

Report of the Trade Mission

27<sup>th</sup> – 30<sup>th</sup> May 2018 Tel Aviv, Israel















## An Introduction to EMRC



Established in Brussels in 1992, EMRC is an international non-profit organisation whose mission is to promote sustainable economic development in Africa through the growing of business partnerships with a specific focus on the private sector. EMRC includes a vast network of entrepreneurs, financiers and officials from over a hundred countries around the world.

# **Our Vision**

To see a strong, sustainable and vibrant African economy, to which we contributed through the growing of successful business partnerships.

We are dedicated to strengthening the private sector, as a key player in the economic development, by building strong and sustainable business partnerships that will lead to a vibrant and dynamic African economy that actively participates in the global trade.

# **Our Mission**

To contribute to the strengthening of Africa's economic development with a solid private sector and with a special emphasis on its SMEs. To this end, all stakeholders, from the public and private sectors, must benefit from quality learning, good connections and reliable development support.

Our mission is to provide Africa's decision makers from the private and public sector with pragmatic business-designed platforms, good networking opportunities, trade-missions and capacity development programmes.

At EMRC we are committed to the following goals that are the cornerstones of our vision:

- To contribute to the development of Africa's private sector and feed the vibrant growth of Africa's emerging markets
- 2. To encourage the collaboration between the Public and Private sectors
- 3. To **mobilise innovation** for an evolving African Private Sector
- 4. To **create the optimal environment** for the matching of sustainable business partnerships to ensure that the **right investors** do business in Africa To stimulate **dialogue** and **promote knowledge-sharing**
- 5. To drive innovation, trade and industrialisation across the African continent

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 partnerships, promote collaboration between people across continents and build a mutual understanding in the international marketplace.



# We seek to empower the spirit of entrepreneurship in Africa

- Facilitate access to finance
- Connect businesses horizontally and vertically
- Create an exchange of know-how
- Engage the relevant Public-Private dialogue



# **Our Platforms**

EMRC 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.

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

#### 1. 360° Forums

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**Africa Finance & Investment Forum** – The Africa Finance & Investment Forum (AFIF) is a most pragmatic annual meeting for African SMEs, investors, financiers, market specialists and policy makers.

The forum provides a 360° experience, which includes an exclusive training for entrepreneurs, a participant catalogue, a unique B2B service (for all participants, speakers and partners) and an Entrepreneurship Award to celebrate excellence, innovation and diversity.

**AgriBusiness Forum** – The AgriBusiness Forum aims to strengthen Africa's agro-industry and contribute to its food security by bringing together entrepreneurs and researchers, investors and policy makers.

The forum provides a 360° experience including a pre-forum training on how to present your project to investors, a participant catalogue, a tailor-made B2B services and the Project Incubator Award to spotlight innovation and entrepreneurship.

#### 2. Trade Missions

Agricultural Trade Mission – The Agricultural Trade Mission Africa-Israel aims to showcase and share the Israeli expertise in agriculture, farming and water technologies with Africa and to initiate joint projects in Africa, involving Israeli entrepreneurs, technology and expertise.

Bringing together the public and the private sectors from Africa and Israel, this economic mission is a unique opportunity to learn about new agricultural and water treatment technologies, establish business connections with interested partners and visit some of the world's holiest sites.

**Economic Trade Mission** – The Africa-India Economic Mission aims at fostering partnerships between Africa and India in the sectors of agricultural research, soil and water conservation and management, biofuels, fresh produce and post-harvest management, knowledge parks, seeds value chain and relevant equipment.

#### 3. Training

EMRC training programmes bring excellence to your business and management practices. These trainings take place both in Europe and in Africa and are often demand-driven. In addition to accessing knowledge, our trainings offer the opportunity to network with international financiers, commercial experts and technical partners.

#### 4. Support – Tailor-made Services

**Prefeasibility and feasibility studies** – Aimed at assessing the relevance, technical and financial feasibility of projects and programmes (both private and public).

**Business plans** – Aimed at structuring business projects in a coherent and bankable manner. **Business Development** – Aimed at identifying financial, commercial and/or technical partners within EMRC's network and beyond.



## Mission Report – Economic Mission Africa-Israel 2018

The 17th edition of the Senior Management Economic Mission Africa-Israel took place in Israel from Sunday 27th to Wednesday 30th May 2018. It was organised by EMRC, in collaboration with Netafim, Profit Agro, Hazera, and other companies and project developers. The participants were welcomed by MATC (Mashav Agricultural Training Center).

The Mission brought together 26 participants from 12 countries (Angola, Benin, Burkina Faso, Chad, Congo DRC, Equatorial Guinea, Gabon, Guinea, Madagascar, Mozambique, Tanzania and Togo), with a common interest in agriculture, water management and livestock, both 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 entrepreneurs and expertise. Networking, discussions and field visits made up the 4-day programme, and we continue to promote follow up contacts between Africa and Israel.

#### DAY 1 - SUNDAY, 27 MAY 2018 \* REGISTRATION - SEEDS - ANIMAL FEED - DAIRY



The first day started with distribution of material and presentation of the participants. We then visited **Hazera**, a major seeds company, a world leader in its sector. Jawdat Badawieh gave us a presentation about their products, improved seeds (tomatoes, seedless watermelons, onion, corn, and other legumes and fruits) as well as their work and achievement in Africa; he then led us to visit one of their green-houses, which serves for R&D and experiments. The company 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 least cost. Hazera invited us all for lunch in their premises.



We then continued to Beer Tuvia, to visit **Yaziv**, a large animal feed centre in Southern Israel, serving a few dozen farmers, mainly from the region, accompanied by Ran Yaari, Managing Director and Guy Golan one of the founders. The centre includes a variety of feeding elements, which together allow for an optimal mix of nutritional components and vitamins. which is essential for balanced diet to the animals and ensures their health and production. Yaziv is one of Israel's biggest animal feed mixture centres.





Next, we visited a **Cowshed** and a **dairy farm** in **Beer Tuvia**, with Guy Golan, Director. For a successful and beneficial value chain, there is need to ensure that a few of the value chain's components are situated close to one another. This cowshed is one of a number of them in the vicinity which benefit from the animal feed centre, to reduce costs and ensure communication between farmers. To our big surprise, one of the cows gave birth to a little calf just in front of our eyes, what an honour!

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, 28 MAY 2018 \* HYDROPONICS - POULTRY - FISH FARMING



We started the second day in the North by a visit to **Kibbutz Hazorea**, where **David Tenenbaum** from **Profit Agro** showed us around a large nursery and hydroponic greenhouse for lettuce and other greens. Participants had a chance to learn about the efficient hydroponic technologies that are used to grow the lettuce, as well as about in-house packaging methods. Hydroponic systems care for the plants throughout its breeding cycle, while light, air and heat are all computer-controlled in the greenhouse for optimal conditions and

best results. Economically it is also a successful system, as return on investment (ROI) is very high.



We continued to **Profit Agro**, specializing in integrated solutions for agriculture. We visited the factory and discussed with **David Tenenbaum**, Senior Director, the advantages of growing in greenhouses and similar structures in Africa. To face harsh weather conditions, land and water restrictions, Israelis developed technologies allowing for a maximum agricultural output using green-house technology, special coating, heating and ventilation systems, allowing Israeli producers to obtain superior results.





After a nice lunch in a Druze restaurant, we departed to **Kibbutz Hasolelim**, to **Sol Kanaf Group**, to visit a poultry with **Ilan Karmon**, General Manager. Chicken is a basic food element and the most commonly consumed meat in Israel. It requires special and careful handling to ensure quality and high production. We were guided through the hatchery of layers, one of the biggest and most sophisticated in the country.



The last visit of the day was at Madan Aquaculture Systems in Kibbutz Maagan Michael where we saw their extensive and intensive aquaculture farms in ponds and in tanks. Accompanied by Jorge Ghefter, Sales & Marketing Manager, participants could watch first-hand the extensive and intensive aquaculture techniques, and consider ways to adapt them in their own countries. Extensive aquaculture, as it is practiced in Israel for all types of fish, can reduce costs, control diseases, and

obtain high yields. This is an important sector in Israel, since imports account for more than half of the local consumption.

In the evening, over a dinner on the beach of Tel Aviv we took the time to discuss each other's activities and compare them with those of our Israeli counterparts.

## DAY 3 - TUESDAY 29 MAY 2018 \* MATC TRAINING CENTRE - IRRIGATION - YARDENIT



delegation The third day, the participated in a tour of **Kibbutz** Shefayim where MATC, **MASHAV** Agricultural Training Center is located. Guided by Oded Halamit, Director, the group had the opportunity to soak up the cooperative ideology and model of the kibbutz, a model that is now partly adopted in different regions in Africa. MATC provides training in various subjects and agricultural sectors, such as irrigation systems, farm management and agricultural entrepreneurship, over a period that varies from two weeks to a

month or more. The participants could understand the need to create training centers related to agricultural technologies in Africa.





We then continued to **Kibbutz Magal**, site of **Netafim**, a world leader in drip irrigation, a technology invented in Israel in the 50' to address the lack of water and the need to increase agricultural productivity. The site visit and the works done by Netafim were presented to us by Oshrat, Financial Manager, and Victoria, Agronomist, and allowed us to better understand water management systems and different irrigation and fertigation technologies, already used in Africa.



We then continued further North to Yardenit, where the Jordan River leaves the **Sea of Galilee**, and where Jesus Christ was baptised and is believed to have walked on water some two thousand years ago. There we spent a few good hours, baptising and enjoying the Jordan River, the Sea of Galilee and the views of the Golan Heights.

## DAY 4 – WEDNESDAY 30 MAY 2018 \* VISIT TO THE HOLY SITES: Bethlehem & Jerusalem



The last day 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 and burial. 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 eventful for all participants, who will certainly keep an unforgettable memory. Certificates of participation were distributed to the participants on the Mount of Olives in Jerusalem.



## 3 Conclusions

The 17<sup>th</sup> Economic Mission Africa-Israel 2018 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 face water and 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, coming from countries which only recently gained independence, helped feed constructive debate and exchange ideas on pragmatic solutions that can be adopted in Africa. We see this economic mission as the starting point for partnerships and joint projects, and EMRC will actively pursue its efforts for the continuation and strengthening of the Africa – Israel economic relations within the framework of its 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 and again in future EMRC initiatives.

With our warmest regards.

The EMRC team

Brussels, 07.06.2018

