



**AFRICA-ISRAEL
AGRICULTURAL TRADE
MISSION**

1 - 4 December 2019 | Tel Aviv - Israel



emrc
TRADE
mission

December 2019 EDITION

The December 2019 edition of the Agricultural Trade Mission Africa-Israel will bring the public and the private sectors from Africa and Israel together, with the aim of strengthening the private sector in Africa, promoting sustainable development, stimulating local production as well as the access to international markets and expanding partnership and business opportunities.

The mission is designed to those interested in agriculture and agro-industry, new technologies and water management and want to identify partners for specific projects, share experiences and establish contact with knowledgeable experts and reputable Israeli institutions.

In this special 20th Anniversary edition we will also study how to grow flourishing agriculture in salty water and desert conditions.

Finally, we will visit the Negev, Israel's desert, where sweet fruit and vegetable grow in extreme harsh conditions.





This is a unique opportunity for you to learn about the latest agricultural and water treatment and management systems, establish business connections with interested partners and visit some of the world's holiest sites.

AGRIBUSINESS HANDS-ON EXPERIENCE:



GROW YOUR PRODUCTION

To ensure a sustainable growing production, it is necessary to control the cultivation process and master the technologies to boost it. Greater agricultural diversification can also lead to your business development.

Learn: Breeding / Improved greenhouses / Temperature & humidity control / Insecticides & pesticides / Laboratories.



IMPROVE SOIL FERTILITY

Israel faces harsh climatic conditions and water scarcity problems that are very similar to the reality of many African countries. The country has developed cutting-edge technology that optimizes soils and harvests to guarantee a high-quality food production.

Discover: Fertilizers / Irrigation / Water management & treatment / Improved seeds / farming equipment.



DELIVER FRESH PRODUCE

The lack of infrastructure affects many African countries and challenges the development of agribusiness in the continent. To deliver fresh produce to our consumers, it is crucial to optimize all the elements that keep them healthy and fresh for as long as possible.

Explore: Post harvest techniques / Quality control / Packaging / Sales management : Exports.

4 SECTORS WILL BE STUDIED:



Livestock



Horticulture



Water Management



Aquaculture

DAY 1 - SUNDAY 1 DECEMBER

Registration – Mashav, improved seeds, dairy farms, meetings

Morning

Official opening of the Agricultural Trade Mission Africa-Israel & CINADCO

Mashav – a solid partner for Africa in the area of professional training and transfer of know-how;

Presentation of Israeli expertise in agricultural technologies;

Innovation in Africa: how to promote the entrepreneurial spirit in Africa;

Strengthening export capacities for agricultural products and livestock; adding value to products; professional assistance offered by the Israeli Institute of Exports and International Cooperation.

Afternoon

Hazera Genetics

Hazera Genetics, is a leading global player in breeding, production and marketing of innovative hybrid seeds of vegetables and field crop seeds. Hazera Genetics' membership in the Limagrain Group will open doors for YOU to a range of business opportunities.

Dairy farms – how to transform your dairy potential for increased exports

Participants will see how technologies employed in Israel have transformed the dairy industry.

Participants will see, on the spot, how cattle are constantly monitored – all the data collected is automatically updated by advanced IT software.

Benefits for YOU:

R&D cooperation
Enhancing product portfolio
Extending global market reach





DAY 11 - MONDAY 2 DECEMBER

Field Visits (smart irrigation, green houses...)

Morning

Kibbutz Shefayim

Visit to Kibbutz Shefayim, location of MASHAV Agricultural Training Center (MATC), an opportunity to experience the cooperative ideology of the Kibbutz.

Visit to greenhouses

To face tough weather conditions, land and water scarcities, Israel developed technologies allowing for a maximum agricultural output using greenhouse technologies, special coating, heating and ventilation systems.

Visit to drip irrigation systems

In addition to saving water, drip irrigation techniques also include addition of fertilizers to the water, thus increasing significantly the agricultural output. We will visit a company which invented the drip irrigation in the 50s to respond to the scarcity in water and the growing agricultural needs. Situated in a Kibbutz, various irrigation systems were developed to respond to different requirements.

Afternoon

Aquaculture - efficient techniques

Israeli aquaculture is practiced at sea, in water tanks and in artificial lakes. After many years of experimentation, Israel has identified the most efficient techniques and the best fitted species for this type of breeding. Due to natural lack of water, this is often an “intensive breeding”, which allows usage of less water for the same and even superior output.

Post-harvest treatments

Post-harvest management procedures are critical to maintain the quality and safety of horticultural products. Israel leads the way in technologies and solutions for the following processes:

Packing and packaging of fruits and vegetables:

Preparation involves cleaning, sanitizing, and sorting according to quality and size, waxing and treatment with an approved fungicide prior to packing into containers.





DAY III - TUESDAY 3 DECEMBER

Flourishing agriculture in desert conditions and salty water; solar energy

Morning

Ben Gurion University (BGU)

Ben-Gurion University of the Negev is one of Israel's leading research universities and among the world leaders in many fields. The University operates programs to promote awareness of environmental protection, a reduction in the use of resources, energy efficiency, promotion of research and wide-ranging educational and community activities.

Afternoon

Ramat Negev Agricultural R&D Center

RNDARC has developed agricultural management practices to improve the yield and quality of numerous crops in many arid regions. These include techniques for cost-effective water conservation and erosion control, planting, crop rotation, harvesting and food processing. They have developed new seeds and have successfully introduced many new crops to local conditions.





DAY IV - WEDNESDAY 4 DECEMBER

Visit to the Holy Sites of Jerusalem * Guided tour to Bethlehem



Visit to Yardenit

Yardenit is the unique registered site of baptism for Christian pilgrims, and situated where the Jordan river flows out of the Sea of Galilee. This site is the actual site where Jesus was baptised by John the Baptist.



Visits and meetings with:



Established as a division of the Ministry of Foreign Affairs in 1958, **MASHAV** has trained almost 200,000 course participants from some 140 countries in Israel and abroad and developed dozens of demonstration projects worldwide in fields of Israeli expertise



One of Israel's leading research universities and among the world leaders in many fields. A leader in environmental research in Israel, Ben-Gurion University is also committed to care for the environment as part of the "Green Campus" initiative.



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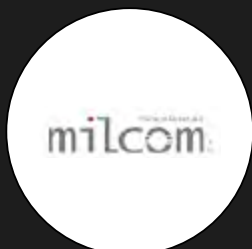
A global leader in the seed industry, **Hazera** brings expertise, commitment and support, combining decades of experience with state-of-the-art technology in breeding, developing, producing and marketing varieties and seeds world-wide.



Headquartered in Israel with manufacturing and distribution in markets throughout the world, this Irrigation company offers a full line of irrigation products including drip lines, drip tapes, filters, hose and tubing, sprinklers, sprays and valves.



Manufacturer of agricultural systems, specialized in integrating technologically advanced systems into traditional ones. Profit Agro supplies smart systems for all crop types, in hot and cold climates, from high-tech to low-tech solutions, including assistance in planning of projects, to render your system most beneficial.



Full fledge project development company operating in developing, financing and managing projects in emerging markets and in Africa. The company works in construction, agro-industry, water, health and education and develops projects from A to Z, paving the way by developing products that help customers optimize results.



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