



REPORT

15th Agricultural Trade Mission Africa-Israel

28-31 May 2017 | Tel Aviv | Israel

Avenue Louise 287/12
1050 Brussels
Belgium

ABOUT US



EMRC works to foster sustainable economic development in Africa.



It convenes business forums, develops capacity building programmes and provides business development services to entrepreneurs, financiers and governmental bodies, with a special attention to SMEs.



An international non-profit organisation established in Brussels in 1992, EMRC has assisted thousands of entrepreneurs to get investment, penetrate new markets and acquire new partners.



Our Network

EMRC brings together the public and private sector in Africa to meet their peers and interested partners from around the globe:

Entrepreneurs / Financiers / Government representatives / Development agencies / Financial institutions / Civil society



Our 4 Objectives

1. Connect African entrepreneurs with potential partners and investors
2. Facilitate technology transfer to Africa
3. Encourage knowledge sharing and strengthen capacity building
4. Promote a diversified economy in Africa



Our 4 Platforms

EMRC has developed different platforms to achieve its objectives. All of them offer a combination of “**learning**” you can acquire, “**connections**” you can create and “**development**” opportunities.



FORUMS

360° platforms that include sessions with international experts, B2B meetings between entrepreneurs and investors, trainings for entrepreneurs and entrepreneurship awards.



TRADE MISSIONS

Exclusive field visits to companies working in the agriculture, food security, water management and related sectors, using cutting-edge technology in the host country.



TRAININGS

Tailor-made financial, commercial and management programmes to help entrepreneurs grow their businesses and improve their work practices.



SUPPORT

Prefeasibility and feasibility studies / Business plans / Business development services for African entrepreneurs and for the public sector.

REPORT

Agricultural Trade Mission Africa-Israel | MAY 2017



The 15th edition of the Agricultural Trade Mission Africa-Israel took place in Israel from 28th to 31st May 2017.

The Trade Mission was organised by EMRC, in collaboration with Israel Export & International Cooperation Institute, Profit Agro, Hazera, Rivulis and other companies and project developers. The participants were welcomed by MASHAV (Israel's Agency for International Development Cooperation in the Ministry of Foreign Affairs), MATC (Mashav Agricultural Training Center) and CINADCO (Center for International Agricultural Development Cooperation).

This activity brought together 33 participants from 11 countries (Central African Republic, Congo DRC, Guinea, Ivory Coast, Kenya, Madagascar, Mozambique, Tanzania, Togo, Uganda, United States), with a common interest in agriculture, water management and livestock, in terms of equipment and materials as well as training and expertise.

The objectives of the mission were to discover the Israeli expertise in agriculture and farming technologies and to initiate projects in Africa involving Israeli experts. Field visits, informal discussions and networking events made up the 4-day programme.



DAY 1, Sunday 28th May

MINISTRY OF AGRICULTURE, SEEDS, COWSHED, ANIMAL FEED PLANT



On the first day of the Trade Mission, participants visited the Ministry of Agriculture and Rural Development in Beit Dagan. We were warmly welcomed by **Mr. Yakov Poleg**, Director CINADCO (Center for Agricultural Development and International Cooperation, Ministry of Agriculture), an organisation that has always been supportive of our initiatives.



Mr. Poleg presented the collaborative relationship between Israel and Africa, especially in the agricultural and training sectors, which began in the '50s. Israel, as a young nation has understood the needs and potential for development of the new independent African countries in the agricultural domain, in irrigation, seeds and turnkey projects.



We then visited the **Hazera**, Israel's major seeds company, member of Vilmorin group, where **Mr. Jawdat Badawieh**, Director Africa & Middle East, presented their products: improved seeds (tomatoes, seedless watermelons, corn, etc.), and showcased the company knowledge and achievements in Africa. Hazera offers integrated solutions to the projects, where all parameters are taken into account (following discussions with the local partners), in order to provide the highest agricultural productivity at the lowest cost. Hazera invited our participants for lunch in their premises.



We then continued to **Kibbutz Revadim**, to visit a cowshed and an animal feed plant, accompanied by **Mr. Nimrod Zucker**, Director. This is the largest cooperative in Israel, established by farmers from the region who participate in the organization and the delivery of indispensable food & supplements for livestock.

The first day ended and delegates were able to get to know each other over a nice dinner in a restaurant situated on the Mediterranean Sea in Tel Aviv.

DAY 2, Monday 29th May

AQUACULTURE, HYDROPONICS, IRRIGATION, GREENHOUSES

We started the second day with the visit in **Maagan Michael**, a kibbutz situated in northern Israel, to see their aquaculture farms in large open ponds and tanks. We were accompanied by **Mr. Shmulik Asaf**. The participants had the opportunity to learn about the extensive and intensive aquaculture techniques, and consider ways to adapt them in their own countries. Intensive aquaculture is practiced in Israel for all types of fish. It helps reduce costs, control diseases and obtain high yields. This is an important sector in Israel, since imports account for more than half of local consumption.



We then continued to **Kibbutz Hazorea**, where **Mr. Raviv Morag** from Profit Agro showed us around a large nursery and hydroponic greenhouse for lettuce and other vegetables. The participants had the chance to learn about very efficient hydroponic technologies and in-house packaging methods. Hydroponic systems care for the plants throughout its breed cycle: light, air and heat are all computer-controlled in the greenhouse for optimal conditions and best results.



We then continued to **Kibbutz Gvat** to visit **Rivulis**, one of Israel's leading companies for drip irrigation, a system invented in Israel to address the lack of water and the need to increase agricultural productivity. The site visit and the works done by Rivulis were presented to us by **Mr. Tzahi Gabay**, Business Development Manager, and allowed us to better understand water management technologies and different irrigation and fertigation technologies.



After lunch in the town of **Afula**, we went to **Profit Agro**, specializing in integrated solutions for agriculture. We visited the factory and discussed with **Mr. Raviv Morag**, CEO, the advantages of growing in greenhouses and similar structures in Africa. To face natural weather, land and water restrictions, Israel developed technologies allowing for a maximum agricultural output with green-house technology, special coating, heating and ventilation technologies, allowing Israeli producers to obtain superior results.

In the evening, delegates had dinner at the beach of Tel Aviv and were able to discuss their projects and compare them with those of their Israeli counterparts.

DAY 3, Tuesday 30th May

MATC TRAINING CENTRE, IRRIGATION, CULTURAL VISIT



The third day, the delegation participated in a tour of **Kibbutz Shefayim** where is located **MATC, the MASHAV Agricultural Training Center**, with **Mrs. Evelyn Rosenthal**, Deputy Director of MATC. The group had the opportunity to understand the cooperative (Kibbutz) culture, a model that is now partly adopted in different regions in Africa. MATC provides training in various subjects such as irrigation systems, farm management and agricultural entrepreneurship. The participants agreed on the need to create training centers related to agricultural technologies in Africa.



We spent the afternoon admiring splendid views at the **Sea of Galilee**, where Jesus Christ is believed to have walked on water more than two thousand years ago.

Back in Tel Aviv, delegates had dinner at the beach of Tel Aviv, where they could share their expertise in a casual setting.



DAY 4, Wednesday 31st May

VISIT OF THE HOLY SITES: BETHLEHEM & JERUSALEM



The last day of the Trade Mission was devoted to visits of the holy sites in **Bethlehem** and **Jerusalem**. In Bethlehem, we visited the Church of the Nativity and admired the panoramic views of the mountains and valleys of Judea. In Jerusalem we walked along the Via Dolorosa, visiting the main stations where Jesus walked before his death.

We also visited the Western Wall, as well as the Church of the Holy Sepulchre, which according to tradition contains the two holiest sites in Christianity: the site where Jesus of Nazareth was crucified, and Jesus' empty tomb, where he is said to have been buried and resurrected. The mission ended with a dinner in Tel Aviv. This day was very exciting for all participants, who will certainly keep an unforgettable memory.



Conclusion

The 15th Agricultural Trade Mission Africa-Israel 2017 was an important event in the context of strengthening the relations between the members of the African and Israeli private and public sectors. During the four days of the mission, participants had the opportunity to discover the different initiatives and efforts made by Israel to overcome the climate challenges, as well as the geopolitical, territorial and natural constraints of this young country.

Israel has experienced a turbulent history, and has encountered very harsh constraints in terms of natural resources, but it was able to **take advantage of these obstacles and turn them into opportunities**. Facing this tough reality, Israeli entrepreneurs have continually developed technological innovations that make Israel one of the most progressive countries in the world.

The presence of an African delegation of entrepreneurs helped feed constructive debate and exchange ideas on pragmatic solutions that can be adopted in African countries. We see this economic mission as the starting point for partnerships and projects, and EMRC will be actively involved in the continuation and monitoring of the relations within the framework of this mission.

Finally, we would like to thank both the African participants as well as our Israeli partners that made this mission possible. We sincerely hope to see you soon in future EMRC initiatives.

With our warmest regards.

The EMRC team

Brussels, 8th June 2017



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Step 2

After an assessment of your challenges and priorities, our professionals will develop a tailor-made solution for your business.

Step 3

The EMRC Team will support you throughout the implementation of your project.