

## Private sector coalitions to feed African cities

### Workshop at the foodFIRST conference, June 1, 2018 - Utrecht

#### Date & location

Date: Friday, June 1, 2018  
Time: Conference 09:00 / Workshop 11:00  
Location: Rabobank, Croeselaan 28, 3521 CB Utrecht

#### Context

This workshop focuses on ways to increase investments of Dutch companies in Africa by matching up with local demand and partnering up with local companies. Previous activities of the Innovation Network Feeding Cities have shown that partnering up with local private sector in coalitions is a key entry point for Dutch agrofood, water and logistics companies into local markets where they have much to offer African private sector actors. Beyond their products and services, Dutch knowledge and skills to implement integrated solutions have the potential to address complex problems that arise in emerging African markets. Especially in large urban markets solutions that combine innovative technologies and knowledge on distribution, storage and logistics can be of real added value. But to succeed an in-depth understanding of local markets and food systems is necessary to match up with local demand.

During the *workshop* we will focus on how to get better insight in the complexities of local demand and scope for opportunities in African cities. African entrepreneurs will present their perspectives and their expectations of what the Dutch private sector can deliver. Panel members that all have inspiring stories to share will then discuss experiences with collaborative partnerships and enhancing entrepreneurship locally. This workshop is particularly interesting for larger companies, SMEs and representatives from intermediary organizations, NGOs, knowledge institutes, networks or policy makers who have experience in or would like to invest in food security (business) cases around cities in emerging economies.

#### Workshop programme

##### 11.10 – 11.15 Opening remarks

*Frans Verberne, Director of the Food & Business Knowledge Platform*

##### 11.15 – 11.35 Presentations

What do African entrepreneurs need? What do young entrepreneurs specifically need? What do they expect from the Netherlands?

- *Peter Muthee, CEO Latia Agribusiness Solutions Ltd*
- *Pascal Murasira, African entrepreneur and business developer*

##### 11.35 – 11.50 Introduction panel and pitches

Linking up with demand of local private sector actors as an entry point for private sector collaboration.

Moderator: *Sigrid Wertheim-Heck, Professor applied sciences Food and Healthy Living, Aeres University AS*

- *Peter Muthee, CEO Latia Agribusiness Solutions Ltd*
- *Pascal Murasira, African entrepreneur and business developer*
- *Errol van Groenewoud, Chief Operational Officer at Omnivent Techniek B.V. and Chairman at NAFTC-India*
- *Norbert van der Straaten, Founder Holland Greentech*
- *Thom Achterbosch, Senior Researcher at Wageningen Economic Research*
- *Gert van der Bijl, Corporate Engagement Manager at Solidaridad*
- *Bram Wits, Agricultural Counselor for West Africa (Nigeria, Ghana and Côte d'Ivoire)*

##### 11.50 – 12.05 Panel discussion

Around lead question "How can the Dutch agrofood sector achieve a better match between what (techware, software, orgware) they have to offer and the demand of local private and public sector actors?"

##### 12.05 – 12.20 Q&A, discussion with workshop participants

##### 12.20 – 12.30 Wrap-up and closing remarks

#### Organizers

Food & Business Knowledge Platform in close cooperation with MVO Netherlands as initiators of Innovation Network Feeding Cities. Activities of the Network are organized in consultation with: BoP Innovation Center, Topsector Agri&Food, Topsector Horticulture and Starting Materials, Holland Horti International, AgriProFocus, Netherlands Enterprise Agency (RVO), NL International Business (VNO-NCW en MKB-Nederland), Netherlands International Works ("De Werkplaats"), Ministry of Foreign Affairs, Ministry of Agriculture, Nature and Food Quality.