EGP (**Renile, Cropsa & Cotton Town**), besides three other winners in the idea stage were awarded 10,000 EGP (**Flankers, Tamara & Zar3ety**).

Upcoming Activities & Plans till June 2022

- Participation in Food Africa Exhibition in December 2022
- Launch the second cycle of Agri-Digital Competition
- Launch the Incubation Program in Beni Suef
- Number of matchmaking events will be organized
- Launch the Digital Day
- Continue the technical support with 4500 farmers on smart farming and production
- Launch the call for grants (target the 30 farmer organization in Beni Suef and Minya)
- Continue the acceleration and incubation program in Minya

Publications & Studies in 2021

- Industry Scan
- Value Chain Analysis
- Product Fact Sheet
- Agri-Digital Catalogue 2021



Scan Me

2021 Success Partners



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