

PRIVATE SECTOR FORUM ON
FOOD SECURITY
IN THE SOUTHERN AND EASTERN
MEDITERRANEAN REGION

AGENDA

Barcelona, 5-6 May 2015 - Palacio de Pedralbes

5 May 2015

- 14:30 Coffee and registration
Press conference - *Press room*
- 15:00 **Welcome - Gala Room**
H.E. Xavier Trias i Vidal de Llobatera, *Mayor of Barcelona*
H.E. Carlos Cabanas Godino, *Secretary General, Ministry of Agriculture, Food and Environment, Spain*
H.E. Josep Maria Pelegrí i Aixut, *Regional Minister for Agriculture, Livestock, Fisheries, Food and Natural Environment, Government of Catalonia*
- 15:15 **Opening remarks**
Fathallah Sijilmassi, *Secretary General, UfM*
Philippe Le Houérou, *Vice President, Policy and Partnerships, EBRD*
Laurent Thomas, *Assistant Director-General, Technical cooperation, FAO*
- 15:45 **Panel 1 on 'Agricultural trade and food security in the Mediterranean'**
H.E. Khaled Hanafi, *Minister of Supply and Internal Trade, Egypt*
H.E. Oleksiy Pavlenko, *Minister of Agrarian Policy and Food, Ukraine*
Nikolay Gorbachov, *Commercial Director for Ukraine and Russia, Soufflet*
Salah Tawfik, *CEO, Medsofts Commodity Trading*
Kacem Bennani-Smires, *CEO, Delassus*
Josep Pont Amenós, *CEO, Borges*
- Discussants**
Jane Harrigan, *Professor of Economics, SOAS, University of London*
Peter Talks, *Trade Specialist*
- Moderator:** Jonathan Charles, *Director of Communications, EBRD*
- 17:00 Coffee break

- 17:15 **Keynote address on 'Agriculture and rural development's contribution to peace and stability'**
Hafez Ghanem, *Vice President, Middle East and North Africa Region, World Bank*
- 17:30 **Panel 2 on 'Producing more food with less: investing in resource-efficient technologies and practices'**
Metin Türker, *Deputy General Director, Agriculture Reform Directorate, Turkey*
Cosimo Lacirignola, *Secretary General, CIHEAM*
Mustapha Hassini, *Industrial Director, Lesieur Cristal*
Pasquale Steduto, *Deputy Regional Representative for the Near East and North Africa, FAO*
Steven Schonberger, *Practice Manager, Water and Agriculture, Middle East and North Africa Region, World Bank*
- Discussants**
Mattia Romani, *Managing Director, Country and Sector Economics, EBRD*
Ralph Sims, *Professor of Sustainable Energy, Massey University*
- Moderator:** Gilles Mettetal, *Director, Agribusiness, EBRD*
- 19:00 **Address on 'Solutions for agri-food sustainability in the Mediterranean'**
Sergio Piazza, *Secretary-General, Parliamentary Assembly for the Mediterranean*
- 19:15 Closing remarks and networking cocktail in the garden

6 May 2015

- 9:00 Coffee and registration
- 9:30 **Panel 3 on 'Private sector approaches to more inclusive value chains and agricultural policies'**
Régis Fournier, *General Manager, Maisadour Semences S.A.*
Abdelkarim Sma, *Regional Economist, Near East, North Africa and Europe Division, IFAD*
Seddik Zniber, *President, National Cattle Breeders Association of Morocco*
Ministry of Agriculture and Maritime Fisheries, Morocco
Krijn Poppe, *Senior Economist and Research Manager, LEI Wageningen University*
- Discussants**
Martin Elling, *Advisor in Management*
Alexander Paine, *Senior Manager, Enterprise Growth Programme, EBRD*
- Moderator:** Mohamed Manssouri, *Service Chief, Investment Centre Division, FAO*
- 11:00 Coffee break



11:15 Jocelyn Blériot, *Head of Editorial and European Affairs, Ellen McArthur Foundation*

11:30 **Panel 4 on 'Investing in better food: Enhancing quality standards for local consumers and improved export opportunities'**

Abdelrahman Chaffai, *General Director, APIA*

Omar Benayachi Lalami, *Managing Director, Zalagh Holding*

Philippe Binard, *General Delegate, European Fresh Produce Association (Freshfel)*

André Rocha, *Executive Director, Frulact*

Andriy Dykun, *President, Milk Producers Association, Ukraine*

Moderator: Alain Pilloux, *Managing Director, Industry, Commerce and Agribusiness, EBRD*

13:00 Buffet lunch

14:30 Conclusions and next steps

Moderators: Claudio Cortese, *Senior Deputy Secretary General, UfM*; Gilles Mettetal, *Director, Agribusiness, EBRD*

16:00 Closing remarks

Claudio Cortese, *Senior Deputy Secretary General, UfM*

Philippe Le Houérou, *Vice President, Policy and Partnerships, EBRD*

Laurent Thomas, *Assistant Director-General, FAO*

PANEL 1

AGRICULTURAL TRADE AND FOOD SECURITY IN THE MEDITERRANEAN

Topics: Trade integration, trade infrastructure and policies in the region

The SEMED region is a substantial net importer of agricultural and food products. Between 2000 and 2013, the region's agrifood imports quadrupled to USD 66 billion, with the total sector trade deficit reaching 32 billion dollars. In half of the SEMED countries, the ratio of agrifood imports to total exports is also very high -- indicating that, in terms of food security, they are trade stressed.

Just under one-third of these imports is cereals, with the broader grains and oilseeds complex (and their derivatives) accounting for half of import costs. The region is therefore highly vulnerable to adverse movements in the prices of grains and oilseeds.

Since 2000, the growth of agrifood exports from the SEMED region has been impressive, rising nearly five-fold to around USD 32 billion in 2013. Exports to the EU increased by two and a half times, but exports to the wider Middle East and North Africa region increased an impressive ten-fold. While 60% of exports were to the EU in 2000, this has declined to less than one-third as exports to the MENA region doubled their share to 36%. This changing export landscape will have important implications for trade and the types of agrifood products that the region prioritises.

Trade is a fundamental part of the food security equation. The panel will explore whether current trade infrastructure and policies in the region can play a part in reducing food security vulnerabilities while promoting growth and integration. It will also raise the following burning questions for the region: How can the public and private sectors be mobilised to improve trade efficiency? Can the private sector play a more active role in enhancing grain import infrastructure to reduce import costs? Can increased exports, particularly of higher value added products, and trade integration be leveraged to reduce food security vulnerabilities and mitigate supply shocks and price changes?

Finally, the panel will focus on how trade policy can be used to promote growth, investment, and regional integration, looking specifically at the barriers to the latter. It will address how SEMED governments can maximise the benefits of the EU and other free trade agreements through domestic policy, looking at possible lessons to draw from DCFTAs and other agreements.



PANEL 2

PRODUCING MORE FOOD WITH LESS: INVESTING IN RESOURCE-EFFICIENT TECHNOLOGIES AND PRACTICES

Topics: Water use, reduction of post-harvest waste, climate-smart agriculture

This session will provide an opportunity for private companies, government officials and International Financial Institutions (IFIs) representatives to discuss trends in energy and natural resource-efficient technologies in agrifood chains. Panelists will share their views on how policies can effectively facilitate the development and adoption of such technologies. The session will also provide a platform for sharing experiences and lessons learned through concrete examples of private sector investments in energy and resource efficiency in the agrifood sector.

Globally, agrifood chains consume 30 percent of the world's available energy – with more than 70 percent consumed beyond the farm gate. Primary production and the entire food supply chain are responsible for approximately 22 percent of total annual greenhouse gas (GHG) emissions. As populations and economies grow, the global demand for energy and water is expected to increase by 40 percent before 2050, while a 70 percent increase in food demand over 2005-2007 levels is foreseen. In the Southern and Eastern Mediterranean region, an area with limited land and water resources where agriculture plays a substantial role, the effectiveness and overall productivity of agrifood value chains will be increasingly dependent on the availability and efficient use of energy and natural resources.

Achieving the transition to “resource-smart” food systems will require better policy-making as well as a collaborative and proactive multi-stakeholder approach. In this process, involving both the public and private sector will be essential to promoting and implementing energy and resource efficiency measures at the regional and country levels. IFIs can play a catalytic role in the development of effective partnerships among countries, donors and private market stakeholders for the financing of such technologies and practices.

The session will provide insights into fundamental questions affecting resource use efficiency in the region's agrifood chains: What are the potential benefits and trade-offs of different energy and natural resource efficient technologies? What are the most promising technologies available for the agri-food sector? What are the main obstacles to the development and adoption of climate technologies in the Southern and Eastern Mediterranean region? How can the short-term economic timeframe of most producers be reconciled with a vision for longer-term sustainable growth? How can governments better promote efficient resource use while meeting food security objectives?

PANEL 3

PRIVATE SECTOR APPROACHES TO MORE INCLUSIVE VALUE CHAINS AND AGRICULTURAL POLICIES

Topics: Public-private dialogue, policy reform, investment, cooperatives, professional organizations, Small and Medium Enterprises (SMEs)

In the region's agrifood sector, Small and Medium Enterprises (SMEs) and family-owned farms and businesses are a driving force behind employment and economic growth. However, they often face difficulties accessing technology and know-how, credit and markets. Different types of structures, like agricultural cooperatives, have emerged as useful intermediaries between small production units and larger food chain players like input suppliers, banks, processors or traders. Similarly, professional organizations including Farmer Organizations (FOs) have started to emerge as genuine interlocutors in policy-making purposes. In parallel, International Financial Institutions and development partners such as FAO, the European Union and other multilateral and bilateral agencies are trying to support the development of stronger family and commercial farming structures and SMEs that are better connected to the market through financing, and technical assistance.

In the region, policies often overlook the specific constraints of small economic structures, while their development and involvement in policy processes is key to the improvement of agricultural productivity, the efficient use of natural resources and the enhancement of food safety and quality standards.

This panel will discuss what it takes for small producers and SMEs to develop and connect to the market and for cooperatives, their apexes – and other types of aggregative structures – to emerge and play a useful intermediation role in the agri-food chain. Local SMEs and cooperatives from both rims of the Mediterranean will elaborate on the constraints they face and share views on what they see as successful aggregation models and enabling policies. Executives from leading companies interacting with SMEs, cooperatives, Farmer Organizations as well as public authorities, will react and present successful examples of policy measures or inclusive business models in the fruit and vegetables, olive oil, seeds, cereals and dairy sectors.

PANEL 4

INVESTING IN BETTER FOOD: ENHANCING QUALITY STANDARDS FOR LOCAL CONSUMERS AND IMPROVED EXPORT OPPORTUNITIES

Topics: Food quality and safety standards, private quality labels, origin-based labels

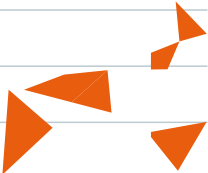
Consumers worldwide continue to demand higher quality products. However, quality is partly subjective and standards vary significantly from market to market. Most producers find it difficult to adjust to increasingly varied and sophisticated consumer expectations. To add to the complexity, quality – defined in a broad way – also includes a safety dimension which varies from country to country but which should be standardized as a minimum requirement.

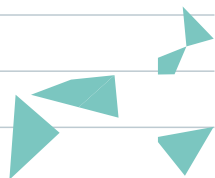
Mediterranean countries have significant potential to boost the sales of products for which they have a clear competitive advantage such as olive oil, fresh olives, and fresh fruits and vegetables. To fulfill this potential, they need to adjust to both the public standards imposed by importing countries and the quality expectations of consumers in these countries.

Depending on the product, quality improvement requires adjustments and investments at different levels of the food chain. In addition, for these efforts to bear fruit, proper promotion and communication strategies are needed to communicate the value of the standards to the general public. Governments can also assist the process of quality enhancement and export promotion even though their role is traditionally limited to food safety control and developing favorable production and trade environments.

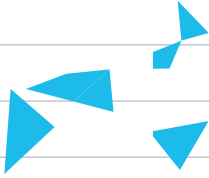
The panel will discuss how the public and private sectors can work together on quality enhancement in the food chain in order to offer better food to local consumers and improve export opportunities. Panelists will also share views on the relevance of locally or internationally recognized seals of quality – such as organic labels, fairtrade labels or geographical indications.

A series of 21 horizontal blue lines for writing.









Organized by



European Bank
for Reconstruction and Development



**Food and Agriculture
Organization of the
United Nations**



Union for the Mediterranean
Union pour la Méditerranée
الإتحاد من أجل المتوسط