

# Responsible Private Sector Investments in **Food and Agriculture**

23 October, Marrakesh, Morocco

## PANEL 2

Investing responsibly across borders:  
the private sector view



Food and Agriculture  
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### 11:45 | Agdal Room, Four Seasons Resort, Marrakesh

Cross-border investments are significantly contributing to the process of global food production, with goods and services being a part of elaborate international value chains. They are increasingly important for the uptake of new technologies and know-how. Smaller companies are increasingly joining these value chains, or even investing beyond their own countries. Given appropriate policies and business environments, cross-border investments can provide many benefits for emerging markets, including value-addition, higher exports and trade flows, transfer of skills and positive impact on employment. Among the emerging markets, Africa has some of the fastest growing economies of the world and is expected to provide the most consistent rates of growth over the next decade. Tapping into Africa's potential is a huge opportunity for private sector companies, however there are high risks along the agri-food value chains.

How can companies boost value-addition and higher exports, and integrate businesses in global value chains? How can this be done in a sustainable and responsible way? What are the prospects of emerging economies such as Morocco, to attract private sector investments and enhance business prospects for the African continent?

#### Speakers



**Frédéric Faillières**  
CEO, Maisadour  
Maroc



**Nikolay Gorbachov**  
President, Ukraine  
Grain Association



**Omar Benayachi**  
General Manager,  
Zalar Holding



**Zin Bekkali**  
CEO, Silk Invest



**Jean-Marc Peterschmitt**  
Managing Director  
for Industry,  
Commerce and  
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