WORKSHOP REPORT

INAUGURAL
WEST & CENTRAL AFRICA
AGRIBUSINESS & AGRO-INDUSTRY WORKSHOP
AND
INVESTMENT MEETING

Accra, Ghana, 26 & 27 April 2010
All Rights reserved. Reproduction of materials in this informatic product for resale or other commercial purposes is prohibited without written permission of the copyright holders.

Application for such permission should be addressed to

**Pan African Agribusiness & Agroindustry Consortium**

P. O. Box 2542 00200
Nairobi, Kenya

Telephone: +254 (20) 2371307
(20) 2213303
(20) 2213304
Fax: +254 (20) 246737

73, rue Tally Boubess
Nord Fore Azure - BP 3280, Dakar RP

Tel: +221 33 820 6488
Mobile: +221 77 619 0269

Email: info@panaac.org
CONTENTS

The Vision of the Chairman .............................................. 4
Foreword by the Organizers ............................................. 7
Theme ................................................................. 8
Background ........................................................... 9
Objectives ............................................................. 10
Approach & Proceedings ............................................... 11
The Opening Remarks .................................................... 11
Thematic Presentations ............................................... 12
Key Points from the Opening Remarks ............................. 12
Key Points from the Thematic Presentations ....................... 15
Challenges and Opportunities Arising from
the Opening Remarks and Thematic Presentations ............... 18
Resolutions .......................................................... 22
Milestones ........................................................... 25
Photo Gallery .......................................................... 27
Conclusions & Way Forward ......................................... 31
Participating Partners and Organizations ......................... 32
THE VISION OF THE CHAIR - PanAAC

Nearly 50 years after independence, Africa is still desperately grasping at food self sufficiency. This situation, which impedes development on the Continent, mobilized African States and International Organizations (AU, AfDB, FAO, IFAD, ECA, UNIDO) to organize a High Level Conference on the Development of Agribusiness and Agro-industries in Africa in March 2010 in Abuja. Meanwhile, the Pan African Agribusiness and Agro-industries Consortium (PanAAC) had already been established in June 2007 in Johannesburg by the african private sector under the auspices of the African Agricultural Research Forum, FARA; on the premise that the origin of the agricultural weakness in Africa was the chronic lack of a dynamic private sector. This deficit has been aggravated by gaps in agricultural value chains, and particularly by the absence of communication; thus a lack of complementarities between the major agricultural production zones and players, on a continent, like no other, which enjoys an exceptional combination of agricultural and climatic features.

Indeed, the African continent’s position is exceptional given its central location on the globe between 40° North and 40° South of the equator. This position enables it to produce practically all the world’s plants! In this central position, the equator divides Africa the same way as it divides the world into two equal hemispheres, thus giving rise to four symmetrical geo-climatic bands on either side of the equator. Therefore, eight geo-climatic bands alternate and allow us to produce all the world’s plants twice a year. If Africa has so much potential, why does it lack food to a point that it must search elsewhere, often for up to 50% of its food requirements… and impossibly, to facing starvation!

In order to meet the continent’s agricultural challenges, PanAAC chose to first organize every country’s private sector in agriculture in the broad sense. This organization involved bringing together players within the same value chain or sector instead of organizing them into disparate inter-professional groups. Consequently, PanAAC brings together and coordinates all the actors in the value chain. These actors and stakeholders include: companies supplying inputs (fertilizers, seeds, etc.), production machines and tools, farming companies (large agribusiness farms, farming SMEs, farmers’ associations), transport and logistics companies, processing and packaging industries, trading and distribution companies (wholesalers, wholesale and retail middlemen, retailers etc.), agricultural extension services, consultancy firms, banking and finance, etc. In turn, in every country, the value chains are organized by commodity (rice, banana, tomatoes, beans, potatoes, onions, coffee, cocoa, mangoes, citrus fruits, meat, milk, forest products, aquacultural products, etc.). This level of organisation enables PanAAC to provide four main services to its constituencies: information, technology, partnerships and financial resources, with a view to stimulating productivity within each segment of the chain.

In concrete terms, there are three crucial drivers of food supply that are in permanent synergy:
1. The market – on the one hand the complementarities of regional, intra-African markets: between countries, sub-regions, geo-climatic segments and north/south hemispheres; and on the other hand, the global demand of the international markets, which PanAAC can negotiate and transmit to its constituencies for implementation and delivery. The market is a locomotive of production. Transactions as well as trade volumes and values can be measured using acceptable traceability. There is thus an opportunity to create a commodities and food stuffs exchange in each country, which needs to be linked to two central exchanges, one in the Northern and the other in the Southern hemisphere. It may be logical to have a regional exchange in each geo-climatic band North and South of the equator.

2. Irrigated farmland in Africa should be increased to 100 Million hectares before 2050 in order to meet a two billion ton demand for food. The effects of a systematic increase in the irrigated and cultivated areas in every country can be measured in terms of the level of investment, productivity and production efforts as well as the number of companies entering the value chain. Irrigation is a variable which influences a number of productivity factors (the level of equipment, technologies, expertise, yield, etc.)

3. Industries involved in production and processing will support the growth of African agriculture at all the possible levels of mechanisation and automation, even small scale farmers associations will not be spared in this wind of modernization. Machine and tool manufacturing industries as well as storage, processing and packaging industries are indispensable levers for safeguarding and adding value to production, and also foster the formation of new companies along the value chain.
And, all the income from all segments of all the value chains of all the commodities from all the countries means turnover which can also be measured in terms of irrigated areas, rate of industrialization, tonnage of food products, number of jobs, market shares, and growth rates! That will be the essence of PanAAC’s contribution as a regional platform for the private sector, taking advantage of the unique aspects and potential of the Continent in order to support the development effort in every country and in synergy with every Government. In reality, logic demands that Africa, as a single unit, helps each individual State and not the other way round!

By bringing some additional hundreds of millions of tons of food products to Africa, PanAAC contributes directly to the fight against hunger, and even more so the fight against poverty. However, agriculture will do a little more than just feeding. Indeed, sufficient available and accessible food enables the population to free up time they would have spent principally looking for food and dedicate it to work. Better still, some countries that dedicate 70% of their population to agriculture, with no apparent success, will now be able to redeploy 50% of this population to other sectors in the secondary, tertiary and even the quaternary sectors. Africa particularly needs quality time and human resources to meet its challenges head-on. The first response is to increase productivity and agricultural production by all means.

That is why I invite the Continent’s private sector to mobilize like never before to join the Pan African Agribusiness and Agro-industries Consortium, PanAAC, in order to assume ownership and take control of our production and food distribution systems. Food security will not only be measured by our ability to store food in our granaries but will, above all, be obtained through our ability to make food any time through the availability of our tools and means of production.

To achieve its goal, PanAAC identifies with the initiatives of the African Union and Regional Organizations, especially the NEPAD Comprehensive Africa Agriculture Development Programme (CAADP), and we are already taking our place in order to play the private sector role in the implementation of the African Agribusiness and Agro-Industries Development Initiative, 3ADI, launched in Abuja, Nigeria, in March 2010, by African Heads of State as well as International and Regional Organizations.

PanAAC Chair

Michael Nsiah-Agyei
FOREWORD BY THE ORGANIZERS

An important milestone for the Pan African Agribusiness Consortium (PanAAC) was achieved on the 26th and 27th of April 2010. During the two days, the second of the planned four sub regional focal points induction and strategy meeting was successfully held.

The meeting brought together stakeholders in agribusiness and agro-industries, notably input suppliers, logistics providers, marketers, financiers, processors, business development and incubation specialists, agribusiness training and extension specialists, policy makers, agribusiness organizations and development partners.

The participants explored at length the challenges and opportunities in sub-regional and regional agribusiness and agro-industry sector. The participants discussed and agreed on the structures, strategy and priority areas for PanAAC.

We wish to thank our partners and collaborators especially FAO, FARA, NEPAD, AGRA, GTZ, ITC and USAID for their support and participation. We wish to thank all the speakers for the work well done and especially in providing the road map for PanAAC. We also wish to thank the FARA staff that found time to assist with the logistics and for making the meeting a success. Finally we wish to thank all the participants for taking time off their busy schedules to attend the workshop and to make their valuable contributions.

Mr. Moussa Seck
PanAAC Chair

Mrs. Lucy Muchoki
PanAAC Chief Executive Officer
“Mobilizing the Private Sector Agribusiness Enterprises to stimulate growth, productivity, investment, trade and markets”.
BACKGROUND

Pan African Agribusiness Consortium (PanAAC) held its inaugural West and Central Africa Agribusiness, Agro-Industries and investment workshop on the 26th and 27th of April 2010 in Accra, Ghana.

The Forum for Agricultural Research in Africa (FARA), Food and Agriculture Organization of the United Nations (FAO), New Partnership for Africa’s Development (NEPAD) and Alliance for a Green Revolution in Africa (AGRA) supported the workshop.

The workshop attracted 42 high level participants. Of the participants, 32 were agribusiness and agro-industry stakeholders involved in input supply, commercial agriculture, contract growing, primary and secondary processing, marketing and financing brokerage. The rest of the participants were drawn from Agricultural Research Organizations, Policy Making Organs, Agribusiness Organizations, Financial Institutions, Farmers’ Organizations, and development partners.

The workshop was preceded by the meeting of the Steering Committee at which PanAAC’s mission, vision and functions were illuminated. In addition, the agenda and strategic guiding principles for the workshop were developed.

The two-day workshop was broken into four main sessions: official opening and remarks from the partners, thematic paper presentations, plenary discussions and breakout discussions followed by reporting.

In the final analysis, the participants discussed and made very useful recommendations on the strategies and priorities that PanAAC should pursue as well as the structures that will guide the regional agribusiness and agro-industry platform.
OBJECTIVES

The objectives of the workshop were to:

» Discuss and enrich PanAAC’s programs and strategies.
» Discuss and agree on PanAAC’s areas of intervention and role in strengthening private sector agribusiness and agro-industry.
» Develop a common understanding and agreement on the challenges and opportunities in African agribusiness and agro-industry based on sharing real life experiences.
» Propose strategies for PanAAC as a strong platform for the agribusiness and agro-industry value chain stakeholders to improve trade integration, productivity, access to innovation, improved ways to attract investment and access new markets.
» Prioritize investment opportunities and initiate measures to attract direct investment in agribusiness and agro-industry in the region.
» Discuss and agree on the role of PanAAC’s constituents in promoting trade and markets in line with CAADP.
» Explore partnerships for developing a regional platform for market information, intelligence, economics and investment advisory.
» Initiate avenues for collaboration with the policy makers to ease cross border commerce and promote regional trade integration.
» Provide an opportunity for interaction between agribusiness and agro-industry enterprises and financiers, investors and marketers.
» Provide an opportunity to partner with development partners to strengthen the post-production segment of the agribusiness and agro-industry value chain.
THE OPENING REMARKS
The opening session involved opening remarks from the representatives of FARA, Regional Office of the FAO, AGRA West African Office, and the regional Director, Agriculture and Natural Resources of the USAID, West Africa Region.

The Chair of PanAAC, Mr. Moussa Seck, made introductory remarks. In his remarks, Mr. Seck highlighted his vision of African agribusiness and agro-industry development and the challenges and opportunities for PanAAC in promoting the acquisition of information, knowledge, partnerships and financial brokerage.

The Chief Executive Officer of PanAAC, Madam Lucy Muchoki then explained the objectives of the workshop as well as the expectations. In addition, she explained the current activities and milestones of the Consortium.
Dr Emmanuel Tambi, Director for Markets and Policies, FARA, made the welcome remarks on behalf of Dr Jones, the Executive Director of FARA. He welcomed the participants and gave an overview of how FARA was working together with other partners, amongst them PanAAC, towards increasing productivity and investment in agriculture in Africa. He acknowledged the role of the private sector as a mover in achieving food security, reduced poverty and market access. He urged PanAAC to continue playing its role to improve agricultural production in the continent. Dr Tambi also lauded PanAAC’s role in initiating the partnerships between the private sector and the agricultural research and development community in Africa.

The second speaker was Dr. Musa Mbenga, the Deputy Regional Representative of FAO. In his remarks, he said that FAO has developed programs with 11 objectives among which are support to Small and Medium Enterprises (SMEs), strategies to promote sustainable agriculture, creation of an enabling environment for commercial trade by supporting the sector to add value and promote rural agriculture. He noted that FAO’s 11 objectives support and complement the four (4) CAADP pillars in addition to support for Fisheries and Forestry. Dr. Mbenga also mentioned the four main areas that FAO is currently working on including Food security through commerce, Value chains and Business Modules Development (Tanzania), Agribusiness support (Kenya) and SMEs development. Dr Musa Mbenga expressed optimism that PanAAC will continue to be a strategic partner through its linkages with the private sector in formulation and implementation of its programs that aim at integrating the value chains in Africa.
Dr Kehinde Makinde, representing Dr. Andre Bationo, Director, AGRA West Africa then made a presentation touching on activities and areas in which AGRA and PanAAC could work together. He listed AGRA's activities that promote investment along the agricultural value chain. He highlighted progress made in Agro-dealer development, training of business managers, integrated soil fertility management (ISFM) under the Soil Health Program, and support for fertilizer distribution with special emphasis on SME's. He felt strongly that PanAAC would be a perfect partner in supporting the distribution of inputs amongst other activities.

Dr Sabinus Fyne Anaele, the regional Director, Agriculture and Natural Resources, USAID in his presentation informed the workshop about the activities of his office that include the participation at the June 14th ECOWAS meeting in Senegal. He also mentioned the support to CORAF under the CAADP Pillar 4 funding. He specifically mentioned the capacity building program which has benefited about 100 registered African institutions and could be a starting point for working together with PanAAC in the region. He asked for a follow up by PanAAC to explore specific areas of working together in the West African sub-region.
THEMATIC PRESENTATIONS

The thematic presentations covered the following topics:


2. Keynote Topic: Strategic partnerships between the Agricultural Research and Development Institutions with the private sector in developing demand driven research and innovations. Dr. Adewale Adekunle, Director NSF 5, FARA.

3. Keynote Topic: Regional policy harmonization initiatives to boost investment, trade and regional integration in Africa. Prof. André Louw: PanAAC South African Focal Point and Absa Bank Chair, University of Pretoria

4. Keynote Topic: Initiatives to promote innovation and train graduates with entrepreneurial and business skills and relevance to Africa’s agribusiness industry. Mr. Ralph von Kauffman: Coordinator UNIBRAIN, FARA.

5. Keynote Topic: The need for a regional node for market, information, intelligence, economics and investment advisory in Africa. Mr. Philippe D. Tokpanou: Technical Advisor -ITC/ECOWAS


7. Keynote topic: PAEPARD; opportunities and lessons learnt. Dr. Jonas Mugabe- Africa Coordinator PAEPARD, FARA


The following issues form part of the key points raised during the presentations.
Mr. André Souma, The Executive Chairman of ACE gave a presentation highlighting success factors along the value chain, financial needs for input financing and crop risk management, extension service for proper crop production, systems and procedures. He mentioned various bank products available for the agricultural sector, such as: supply chain finance solution; commodity exchange, finance against warehouse receipt, import finance and export finance. He also listed the available opportunities for financial remediation for agribusiness and agro-industry. Mr. Soumah reiterated that perennial challenge of accessing right financing and financial remediation by agribusiness and agro-industry enterprises would be a thing of the past if the right structures are put in place that ensure a form of guarantee. ACE’s Mr. Soumah mentioned that he has been in the business of taking risk on behalf of agribusinesses and therefore would be suitable partner for PanAAC to enable the platform develop programs and products that enhance members’ chances to access business financing and business development tools.

Prof. André Louw presented a paper on policy and trade. He gave a brief overview on the policies to strengthen regional and intra-regional trade and commerce and also recognized efforts by REC’s to harmonize trade and commerce in agribusiness. He also delineated areas in which PanAAC as a regional consortium could participate in accelerating the process of integration and harmonization. This, he reiterates would result in improving the business environment, reducing the cost of doing business, improving competitiveness and encouraging more investment in agriculture and agribusiness in general.
Mr. Ralph von Kaufmann, the coordinator of UniBRAIN Initiative was invited to give a presentation on "initiative to promote innovation and train graduates in entrepreneurial and business skills that are relevant to Africa’s agribusiness industry". He gave a brief on the origin of UniBRAIN with the main objective of breaking the barriers and fostering collaboration between universities, business and research to create cultures and environments that will value and encourage innovation while producing graduates that are problem solvers, decision takers and successful entrepreneurs. Mr. Kaufmann thanked PanAAC for accepting responsibility to raise and maintain awareness of the programme, its products and potential outcomes among its stakeholders. PanAAC’s involvement would thus facilitate the participation of the agribusiness and agro-industry enterprises in the programme’s competitive grants scheme and other activities.

Dr. Mbalo Ndiaye- Director of the World Cocoa Foundation, gave a brief presentation on the programs they implement with the public and private sectors to improve the livelihoods of cocoa producers and other beneficiaries in the value chain. He mentioned that the foundation has been able to achieve better access to technology for its farmers, enhanced productivity and good market access. He said this was due to the improved market efficiency, improved production efficiency and quality at farm level and improved competitiveness on diversified cocoa production. He emphasized that PanAAC would be an obvious partner in implementing some of the Foundation’s programs.
Mr. Philip Topkanou, the ITC Regional Technical Adviser to ECOWAS, informed the workshop that ITC, like PanAAC, was working with organizations that directly work with the private sector to focus on priority issues for regional value chain distribution as well as to sharpen the offer of professional services to productive actors, mainly agribusiness. He said that this was in line with the need to establish strategic networks for the provision of decision-making, value addition, market intelligence and analysis of the regional trade. In his presentation he highlighted the following business resources that would be suitable for PanAAC constituents: business and trade policy, regional export strategies, strengthening of trade support institutions, export competitiveness with focus on women and trade intelligence. He said that ITC was ready to work with the private sector institutions that are specialized in these activities. Ms. Vanessa Adams, of the West Africa Trade Hub, emphasized the need for value addition, facilitation of access to export market, support for business advocacy, dissemination of information and organization of annual international industry conferences as key areas to promote agribusiness in the sub region. She mentioned that there was a great need for the agribusinesses to access competitive financing and confirmed that her outfit was working with ECOWAS and the private sector to advance this cause. She called on PanAAC to be the advocates for the value chain, get the appropriate policies put in place for the food security, get control of strategic information and engage champions to address issues affecting the African farmers. She reiterated that West Africa Hub would be willing to work with PanAAC in addressing the above issues.

Finally Dr Adekunle Adewale made a presentation on partnerships between FARA and other civil society organization amongst them the private sector. Dr Adewale explained FARA’s programs targeting the private sector and thanked PanAAC for bringing together the private sector to reduce barriers to agribusiness trade and commerce.
At the meeting the following challenges and opportunities were identified by the PanAAC constituents and partners:

1 Strategic partnerships
   - Limited partnerships between the private sector and other partners - notably the researchers and development community
   - Limited coordination between the different players in the value chain to improve linkages and avoid duplication
   - Few programs that target post harvest segment of the value chain.
2 Policy formulation and harmonization
   • Development of protocols and capacity to negotiate for trade
   • Tariff reduction and harmonization
   • Legal and regulatory reform
   • Payment systems rationalization
   • Financial sector reorganization
   • Investment incentive and tax system harmonization
   • Labour market reforms to enable participating countries to pool and avail themselves of regional institutional and human resources
   • Capacity to attain a level of technical and administrative competence
   • Food insecurity as a barrier to regional value chain development
   • Enabling environment (policies, infrastructure, capacity building, attitude change)

3 Value chain weaknesses
   • Power of the market on SMEs
   • Role and opportunities in traditional export products
   • Supply capacity development
   • Suitable insurance products to stimulate agribusiness and agro-industry.
   • How to identify and deal with the multiple dimensional nature of the bottlenecks within the value chain
   • Create trust in order to improve agribusiness competitiveness
   • Disjointed value chain systems – scaling out successful cases.

4 Innovative financial remediation
   • Access to financial services such as low interest loans, match making, FDI etc.
   • Obtain technical information, tools and financing for business development
   • Financing options for SMEs and start-ups
   • Low interest loans.
   • Venture capital financing
   • Business matchmaking
   • Risk capital provision
   • Contracting, guarantees and collateral
   • How PanAAC can support/ intervene in enabling implementation of the financing products and options.
5 Tools for sustainable market access
- Exploration of market conditions before producing (market driven production).
- Market access (quantity, quality, price information, technology, skills)
- Commodity exchanges and warehouse receipting
- Access to output markets and imbedded services
- Improved access to information on market opportunities and economic intelligence
- Market place risk mitigation (weather, market access, transport, security, corruption, culture, knowledge, technology, information, innovation)
- Non-tariff barriers to trade and markets.

6 Innovation development and access
- Right partnerships to access technology and innovations
- How to translate innovation outputs into outcomes
- How to strengthen the ability to innovate
- Critical role of extension service to innovation and delivery
- Lack of proper information collection, collation and dissemination.

Others
- Who are agribusiness and agro-industry players; are small-scale farmers considered agribusiness participants?
- How to empower PanAAC to respond to needs and aspirations of its stakeholders in West and Central Africa by providing information, knowledge, strategic partnerships and financial brokerage.
- PanAAC to identify and invite agribusiness champions from the whole continent to spearhead its business case. The champions to include renowned personalities in the continent.
- The Consortium to plan and arrange the official launch in Dakar Senegal by February 2011.
- How to make PanAAC different in its strategy and priorities
- How to involve all the stakeholders in spite of linguistic barriers to work together to improve regional trade investment and access to information and business intelligence.
During the second day the participants were divided into 3 groups:

Group 1 discussed Strategies for PanAAC as a regional platform
Group 2 discussed Priorities for PanAAC as a regional platform
Group 3 discussed Organizational arrangements to enable PanAAC to fulfil its mandate to its members.

The outcomes of the discussions form the essence of the following resolutions:
RESOLUTIONS

I Strategy for PanAAC as a regional platform:

- For its the visibility, in each country, PanAAC’s Steering Committee should identify national focal points with specific tasks and mandate (ToR) in order to fulfil PanAAC’s vision at country and Sub Regional level;
- PanAAC to be registered in every country in each of the sub-regions as a statutory body to enable it influence policy and decision making that affect its members;
- The consortium to identify champions from each sub region to spearhead its case. Already the Chairman had discussed with Dr. Babacar Ndiaye, the former President of the African Development Bank to be one of the champions. Dr Ndiaye has agreed in principle and he will also introduce PanAAC to Dr Olusegun Obasanjo the former President of Nigeria. National and sub-regional structures of PanAAC to be established;
- PanAAC to be affiliated to AU in order to strengthen its standing as a Pan African entity;
- Develop a communication strategy in order to be visible and recognised across Africa as a unique institution for the development of agribusiness and agro-industry sector;
- Establish transparency and good governance structure at all levels in order to enable buy-in by more private sector actors;
- Establish a strategy which will allow the flow of information and decision making process between all chains of PanAAC;
- Develop country and sub regional programs for PanAAC for each key sector in consultation with all the stakeholders;
- Map the technical and financial resources which can be mobilised at the country, sub Regional and Regional levels for the implementation of PanAAC’s program;
- Develop a country and sub regional communication program and develop PanAAC’s communication tools at African and global levels;
- PanAAC to organize the official launch in Dakar, Senegal before February 2011. The steering committee is asked to source for logistical and financial support;
- Provide appropriate technical, financial and legal support to the members;
- Develop ways to make PanAAC financially independent.
II Organizational arrangements to enable PanAAC fulfil its mandate to its members.

- PanAAC to draw its members from input suppliers, producer organizations, processors and packagers, logistic providers, wholesalers and retailers, financiers, exporters, and business development providers;
- PanAAC Regional Steering Committee to be expanded;
- The consortium to maintain a strong secretariat at continental level;
- PanAAC to set up sub regional focal points to manage the unique challenges and opportunities due to the geo-political differences;
- PanAAC to have National Chapters through which programs are implemented;
- The National Chapters to be registered in every country in order to engage in policy formulation and advocacy.

III Priorities for PanAAC as a regional platform

- The group agreed that the priorities should be implemented in phases:

  The following areas were identified as priority areas:

i) An efficient and well-resourced Secretariat and organizational structure is needed:
   - PanAAC must be bilingual – website, publications etc
   - Coordination and organization of a database on Value-Chain stakeholders from already existing sources – Research, IGOs, Private Sector etc to facilitate value chain linkages.
   - Set up innovative information dissemination system (through provision of techniques, Value Chain linkages, cases) in key weak areas of VC in Africa,

ii) Develop strategic partnerships for agri-business and agro-industry development and visibility of PanAAC through:
   - Capacity development of members to grow agro-businesses in Africa e.g. in new market development etc
   - Country representation
   - Leverage membership to attract available investments
   - Improve the enabling environment in the region – engaging with governments and sub regional bodies.
iii) Be an intermediary between members and financial service providers by:
   - Compiling economic intelligence
   - Sensitizing members on investment opportunities and how to take advantage of them
   - Matching investment needs with financing opportunities
   - Developing credibility of PanAAC as a recognized representative of the private sector.

iv) PanAAC is a platform for African private sector agribusiness and agro-industry enterprises to promote and stimulate rapid transformation of the agricultural sector through increased commercialization, productivity, trade, investment and partnership.
The following milestones were achieved from the workshop:

PanAAC's mission, vision, functions, approach and strategy were stated as follows:

**MISSION**  Promote sustainable Agribusiness and Agro-industry in Africa through enhanced productivity and competitiveness at national, regional and global levels.

**VISION**  To develop a strategic network involved in African agribusiness and agro-industry value chain to increase growth, foster productivity, promote intra-regional trade and attract direct investment in the food system.

**STRATEGY**  Mobilize and create a network involving input suppliers, producer organizations, processors and packagers, logistics providers, commodity organizations, wholesalers and retailers, financiers, business development providers and work in partnership with researchers, policy makers, and development partners to collectively and actively address the emerging challenges, and opportunities in the sector with a view to improving the competitiveness of the sector.
FUNCTIONS

- Providing a platform for information on agribusiness and agro-industry development, market information, economic intelligence and investment
- Facilitate the provision of knowledge, skills, relevant experiences, best practices and formal training
- A platform for strategic partnership amongst stakeholders and with other partners such as researchers, finance actors, development partners and institutions of higher learning.
- To harness available financial resources to aid PanAAC’s stakeholders.

ACTIVITY AREAS

PanAAC as a platform for information, knowledge, strategic partnership and financial remediation for stakeholders in agribusiness and agro-industry has initiated programs aimed at strengthening linkages between producers of technology, agricultural training institutions and agribusiness in order to make agricultural graduates owners of business, employers and skilled and marketable professionals.

PanAAC offers a platform for reliable information on markets and value chains based on reliable reports, market analysis and relevant experiences. The consortium collects and collates data, processes them into valuable business intelligence for its stakeholders.

APPROACH

PanAAC’s approach towards carrying out its mandate is hinged on strategic partnerships and impact network with all stakeholders in agribusiness and agro-industry.

The consortium recognizes that as a network it brings together a large array of stakeholders with different interests and expectations and therefore it will strive to meet the needs and expectations of its constituents by developing relevant activities to be implemented by a well-established secretariat.
PHOTO GALLERY

Catherine Kilongosi
PanAAC

Dr. Ibrahim Togola

Sharon Alfred
FARNPAN

Sylvestre Gule
PanAAC
CONCLUSIONS AND WAY FORWARD

The workshop achieved the following:

- Refined PanAACs’ strategy and action plan
- Developed priority areas for PanAAC to concentrate
- Agreed that PanAAC should establish national focal points
- Agreed to strengthen the Sub Regional focal points
- PanAAC mandated to develop programs that ensure financial remediation and brokerage to its members
- Form more strategic partnerships within the framework of CAADP and establish a close working relationship with NPCA
- Helped to initiate discussions with other partners in programs to promote agribusiness and agro-industry in Africa
- The consortium is to promote and stimulate rapid transformation of the agribusiness and agro-industry sector through increased commercialization, productivity, trade, investment and partnership
- Develop strategic partnerships for Agri-business and agro-industry development and visibility.
- Host an information, knowledge and economic intelligence hub for agribusiness trade and markets.
- The Steering Committee mandated to discuss with potential champions to have them strengthen PanAAC.
- PanAAC Steering committee mandated to plan and hold the official launch in Dakar Senegal
PARTICIPATING PARTNERS & ORGANIZATIONS

The following were participating partners:
FARA, FAO, AGRA, GTZ, ITC, SNV, USAID, FANPARN, PAEPARD, World Cocoa Foundation,
AGOA-West Africa-Hub, EMBRAPA Agribusiness and Farmers’ Organizations.