



المؤتمر العربي الثالث
للاستثمار الزراعي

Third Arab Conference for Agricultural Investment

غداؤنا . مسؤوليتنا
Our Food. Our Responsibility

THIRD ARAB CONFERENCE FOR
AGRICULTURAL INVESTMENT REPORT

تقرير المؤتمر العربي الثالث للاستثمار الزراعي

تنظيم
Organized By

ARAB AUTHORITY
FOR AGRICULTURAL INVESTMENT AND DEVELOPMENT



الهيئة العربية
للاستثمار والإصلاح الزراعي

((Act! Allah will behold your actions, and (so will) His messenger and the believers, and ye will be brought back to the Knower of the Invisible and the Visible, and He will tell you what ye used to do.))

| | |
|--|----|
| Executive Summary | 6 |
| Introduction | 8 |
| Objectives | 9 |
| Organizing Body | 10 |
| Conference Topics | 11 |
| Conference Website | 12 |
| Program | 16 |
| Work Sheets | 17 |
| Speakers | 18 |
| Strategic Partners and sponsors | 21 |
| Participants | 38 |
| Field Visits | 39 |
| Signing of MoUs and announcement of new projects | 47 |
| Business Meetings | 52 |
| Closing Statements and Recommendations | 53 |
| Internal Exhibition | 56 |
| External Exhibition | 58 |
| Media Coverage and Communications | 61 |
| Partner and Sponsor Statements | 61 |
| Promotion and Marketing | 77 |

contents

Executive Summary :

The number of participants in the conference was about 1014 participants

President Omar Hassan Ahmed Al-Bashir, President of the Republic of Sudan, launched the conference.

The conference saw participation from 8 Arab ministers as well as the chief agricultural officer in China, as well as diplomatic personalities including ambassadors and charge de 'affaires in Sudan.

There was 156 participants in the field visits.

There was 21 Memoranda of Understanding signed between AAAID and external bodies.

The announcement of the launch of five investment projects in which AAAID is involved.

40 work meetings were organized between AAAID and investors interested in cooperation and joint investment work as well as several B2B meetings between investors and concerned ministers.

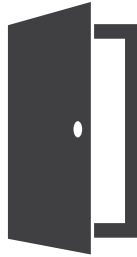
The exhibition accompanying the conference included 25 participants who were able to showcase their products.

The total number of users who viewed the conference promotional posters was 9,885.

28 speakers participated in the conference sessions ranging from ministers, businesspersons, directors of financial institutions, scientists and researchers.



Introduction



The Third Arab Conference for Agricultural Investment was organized by the AAAID on 27-28 February 2017 at the Friendship Hall in Khartoum with the theme “Our Food. Our Responsibility”. The conference saw participation from various ministers, as well as representatives of different investment funds, businessmen and companies from all over world, There was also valuable contribution from trade rooms and national and international centers working on agricultural research in Arab countries as well as any regions that may be linked to agricultural advancement and development. The conference emphasized the importance of providing the right investment atmosphere in the agricultural field with the aim of increasing agricultural investment in Arab countries, which are rich with natural resources. This is suggested to be achieved through unifying all the concerned parties with the single aim of investing in the agricultural sector, especially since this is one of the promising sectors that contribute to the economic, social and environmental growth of a country.

Objectives



- To explore and utilize agricultural investment opportunities in Arab countries.
- To reinforce the efforts of Arab countries towards the development of the investment climate and enhance investment and development in the agricultural sector.
- To attract regional and foreign capitalists to invest in agri-business (plant production, animal production and agricultural processing).
- To encourage Arab governments to create a conducive investment climate through facilitating investment procedures and providing privileges on agricultural investments.
- To increase Arab inter-trade of food and agricultural production inputs and outputs.
- To encourage agricultural innovation and enhance the role of agricultural technologies.
- To reduce the food gap in basic food commodities Arab countries to achieve food security

Organizing Body



The Arab Authority for Agricultural Investment and Development

After recognizing the challenges facing the Arab world, especially in the topic of food security, agricultural investment and the inability of many Arab countries to provide basic food commodities to their peoples, the Third Arab Conference for Agricultural Investment was organized to create opportunities to coordinate and unify Arab efforts in agricultural investment. Additionally, ensuring the availability of food for the Arab population under the current conditions necessitates the need to develop appropriate policies to expand the reclamation of agricultural lands and mobilize financial resources. This is to increase agricultural investments and develop ways of using natural resources by adopting advanced agricultural production techniques and modern irrigation methods in order to achieve the desired goal of achieving food security in Arab countries. The Arab Organization for Agricultural Investment and Development is keen to contribute to the achievement of Arab food security and to expand investment horizons in the agricultural sector under the theme of «Our Food, Our Responsibility» under the patronage of His Excellency Mr. Omar Hassan Ahmed Al-Bashir, President of the Republic of Sudan.

The Arab Authority for Agricultural Investment and Development found great welcome and cooperation from the Republic of Sudan, which also hosts the headquarters. AAAID would like to extend thanks and gratitude towards the President of Sudan, the government, and the people for providing the opportunity to hold this conference. With the hopes that this would be an important point for further fruitful projects in the field of investment and agricultural development and all activities related to the fields of investment, industry, commerce, service and research activities.

Conference Topics

Session I:

His Excellency Field Marshal President Omer Al Bashir's Food Security Initiative:

- Presentation of the Initiative.
- AAAID's endorsement of the initiative.
- Arab food security initiatives.

Session II:

Investment and Agricultural Finance Policies in the Arab countries:

- Agricultural finance policies in the Arab countries.
- Regional economic development and its role in enhancing partnerships between the public and private sectors.
- Challenges facing Arab agricultural investments.
- An investor's overview of investment policies in the Arab countries.

Session III:

Investment in Animal and Plant Production:

- The state of investment in grains and fodder in the Arab countries.
- Grain production success stories.
- The state of investment in the meat sector in the Arab countries.
- Animal production success stories.

Session IV:

Investment in Agricultural Processing:

- Edible oil, milk and sugar processing in the Arab countries.
- Investments in the supporting industries.
- Agricultural production success stories.

Session V:

Innovation and Modern Technologies in the Agricultural Sector:

- The role of innovation in achieving food security.
- Incentivizing and financing research and innovation in the agricultural sector.
- Technology transfer and adoption in the Arab countries.
- Success stories of pioneer agricultural technology experiences.

The Third Arab Conference for Agricultural Investment Website: <http://www.aaaidconf.com/>

The AAAID conference website is considered the first of its kind in the field of agricultural investment conference websites. All participants and persons of interest were able to browse the site with ease and efficiency as the design allowed them to obtain information in a simple interactive manner in both English and Arabic.

Website Contents:

1. Main page:

- Conference introduction
- Sponsors and partners: Summaries and links to all the sponsors and strategic partners of the conference.
- Participants: Detailed list of the names and locations of all the participants who registered for the conference through the website.
- Contents:
 - * Program and timings of the conference activities
 - * Speakers: Introductory biographies of all the speakers
- Venues and locations: The site contained a map of the conference venue which is the Friendship Hall in Khartoum, accommodation venues, as well as logistical arrangements (transportation from the Airport to the hotels, conference venue and field visits)
- Sudan visa entry procedures simplification site: Contains an official letter from the Ministry of Foreign Affairs addressed to Sudanese embassies in other countries to ease the visa application process and waive any visa application fees for the conference participants.

2. Agricultural investment opportunities in Arab countries:

The investment opportunities from concerned establishments in Arab countries as well as the investment opportunities available with the Arab Authority for Agricultural Investment and Development were provided on the website as listed below;

| No of Investment Opportunities | Country |
|--------------------------------|--|
| United Arab Emirates | 3 |
| The Kingdom of Saudi Arabia | 3 |
| Tunisia | 18 |
| Algeria | 1 |
| Egypt | 12 |
| Kuwait | 2 |
| Islamic Republic of Mauritania | 6 |
| Morocco | 2 |
| Oman | 5 |
| Syria | 1 |
| Sudan | 76 |
| Iraq | 4 In addition to a dossier of land prepared for investment in Iraq |
| Jordan | 43 |

3. An online registration option was created to collect a database of participants in the conference as well as participants who wish to attend the field visits.
4. An online registration option for participants who wish to have B2B meetings
5. Field visits of successful agricultural projects under the theme "Show Me". AAAID orchestrated visits to three different locations as part of the activities on the second day of the conference. The "Show Me" visits include;
 - * DAL Foods: A complete tour of Elafoon integrated dairy farms.
 - * CTC Group: Engineering complex and digital nursery.
 - * Al Ahli Agricultural Limited Company.
6. A 3D promo of the exhibition held alongside the conference.
7. Media coverage: Contains press coverage in forms of newspaper as well as promotional video clips about the conference.
8. Content discussed in speeches and the closing ceremony speech.
9. Contact information of the organizers of the conference.

The First Day: Monday, 27 February 2017

| Session | Topic | Speaker | Time |
|---|--|---|---------------|
| Opening Ceremony | Registration | | 08:30 - 09:30 |
| | The National Anthem | | 9:30 - 11:30 |
| | The Holy Quran | | |
| | Visual Presentation about the Conference | | |
| | H.E President and Chairman of AAAID's Speech | H.E Mr. Mohammed Bin Obaid Al-Mazrooei | |
| | A Visual Presentation about the Exclusive Investment Partner | | |
| | The Exclusive Investment Partner's Speech | Jenaan Investment L.L.C | |
| | Chief Agronomist of Ministry of agriculture of china China's Speech | H.E MR. SUN ZHONGHUA | |
| | H.E the Minister of Finance | H.E Dr. Badr AlDin Mahmoud Abbas | |
| | H.E the Minister of Investment | H.E Dr. Muddathir Abdel Ghany Abdul Rahman Hassan | |
| | H.E the President of the Republic's speech | | |
| | Honoring Partners and Sponsors | | |
| | Signing Agreements | | |
| Coffee Break | | 11:45 – 11:50 | |
| First Session: | 1. A Presentation about the Initiative | <ul style="list-style-type: none">H.E Dr./ Badr AlDin Mahmoud Abbas, Minister of Finance-SudanH.E Dr./ Muddathir Abdel Ghany Abdul Rahman Hassan Minister of Investment -SudanH.E. Professor/ Ibrahim Adam Ahmed ElDekhairi, Minister of Agriculture and Forestry-SudanH.E/Motaz Musa Abd Allah Salem, Minister of Water Resources, Irrigation and Electricity-Sudan | 12:55–11:45 |
| His Excellency Field Marshal President Omer Al Bashir's Food Security Initiative | 2. AAAID's Endorsement of the Initiative and its Role in its Implementation | H.E Mr./ Mohammed Bin Obaid Al-Mazrooei, President and Chairman of AAAID | |
| | 3. Arab Food Security Initiatives | <ul style="list-style-type: none">H.E Engineer/ Abdulaziz Al-Howaish, Director General of the International Cooperation and Foreign Agricultural Investment Saudi Arabia | |
| | Moderator : H.E Professor/Ahmad Ali Ganif, Chairman of Ganif Consulting Group | | |
| Second Session: | 1. Agricultural Financial policies in the Arab Countries | H.E/ Khaled Mohammed Al-Aboodi, Chief Executive Officer, Islamic corporation for the Development of the Private Sector ICD Saudi | 01:45 – 12:55 |
| Investment and Agricultural Finance's policies in the Arab countries | 2. Regional Economic Development and its Role in Enhancing Partnerships between the Public and Private Sectors | H.E Dr./ Sidi Ould Tah, Director General of the Arab Bank for Economic Development in Africa (BADEA) | |
| | 3.moderator: CHALLENGES FACING ARAB AGRICULTURAL INVESTMENTS | <ul style="list-style-type: none">H.E Dr./ Ahmed El Tijani Abdul Rahim El Mansouri, CEO of Al Rawabi Dairy ex U.A.EH.E/ Dr. Mahmoud Hassan, Deputy CEO of BNMB Sudan | |
| Noon Prayer | | | 01:45 - 02:10 |
| Lunch | | | 02:10 – 03:10 |
| Third Session: | 1. The State of Investment in Grains and Fodder in the Arab Countries | <ul style="list-style-type: none">H.E/ Chakib ZOUAGHI the Investment Officer at the Food and Agriculture Organization (FAO), the Regional Office for the Near East and North Africa EgyptAl Rajhi International for Investment- Saudi ArabiaH.E Dr./ Mohamed Sayed Mohamed Nour, General Manager, DAL Integrated Dairy Farm – SudanH.E Professor/ Musa Tibin Musa, Minister of Livestock - SudanH.E Dr./ Vatma Vall Bint Soueina, Minister of Veterinary – MauritaniaH.E Counselor/ Ahmed Abdel Wahed Mohamed Hassan Musharraf, Director General of Arab Poultry Production and Processing Co. – Sudan | 03:10 - 04:30 |
| Investment in Animal and Plant Production | 2. Grain Production's Success Stories | | |
| | 3. The State of Investment in the Meat Sector in the Arab countries (Meat, Fish and Poultry) | | |
| | 4. Animal Production's Success stories | | |
| Fourth Session | 1. Edible Oil, Milk and Sugar manufacturing in the Arab Countries | <ul style="list-style-type: none">H.E Dr./ Mohammed Yusuf Ali Youssef, Minister of Industry-SudanH.E Dr./ Hashim Hussein, Head of United Nations Industrial Development Organization - Investment and Technology Promotion Office (UNIDIOTPO) Bahrain | |
| Investment in Agricultural manufacturing | 2. Investments in Supporting Industries | H.E Engineer/ Mohamed Abdullah ZAIN, Secretary General of Arab Fertilizer Association | |
| | 3. Agricultural Production Success Stories | <ul style="list-style-type: none">H.E/ Wagdi M. Mahgoub , Chairman & Managing Director of (Mahgoub Sons Group of Companies)- SudanH.E Engineer/ Hassan Abdul Rahman Satti, General Manager of the White Nile Sugar Company (WNSC)- Sudan | |
| Moderator : H.E/ Abdulaziz Al – Mikhlafi , Secretary General, Arab-German Chamber of Commerce and Industry, Germany | | | |

The Second Day: Tuesday, 28 February 2017

| Session | Topic | Speaker | Duration/Minutes | Time |
|---|--|--|------------------|--------------------------|
| <u>Fifth Session</u> | | | | |
| Innovation and Modern Technologies in the Agricultural Sector | 1. The Role of Innovation in Achieving Food Security | <ul style="list-style-type: none">• H.E Dr. /Rickey Yada, Professor and Dean, Faculty of Land and Food Systems / University of British Columbia - Canada• H.E. Hassan Hashim Orwa, Director of sales & marketing management, Kenana Sugar Co., Ltd. – Sudan | | 08:30 09:30 AM |
| | 2. Incentivizing and Financing Research and Innovation in the Agricultural Sector | <ul style="list-style-type: none">• H.E/ Atif Idris, CEO of MEFOSA – Lebanon | | |
| | 3. Technology Transfer and Adoption in the Arab Countries | <ul style="list-style-type: none">• H.E Engineer / Amr Abu Freikha, Chairman of the Engineering Export Council of Egypt – Egypt | | |
| | 4. Success Stories of Pioneer Agricultural Technology Experiences | <ul style="list-style-type: none">• H. E Professor/ Mamoun Ibrahim Daulbet, Director of Technology Transfer CTC Group - Sudan• H. E Professor / Nouri Al-Khamasi, Head of Potato-growing research Program, National Institute of Agricultural Research of Tunisia – Tunisia | | |
| | Moderator: Mr. /Mohammed Yousef, Emirati Media Personality | | | |
| | | | | |
| Conclusion Ceremony | Signing Agreements | | | 9:30 10:30 |
| | Distributing Commemorative Trophies to Speakers | | | |
| | Closing Statement | | | |
| 11:00 | B 2 B Sessions | | | |
| | Field Visits to Successful Agricultural Projects/ moving from the Hall of Friendship | | | |

Work Sheets:

The conference worksheets have been uploaded to Google Drive where they are accessible through;

- 1) The official conference website.
- 2) Sending the link to participants, speakers and all concerned parties listed in the AAAID email database.

Speakers



H.E Ibrahim El Dukheri
Minister of Agriculture
and Forestry



H.E Dr Mudathir
Abdel Ghany
Minister of Federal Investment



H.E Dr Badr Al Din
Mahmoud Abbas
Minister of Finance
and Economic Planning



H.E Mutaz Musa Abdallah
Minister of Water
Resources and Electricity



H.E Proff Musa Tibin
Minister of
Animal Resources



H.E Dr Mohamed Yousuf Ali
Minister of Industry



H.E Khaled Al Aboodi
GM of Islamic
Corporation for the
Development of the
Private Sector- Saudi



H.E Dr Fatima Val Bent Soueina
Minister of
Veterinary in Mauritania



H.E
Mohamed Bin Obaid Al Mazrooei
President- Chairman
AAAIID



Mr. Saad Bin Saeed Al Kahtani
Director of Agricultural Investment
Abroad in Ministry of
Environment, Water and Agriculture
Saudi Arabia



H.E Eng. Saleh Al Shanfari
CEO of Oman
Food Investment
Holding - Oman



H.E Dr Sidi Ould Tah
Director General of
the Arab Bank for Economic
Development in Africa
(BADEA) - Sudan



Dr Ahmed El Tigani
CEO Al Rawabi Dairy Co
UAE



Dr Mohamed
Sayed Mohamed
GM of DAL Integrated
Dairy Farm – Sudan



Dr ZOUAGHI Chakib
MSc. Adm. Eng.
Investment Officer (ISO) - Egypt



Mr. Hassan Satti
GM White Nile Sugar Company
Sudan



H.E Mohamed Zayin
AFA Secretary General
Egypt



Councillor
Ahmed Abdel Wahed
Director General
of ARAPPCO - Sudan



Proff. Mamoun Ibrahim
Dawelbeit
Director of Technology
Transfer- CTC Group- Sudan



Eng. Amr Abou Freikha
Chairman for the Engineering
Export Council
of Egypt



Mr. Atef Idriiss
CEO MEFOsa



Mr. Wagdi M. Mahgoub
Chairman of Mahgoub
Sons Group - Sudan



Dr Ricky Yada
Dean and Professor
of Land and Food Systems,
University of British
Columbia- Canada



Proff. Nouri Khamassi
Head of potato
growing research program
National Institute of
Agricultural Research - Tunisia



Dr Mahmoud Hassan
Deputy CEO MBNB- Sudan



Mr. Hassan Hashim
S & M Corporate Director
Kenana Sugar Co. Ltd - Sudan



Dr Hashim Hussein
Head of UNIDO-ITPO
Bahrain



Second & Fourth session moderator
H.E. Abdul Aziz Al Mikhafi
Secretary General
Ghorfa Arab-German
Chamber of Commerce and Industry
Germany



First session moderator
H.E. Prof. Ahmed Ali Geneif
Chairman of
Ganif Consulting Group



Mr. Sun Zhu Ingho
Ministry of
Agriculture - China



Third & Fifth session moderator
Mr. Mohammed Yousef
Emarati Media Personality

Strategic Partners and Sponsors

Strategic Partners



The Ministry of Investment



Ministry of Finance and Economic Planning



Ministry of Animal Resources



Ministry of Agriculture and Forestry



Ministry of Industry



Ministry of Water Resources, Irrigation and Electricity

جناان
Jenaan





Exclusive
Investment
Partner

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





Knowledge
Partner

**Arab Bank for Economic Development in Africa
(Badea)**





Development
Partner

**United Nations Development Industrial
Organization**



**UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION**



Industrial Partner



Diamond Sponsors



DAL Food

Arab Poultry
Production
and Processing
Company
(ARAPPCO)



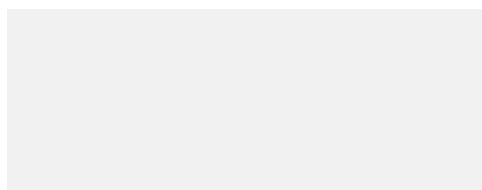
Blue Nile
Mashreg Bank



Al Rawabi Dairy



White Nile
Sugar Company
(WNSC)



Al Rajhi
International
for Investment



Mahgoub Sons
Group



Kenana Sugar
Company



Platinum Sponsors



Al Rawdah
Poultry Co



Arab Iraqi Company
for Dairy
Production



Golden Sponsor



Qatar National Bank



CTC Group



Al Khorayef Industries



The Middle East Insurance Co



Al Safi Danone Company



Bank of Khartoum



Al Marai
Company



The National
Agricultural Development
Company (NADEC)



Reinsurance Co.

Media Partner

سُرَيْشُ الْإِسْوَاحِ



Valiant Business Media

Communication Partner



Red Ray

Accommodation Sponsor



Al Salam Rotana Hotel Khartoum

Participants

The total number of people who participated in the conference reached to 1014, broken down into categories as follows;

Number of participants registered through the conference website:

468 participant

Number of participants who registered at the conference registration desk during the event:

350 participant

V.I.Ps (Ministers, Ambassadors, Government Officials of Arab and Foreign Countries:

85 participant

Strategic partners and Sponsors (attendees and exhibitors)

111 participant

Field Visits



On the second day 28/02/2017, and after the closing ceremony, field visits were organized as part of the activities of the 3rd Arab Conference for Agricultural Investment. The Arab Authority for Agricultural Investment and Development aimed at creating a platform whereby companies can exchange success stories and how they overcame challenges and created value in the agricultural field. The visits were to identify the available investment opportunities and to highlight the best practices in models of successful agricultural projects. These practices include excellence in work, implementation of innovation and use of technology and optimization for sustainable businesses that contribute to reaching food security in Arab countries. The investors and other stakeholders involved in the visit were briefed on the strategies and processes behind many innovative and exceptional agricultural models implemented by companies in Sudan in a sector that is considered to face numerous challenging obstacles.

The number of people who registered through the website for the field visits reached to 156 participants distributed as follows;



- **DAL Foods: Ailafoun Integrated Dairy Farm & Al Waha Farm**

The visit was comprised of protected greenhouses that are home to different species of flowers, as well as a trip to the dairy farms and automated milking machines

- **Itinerary:**

11:00 am

Pick up from Friendship Hall

12:00 am to 1:30 pm

Arrival and Tour of Al-Waha

1:00 pm

Departure from Al-Waha

1:30 pm to 3:00 pm

Arrival and Tour of Al-Elafoon

3:00 pm to 3:30 pm

Lunch

3:30 pm

Departure from Al-Elafoon

4:30

Return to Friendship Hall

Gallery



CTC Group: Engineering Complex and CTC Nursery:

AAAIID organized for the delegates a visit to the new CTC Nursery, which is the first of its kind in Sudan with a capacity to produce 2 million seedlings of vegetables in a single production cycle. The participants also visited CTC's Engineering complex which was still being established and due to be functional later during the year. To conclude the company organized a show to present the history and accomplishments of the different companies in the group. They also showcased the future expansion projects with the delegates.

- **Itinerary:**

Day Itinerary

11:00 am

Pick up from Friendship Hall

11:30 am

Arrival of delegation (Nursery)

11:30 pm to 11:50 pm

Tour at the nursery

12:00 pm to 12:30 pm

Tour at the engineering complex

12:30 pm to 12:45 pm

Coffee break

1:15

Return to Friendship Hall

Participant list : 39 Persons





- **Al Ahli Agricultural Ltd Co**

One of the trips organized was to Al Ahli Agricultural Co, which included about 30 people representing businessmen, business owners and some government delegations, as well as a number of companies wishing to invest in agriculture from Saudi Arabia, the UAE, Qatar, the Republic of China and the Arab Republic of Egypt, . The visit lasted about 4 hours during which a tour was carried out within the project to identify the most important agricultural crops and methods of harvesting and packing. The delegation attended a practical experiment harvesting and packing silage from yellow maize. In conclusion, delegates praised the effort applied in the project and the preparation of the visit by AAAID

- **Itinerary:**

Day Itinerary

11:00 am

Pick up from Friendship Hall

1:30 am

Arrival to Al Ahli

1:30 pm to 2:00 pm

Short break

2:00 pm to 3:00 pm

Tour at Project land

3:00 pm to 4:00 pm

Noon Prayer & Lunch

4:00 pm to 6:30 pm

Return to Friendship Hall



- **Jenan Investment LLC : The Amtaar Project**

During the period of the conference, Jenaan Investment arranged a private exclusive trip using their private plane to the enormous Amtaar project where a number of potential investors were able to view the innovative developed working mechanisms being used in the project. The visit was characterized by the possibility of Jenaan entering a joint venture with A Safi Danone and studying the possibility of partnership with the aim of providing silage to fill the feed gap in Saudi Arabia after 2018.

Gallery



**Signing of MoUs and announcement
of New projects**



Memoranda of Understanding between AAAID and external parties:

| | Companies | Agreement | Country |
|---|---|--|----------------|
| 1 | MoU between AAAID and the Ministry of Agriculture and Forestry | Study the establishment of a company working in the field of marketing finance and products of small farmers, exchange of experiences and provide consultancy | Sudan |
| 2 | MoU between AAAID and AIEtigahat Almotaadida | Growing, harvesting and processing of silage as well as the production and processing of meat products, and breeding cattle, and setting up cold storage facilities. | Sudan |
| 3 | MoU between AAAID and Fidasi Al Hilemab Corporation for Agricultural Production | Providing insurance services for small farmers and improving their income. | Sudan |
| 4 | MoU between AAAID and Wad Bilal for Rural Investment and Development | Providing microfinance services and linking farmers and producers with the AAAID's affiliate companies | Sudan |
| 5 | MoU between AAAID and International Centre for Biosaline Agriculture (ICBA) | Establishment of joint projects in the field of plant production and adaptation to climate change, and promotion of projects and joint investment opportunities | UAE |
| 6 | MoU between AAAID and Al Sanabel Group | Establishing a seed production company in Algeria and sharing experiences and promoting investment opportunities to attract investors. | Algeria |
| 7 | MoU between AAAID and Delmon Poultry | Establishing a poultry farm to complete a production cycle in Bahrain | Bahrain |

| | | | |
|----|---|--|------------|
| 8 | MoU between AAAID and PROCAPEC | Provide funding for small farmers and carrying out research to promote investment opportunities and training services | Mauritania |
| 9 | MoU between AAAID and IOE Groupe | Doing a feasibility study on establishing a poultry farm as well as to seek funding, exchanging experiences and information on mutual investment projects. | Mauritania |
| 10 | MoU between AAAID and Sharq El Owainat for Agricultural Development | Setting up investment developmental projects and promoting joint investment opportunities | Egypt |
| 11 | MoU between AAAID and Middle East for Veterinary Vaccine (MEVAC) | Exchange experiences to create joint projects, carryout research and provide different opportunities | Egypt |
| 12 | MoU between AAAID and Ard El Kheir | Setting up investment developmental projects and promoting joint investment opportunities | Egypt |
| 13 | MoU between AAAID and the Arab Company for Investment and Development | Exchange data and providing managerial services and creating joint projects, carryout research and offer different investment opportunities | Egypt |
| 14 | MoU between AAAID and Dakahlia Poultry Group | Doing a feasibility study on establishing a poultry production line as well as exchanging experiences and information on mutual investment projects. | Egypt |
| 15 | MoU between AAAID and Egyptian Emirates Group | Partnership in the field of modern and innovative agricultural development practices | Egypt |

| | | | |
|----|--|--|-------------------------|
| 16 | MoU between AAAID and Ibrahim Fahad Al Othman Co. | Doing a feasibility study on establishing a poultry production line as well as exchanging experiences and information on mutual investment projects. | Kingdom of Saudi Arabia |
| 17 | MoU between AAAID and Azayiz Trading | Starting a poultry production project and studies as well as exchanging experiences and information on mutual investment projects. | Kuwait |
| 18 | MOU between AAAID and Pollen seed company | High yield seeds production projects, transfer of modern technology, training | Turkey |
| 19 | MOU between AAAID and Lovol heavy industry co. LTD | Joint or integrated planning to exploit all possible opportunities in Sudan. | China |
| 20 | MOU between AAAID and Gulf Vigilance Group | Exchanging information of interest and assist each other in common objectives | UAE |
| 21 | MOU between AAAID and Scheibner Business Development GmbH +Gerhard Huber Consulting GmbH | Cooperation in the joint objectives in all Agricultural areas of interest | Germany |

Memoranda of Understanding between AAAID affiliated companies and external parties:

| | First Party | Second Party | Agreement |
|---|---|--|--|
| 1 | Al Bagair Red meat production project Country : Sudan | Al Bashaer Meats Company Country : Oman | Cooperation in the production of meat products and feed harvests as well as managing projects in Arab nations |
| 2 | Al Rawabi Dairy Country : UAE | Belcoura Group Country : Morocco | Partnership in the production and promotion of fruit juices and exchanging information |
| 3 | Al Muzdanan Agricultural Services Country : Sudan | White Nile Sugar Company Country : Sudan | Cooperation in the production and processing of crops and providing consulting services |
| 4 | Arab Co for Agricultural Services Country Mauritania | Mauritanian Company for Investment Country : Mauritania | Establish and launch the agricultural project in Dar El Baraka in Mauritania |
| 5 | Arab Co for Agricultural Services Country : Mauritania | Arab Sudanese Seeds Company Country : Sudan | Create a mutually beneficial partnership between the Arab Co for Agricultural Services in Mauritania and the Arab Sudanese Seeds |
| 6 | Sudanese Arab Company for Agriculture in the Blue Nile State Country : Sudan | Al Triki Group Country : Tunisia | Funding to grow sesame and on a 10 thousand feddan farm as well as exchange experiences |

The announcement of the launch of projects in which AAAID is participating

| | Project | First Party | First Party |
|---|---|--------------------|---|
| 1 | Announcement of the launch of the fisheries project - Mauritania | AAAID | Arab Mauritanian Fisheries Company Mauritania |
| 2 | Announcement of the launch of the packaging and processing and storage unit at Al Mutamayiza Company | AAAID | Al Mutamayiza Agricultural Services Company – Sudan |
| 3 | The announcement of the launch of Tunisia's fund for fish farming which is aimed at funding small and medium establishments working in the same field | AAAID | SAGES Capital - Tunisia |
| 4 | The announcement of the launch of the processing, packaging and storing of fruits and vegetables in Tunisia | AAAID | Al Triki Group Tunisia |
| 5 | The announcement of the launch of a research station | AAAID | The Arab Company for Agricultural Services – Mauritania |

Business Meetings

The conference created opportunities for businesspersons and decision makers, where by the Arab Authority for Agricultural Investment and Development held over 40 meetings with investors who are interested in partnering up with AAAID in future projects as well as participating in projects that are already established and running.

Closing Statements and Recommendations

With the aim of bridging the food gap in Arab countries through agricultural investment, the Arab authority for Agricultural Investment organized the Third Arab Conference for Agricultural Investment, a two-day event held in Khartoum on the 27-28th February 2017, under the theme "Our Food, Our Responsibility". The event was under the patronage and sponsorship of His Excellency President Field Marshall Omer Hassan Ahmed Al Bashir, President of Sudan.

The conference saw participation from various ministers such as Agriculture, Finance, Investment, Irrigation and Animal resources, Electricity and Water Resources and the Ministers of Industry from 20 Arab countries. Additionally, there were over 500 representatives from organizations, businesspersons and companies from all over world including the league of Arab states, FAO, different investment funds, the Union of Arab Banks, trade rooms and national and international centers working on agricultural research in Arab countries as well as any regions that may be linked to agricultural advancement and development.

The conference provided an interactive platform whereby all concerned parties were able to discuss the policies and mechanisms affecting agricultural investment with the aim of providing food security in Arab countries. Some of the most significant subjects discussed during the five sessions of the conference were the different initiatives of His Royal Majesty King Abdullah and the prince of the State of Kuwait His Royal Highness Prince Sabah Al Ahmad Al Jaber Al Sabah as well as His Excellency President Field Marshall Omer Al Bashir's initiative to provide food security. They stressed the importance of facilitating the necessary resources needed to succeed, as well as the role of regional economic development in strengthening partnerships between the private and public sectors and the challenges usually faced in the field of agricultural investment in Arab countries. The speakers presented the reality of investment in staple food products and commodities in Arab countries, in addition to the role of agricultural innovations, technologies, and research and development, and the different ways they may be applied in projects in Arab countries.

An abundance of investment opportunities were created, through which 26 Memoranda of Agreements were signed between businesspersons and investors and interested establishments. Furthermore, the launch of six significant agricultural projects was announced during the conference. The conference saw coverage through newspapers, radio stations and television channels from different Arab and international media outlets. The conference, accompanied by an exhibition allowed some of the sponsor companies, from within and out of Sudan, to display numerous samples of their agricultural products and machinery. Many B2B meetings emerged as a result of connecting compatible characters and providing the prospects for future investment projects in agriculture that will be of great benefit towards the goal of reaching food security in the Arab world.

Recommendations

The participants of the conference confirmed the necessity of achieving food security through utilizing the natural agricultural resources available in Arab countries and implementing the initiatives put forth by leaders of these countries especially His Excellency President Omar Al Bashir's initiative as per the below recommendations

- Urging Arab countries to facilitate conducive investment atmosphere through updating rules and regulations and economic policies in addition to providing exemptions and privileges of simplified procedures by following the style of single window process for investors in the agricultural sector.
- Developing infrastructure including roads, dams, electricity networks and irrigation channels in agricultural lands.
- Updating the laws that regulate the ownership of agricultural land and investment projects in Arab countries.
- Attracting investors from the private sector through providing guarantees and incentives to encourage partnerships with the public sector on agricultural projects.
- Providing records and necessary data to the private sector regarding agricultural development opportunities like soil types and water sources to facilitate investment.
- Increasing agricultural sector allocations in annual budgets in Arab countries.
- Urging and encouraging financial establishments, especially banks, to provide long and short term funding for the private sector directed towards investing in staple food products; which represent a bigger part of the food gap in Arab countries.
- Facilitating necessary policies and right atmosphere for the development and localization in the production of seeds.
- Work on enticing the private sector to join the integrative agricultural industries and adoption of innovative agricultural technologies to complete the value chain from production to marketing.
- Providing necessary funding and incentives to increase storage facilities especially silos and cooling storage warehouses.

- Focusing on and supporting research and development, and the adoption of innovative technologies in the agricultural sector.
- Hastening the construction of the Arab Free Trade Zone to ease the exchange and trade of goods among Arab countries and provide the necessary policies and limitations to the involved countries.
- Simplification of the transfer of capital process as well as other production tools within Arab countries in addition to strengthening the economic relations in regards to agricultural investment.
- Focusing and assisting small and middle scale farmers as they make up a big part of the total agricultural production output and providing the needed market for them.
- Encouraging agricultural insurance companies to participate in providing important knowledge and training to reduce the risk encountered with agricultural investment.
- Increasing agricultural exchange of goods among Arab countries by eliminating trade barriers and simplifying transportation among these countries.
- The need to adopt the innovative use of Nano technology in the goal of obtaining food security and improving total production.
- The importance of linking food security to knowledge security.

Internal Exhibition

The conference hosted an exhibition that consisted of 25 booths including the below companies;

1. The Arab Authority for Agricultural Investment and Development
2. Jenaan for Investment
3. Ministry of Investment
4. Ministry of Finance
5. Ministry of Industry
6. Ministry of Animal Resources
7. Ministry of Agriculture and Forestry
8. Ministry of Water Resources and Irrigation
9. Food and Agriculture Organization of the United Nations
10. Arab Bank for Economic Development in Africa (BADEA)
11. United Nations Industrial Development Organization (UNIDO)
12. Blue Nile Mashreg Bank
13. DAL Foods
14. Al Rajhi International for Investment
15. Mahgoub and Sons Group
16. White Nile Sugar Company
17. National Agricultural Development Company (Nadec)
18. Al Safi Danone Company
19. Al Marai Company
20. Al Wasail Industrial.
21. Arab Poultry Production and Processing Company (ARAPPCO)
22. Arab Sudanese Vegetable Oil Company
23. Kenana Sugar Company
24. Al Rawabi Dairy
25. Al Rawdah Poultry



External Exhibition

The outdoor exhibition that accompanied the conference where 3 of the biggest names in the field of agricultural machinery participated -DAL- CTC- Mahgoub Sons Group

Gallery



Media Coverage and Communications:

The 3rd Arab Conference for Agricultural Investment witnessed intensive media coverage of the largest Arab economic event in the region, which was considered one of the biggest investment gatherings where a group of personalities participated from various political, economic, financial and academic fields. It was an exceptional platform for meeting, networking and exchanging experiences, exploring investment opportunities and signing partnership agreements, as well as carryout field visits to a number of successful investment projects in Khar-toum. Accordingly, broad media coverage was carried out in which the Arab and international media agencies were able to participate as follows:

Online news coverage channels

| News Agencies | |
|---------------|--|
| 1 | Sudan News Agency http://www.suna-sd.net/suna/showNews/326876/ar http://www.suna-sd.net/suna/showTopics/4644/ar http://www.suna-sd.net/suna/showNews/327283/ar |
| 2 | Middle East News Agency http://www.albawabhnews.com/2397802 www.elbalad.news/2644723 www.youm7.com/ |
| 3 | Xinhua News Agency arabic.china.com/news/arabic/897449/20170227/2899.html arabic.news.cn/2017-21/01/c_136000836.htm |
| 4 | Al Anadolu News Agency http://ar.haberler.com/arabic-news-1029329 http://www.alquds.co.uk/?p=674224 |
| 5 | Kuwait News Agency www.spa.gov.sa/viewfullstory.php?lang=ar&newsid=1596886 www.spa.gov.sa/viewfullstory.php?lang=ar&newsid=1596531 http://www.spa.gov.sa/viewfullstory.php?lang=ar&newsid=1596886 |
| 6 | Saudi Press Agency http://www.spa.gov.sa/1596886 http://www.spa.gov.sa/viewfullstory.php?lang=ar&newsid=1591703 http://www.spa.gov.sa/viewfullstory.php?lang=ar&newsid=1591703 http://www.spa.gov.sa/viewfullstory.php?lang=ar&newsid=1596531 |
| 7 | Qatar News Agency http://www.qna.org.qa/News/ |
| 8 | Xinhua News Agency http://arabic.china.com/news/arabic/897449/20170227/2899.html http://arabic.news.cn/2017-21/01/c_136000836.htm |

| | Websites |
|---|--|
| 1 | Al Bawaba News http://www.albawabhnews.com/2397802 |
| 2 | Al Youm Al Sabe News http://bit.ly/2n5MWS |
| 3 | Sada El Balad News http://www.elbalad.news/2644723 http://www.elbalad.news/2639670 |
| 4 | Al Bawaba News http://www.albawabhnews.com/2400888 |
| 5 | Sudan News Agency http://suna-sd.net/suna/showNews/327383/ar |
| 6 | Al Sudani Newspaper http://alsudani.sd/k2-3/item/2942-6 |
| 7 | Radar News http://www.radar2.net/External-502108.html |

| | Stations |
|----|--------------|
| 1 | Sudan TV |
| 2 | Blue Nile TV |
| 3 | Al Hurra |
| 4 | Kuwait TV |
| 5 | Sky News |
| 6 | Al Arabiya |
| 7 | Al Jazeera |
| 8 | Dubai TV |
| 9 | CMBC |
| 10 | Al Manal TV |
| 11 | Sudania 24 |
| 12 | Al Shorooq |
| 13 | Al Ghad |
| 14 | Saudi News |

| | Local and Arab Newspapers |
|----|---------------------------|
| 1 | Al Raya |
| 2 | Asharq Al Awsat |
| 3 | Al Riyadh |
| 4 | Gulf News |
| 5 | Al Sharq News Qatar |
| 6 | Al Rai Al Aam |
| 7 | Al Tayar |
| 8 | Akhbar Al Youm |
| 9 | Al Youm Altali |
| 10 | Alwan |
| 11 | Sawt Al Fallah |
| 12 | Akher Lahza |
| 13 | Al Sudani |
| 14 | Al Sahafa |
| 15 | Al Ahram Al Youm |
| 16 | Al Sahifa |
| 17 | Al Ayam |
| 18 | Sudan Vision |
| 19 | Elaf Economist Paper |

| | Radio Stations |
|---|-------------------|
| 1 | Sudania FM |
| 2 | Biladi FM |
| 3 | Economy FM |
| 4 | Khartoum State FM |
| 5 | Blue Nile FM |
| 6 | Qatar FM |

Partner and Sponsor Statements





H.E Dr Mudathir Abdel Ghany
Minister of Federal Investment in Sudan

The Third Arab Conference for Agricultural Investment will be held on the 27th and the 28th of February. Honoured by the President, sponsored and organized by the Arab Authority for Agricultural Investment and Development, the conference is one of the most important gathering in light of the recent economic transformation in Sudan. It brings close attention to the importance of the issue of food in the Arab countries and their interest in activating agricultural and food production projects. Due to the Arab Authority's continuous effort, the conference is being well-prepared for. The Ministry of Investment, formed a real mechanism to participate in this event to prepare projects on agricultural and livestock production, agro-processing and linking these projects to the orientation of the Arab economy and the level of interest of Arab investors. A number of countries, like Turkey and Germany, in addition to different companies and organizations have been invited to the conference which means that this conference attracts worldwide attention due to the important issues posed. It should be pointed out that there are a number of approvals from international companies, thus encouraging it to be more prepared and organized as well as the patronage of the Presidency to the conference will have a significant impact in changing the movement of the economy and agricultural production, as well as the interest from the national investor after successful experiments that have been applied in Sudan. The private sector will effectively participate and this participation confirms and demonstrates the importance of the investment in the Sudan and large government incentive pay and benefits guaranteed by the investment law and the role of the Arab Authority and its interactions and organizations working in this field make us work with one united goal on the 27th and the 28th of February.



H.E Dr Badr Al Din Mahmoud Abbas
Minister of Finance and Economic Planning in Sudan

We look forward to witnessing the positivity of lifting the imposed sanctions on Sudan to lend momentum to the Third Arab Conference for Agricultural Investment organized by the Arab Authority for Agricultural Investment and Development at the end of February. This resolution encourages a lot of investors to invest in Sudan. We wish success for this conference and that it will have positive results that would attract agricultural investors in Sudan. Lifting the economic and commercial sanctions that were imposed on Sudan will have positive effects on agricultural investment and will improve the reputation of Sudan and decrease the dangers that hindered the stream of foreign investment in Sudan. It will reflect positively on all economic sectors especially agriculture since this sector has a lot of revenues that could lead to a big chance for investment. The resolution also contributes to the reduction of the cost of financing and increasing financing and facilitates matters for investors on one hand; and for the Sudanese private sector on the other hand. It will improve the relationship between the Sudanese banking sector and the broad financial sector; and integrate these sectors in the global banking sector or the international banking sectors. It will facilitate bank transfers and reduce its cost. It will also contribute in establishing appropriate ground for the exemption of Sudan's debts which will enhance the economic situation.



H.E Dr Mohamed Yousuf Ali
Minister of Industry

The Arab Authority for Agricultural Investment and Development is organizing a conference at the end of next February for the purpose of developing and increasing agricultural investments in Sudan. The conference will be attended by a large number of interested officials in the Arab regions, those interested in the issues of Arab agriculture, ministers of finance and agriculture, Arab funds, financing institutions and investors in the field of agriculture. This conference represents a huge step for investment in the Arab world and for agricultural investment in Sudan in particular. It is well known that Sudan has gone ahead with an initiative by the order of the President, the Arab Food Security Initiative, in the Arab Summit in Riyadh. This initiative is one that Arab leaders and Arab financing institutions for the development of agricultural sector in all fields are interested in. It is also known that food security has become one of the biggest challenges in the Arab World and the world in general. We believe that Sudan can contribute extensively in bridging the gap for investment in the field of food security and the fields of grain, sugar, meat and dairy production and the products related to Arab Food Security. We are happy that this conference is in El-Khartoum as the initiative was taken by Sudan. We praise the role of the Arab Authority in stimulating and supporting the agricultural investment in Sudan and the Arab world in general.



H.E Proff Musa Tibin
Minister of Animal Resources in Sudan

In Consistency with the initiative of H.E President Omar Hassan El-Bashir, The Arab Authority for Agricultural Investment and Development is organizing an extremely important Arab conference for investment. We, in the Ministry of Animal Wealth believe that our exports of cows or sheep or goats and its skins and products are great and extensive, so we are among the first benefactors from this conference. Investment in Sudan is available because of the vast potentialities of Sudan in the fields of lands and water whether it is underground water or rain or water from the Nile. The whole world needs animal protein whether it is meat or dairy or skin products, therefore this conference is a rare opportunity for us to go and present our vision on how to benefit from the animal wealth and its products and invest in animal wealth.



Sheikh Mohammed Al Otaiba
Chairman of Jenan Investment Company
“ Exclusive Investment Partner “

Jenaan Co. and the Third Arab Conference for Agricultural Investment (Our Food. Our Responsibility)
- On the occasion of the Third Arab Conference for Agricultural Investment organized by the Arab Authority for Agricultural Investment and development during the period of 27 to February 28 in Khar-toum, Mr. Mohammed Rashid Al Otaiba, Chairman of Jenaan Investment Company, declared that the company has set up in 2005 with the objective of achieving food security through investment in various fields of agriculture and livestock, and in this context, a strategic partnership has been developed with the government of Abu Dhabi, and in 2015, Jinan signed an alliance agreement for food security in Abu Dhabi comprising relevant government agencies and major agricultural companies. And the company's projects

have been extended to include Sudan, Egypt, the United States, Spain and Ethiopia.

Jenaan is now known worldwide as a significant agricultural investment which allowed Jenaan to be the sole investor in the Third Arab Conference for Agricultural Investment and in which the senior officials will attend, under the patronage of His Excellency President of the Republic of Sudan Omar Al Bashir. The conference emphasizes on achieving food security in the Arab world through agricultural investment and development, exploring opportunities and solutions to overcome the challenges facing the agricultural investments in the region.

Mr. Mohammed Al Otaiba has contributed the credit of his company's success to the permanent support provided by the United Arab Emirates under the leadership of His Highness Sheikh. Khalifa bin Zayed Al Nahyan, may Allah protect him. And the major role played by the Arab Authority for Agricultural Investment and Development and the achievement of tangible results through its continuous support.



FAO

“ Knowledge Partner ”

FAO believes that food and agriculture are key to achieving the entire set of Sustainable Development Goals, and that investing in agriculture, crops, livestock, forestry and fisheries – and rural development are powerful tools to end poverty and hunger, to combat climate change and open the door to sustainable development.

Investment in agriculture is now recognized as a key tool to promote agricultural productivity, reduce poverty and enhance environmental sustainability. However, it is important to note that the potential benefits of investment in agriculture and food systems may also be outweighed by adverse social and environmental impacts. Eradicating hunger will require a significant increase in agricultural investment and, more importantly, it will require improving the quality of investment so that it benefits those that need it most.



H.E Dr Sidi Ould Tah
Director General of the Arab Bank for Economic Development in Africa
(BADEA) - Sudan

The Arab Bank for Economic Development in Africa is an Arabic financial banking institution owned by 18 Arab countries and founded to promote partnership between Arab countries and African countries in the south desert. The Bank provides concessional funds to 44 African countries in the south desert. It also provides technical assistance in the form of non-refundable grants. Since 2015 the bank has started funding the private sector and funding the Arab exports to the African countries. The bank is promoting its partnership with all the Arab and African institutions so as to provide excellent customer services to the countries and institutions that benefit from its services. The bank is attending the Arab Conference for Agricultural Investment organized in Khartoum at the end of February and it is endeavouring to be the development partner in this conference. This conference will be the beginning of a new phase in the development of Arab agricultural investment to achieve the Arab Food Security.



Dr Hashim Hussein
Head of UNIDO-ITPO – Bahrain
“ Industry Partner ”

The annual report of the Arab Forum for Environment and Development for 2014 indicates that the volume of imports of Arab countries from food amounted to 56 billion dollars in 2011 and is expected to rise to 150 billion dollars by 2050. In addition to limited investment in the agricultural sector compared to the volume of investments in sectors Which leads to the reluctance to use modern technologies. It is therefore very important and necessary to stimulate new investments in the agricultural sector through entrepreneurs who are keen to explore these new opportunities. Through a strategic partnership with the Islamic Development Bank, the International Centre for Entrepreneurship and Investment and the Office of Investment Promotion and Technology of the United Nations Industrial Development Organization in Bahrain, launched an integrated program for agricultural incubators in order to help farmers and entrepreneurs starting from Bahrain and from them To the rest of the Islamic world. One of the main objectives of this initiative is to contribute to achieving food security through sustainable agricultural projects. Secondly, to achieve the concept of health and wellness through improving the quality of life and the production of organic fruits and vegetables, flowers, plants and herbal products. Job seekers to local entrepreneurs and investors seeking to adopt advanced technology to reduce production costs and introduce new products to replace imported agricultural products, thereby diversifying sources of income, developing national economies and achieving food security specifically



Mr. Hassan Satti
GM White Nile Sugar Company
Sudan

Sugar constitutes a key and sustainable ingredient in dietary in Arab region. It represents 19% of the total food imports annually where 76% of total consumption in the region is imported from other countries.

Based on comparative advantage, we find that some countries within the region have the potential and capability to produce such an important commodity with a competitive advantage that could surpass countries which has ample production at the lowest production costs globally.

Recent technological advancements enabled sugar production from sugarcane to reach new horizons enabling the industry to lead a better sustainable economic and social development compared to the past.

Through its by-products from sugar production, from sugarcane, such as animal feed, co-generation and bio fuel in addition to other inter-related industries and sectors.

Moreover, the sugar industry is known to be a rural based industry which pave the way for a sustainable rural development for targeted countries in the region.

Arab countries should strive for a regional collaboration in R&D and other sugarcane industrial aspects by focusing on the maximum utilization of sugarcane for food, energy and feed production. Thus improves the livelihood of rural areas which represents 39% of the population structure in the region.



Councillor Ahmed Abdel Wahed
Director General of Arab Poultry Production and Processing Co. Ltd

Arab Poultry Production & Processing co. is a good example of combination between Arab capital & utilization Potential Resources available in Sudan.

The company is 35 km south of Khartoum on Jabl Alawli highway road & occupies 4968 fedans in Tayba Alhasnab district. It is one of the largest integrated poultry production companies in Sudan & it is considered as a leader in this field.

The strategy of the company is to increase production of poultry meat and table eggs to cover the local demand with the possibility of exporting to the Neighbouring Countries as well.



Dr Khaled Al Milahi
CEO Al Rajhi International for Investment - KSA

Al Rajhi International Investment for Agriculture, concerns to build human and reconstruction of the place at all times by shifting to greener, Waste Land and bounties and rewards - for sustainable development for the good of man and cattle on the basis that our food is our responsibility.

Al-Rajhi International Group for Agricultural Investment has seen the importance of subscribe to the official sponsors in agricultural investment Arabian third conference, organized by the Arab Authority for Agricultural Investment and Development, which is considered to be larger forums, which includes the largest gathering of Arab and foreign from all over the region - in the field of finance and investment in the field of "the agricultural and livestock, and industrial and modern technologies associated with them." - in the period from 27/28 - February 2017 as response of the invitation sent for us to participate in the third Arab Conference in order to achieve food security for Sudan in particular and the Arab nation in general , therefore attracting more heads of Arab and foreign funds for the reconstruction and rehabilitation of more Arab land.



Dr Ahmed El Tigani
CEO Al Rawabi Dairy Co
UAE

It is our pleasure to participate in the conference, which is organized by AAAID in Khartoum, under the slogan of “our food, our responsibility”. The importance of this meeting which coincides with the lifting of the economic sanctions on the Sudan, can be returned to us through the investment directed at the animal and agricultural resources. On our part, we see that Sudan has a livestock wealth of cattle estimated at 30 million heads that can meet the needs of the Arab world of meat and milk through rigorous efforts. It is our responsibility to pay attention to this enormous wealth and work to increase its productivity and raise the quality to compete with global markets. In addition, the proximity of the GCC countries, which began to suffer from a lack of availability of water sources needed for dairy production and processing as well as to grow feed. It is evident that the AAAID can provide financial and technical expertise and management to reach GCC countries to achieve this goal with confidence and certainty that is already demonstrated through Al Rawabi Dairy Company, Emirates Fresh Poultry Company and its other companies in Tunisia, Saudi Arabia and Morocco. This meeting is an opportunity for all specialists in the fields of animal production, agricultural production, leadership and management and in the agricultural business to reflect and carryout dialogue in order to collaborate and provide food security in the Arab World. Especially in light of the current conditions, which include changes and conglomerations that are currently taking place in the world. Therefore, the issue has become urgent because the Arab world relies on itself to provide food to its population without having to import from external sources.



Mr. Abdel Sayid Taha
Representative – Kenana Sugar Company - Sudan

The birth of the Kenana Sugar Company in the 1970s was not a coincidence. It was launched in accordance with the vision and consensus of the Founding Fathers to translate the Arab food security project into a living reality. Therefore, the seed was planted in the right place to produce a model to follow in the sugar industry and is recommended globally, whether in the field of investment or social development. The company has since entered a unique path in sustainable development from the beginning, where it still runs the project through integration with different sectors of the economy, whether directly or indirectly. In addition to the advancement of human development as the most important goal through the provision of employment opportunities and fighting poverty to create an environment with all the basic components of development, despite the goal of profit of the company. In line with the requirements of the third millennium, Kenana has been committed to presenting its 2020 investment plan in response to the demands of the age, sustainable development goals of the 21st century and addressing the challenges of providing food and renewable energy to become a renewable green source of food and energy.



Mr. Osama Daoud
President of DAL Group

Agriculture has always lay at the heart of the Sudanese economy and it has never been more important than it is today accounting for the vast majority of our export trade. From early in our Company's history, DAL Group recognized the importance of agriculture, starting an agricultural services business in 1984. DAL Agricultural Services provided land levelling, ploughing and canal cleaning for some of the country's largest agricultural schemes including, Jazeera, Halfa, Rahad.

This experience led us to begin our own direct investment in agriculture in 2009. Since that time we have developed a 22,000 hectare arable farm at Alwaha outside Khartoum which grows a diversity of crops including alfalfa, rhodes, wheat and corn. We are developing a larger arable project based in Abu Hamid, North of Khartoum. As a Company we are also interested in animal and livestock farming having a dairy farm of 5500 high yielding Friesian-Holstein cows and an active project exploring the development of feedlot operations.

At DAL we consider agriculture to be a vital component of our business success. Our food businesses increasingly rely on locally produced raw materials whether from our own farms or from our local contract farming partners. With the ending of American sanctions we can see the opportunity to partner with a new generation of international experts and technology companies to ensure that DAL Group will continue to lead a new agricultural revolution in Sudan.

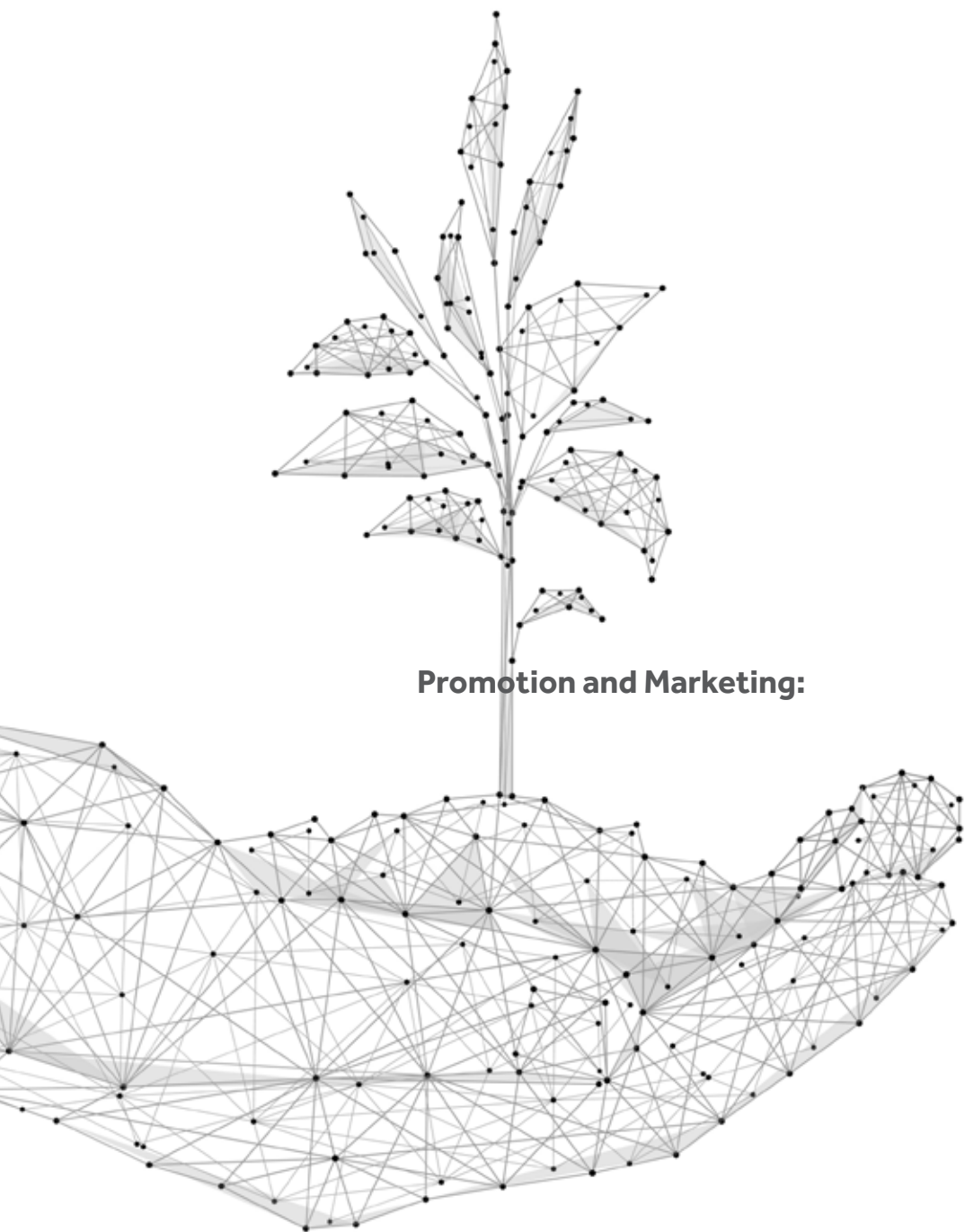


Mr. Essam Othman
GM of Blue Nile Mashreg Bank- Sudan

This conference is a good opportunity for communication between the bank and institutions, organizations, companies and individuals working in the field of importing and distributing agricultural and industrial inputs, and confirming the readiness of the bank to play its role in completing the import and export operations. .

We can also assure you that we have succeeded in obtaining the trust and satisfaction of our clients from regional bodies, United Nations organizations, embassies, oil companies and telecommunications in terms of accepting their continued banking dealings through our branches in the capital and regions before and after the lifting of US sanctions.

We have worked to achieve this responsibility in accordance with partnerships with our friends regionally and abroad, in accordance with their conviction that they deal with a bank whose assets, deposits, the rights of its owners, and profits grow continuously from year to year. As well as an efficiency in the administration that does not compete with in the Sudanese banking market. The Bank continues to serve its clients in the field of credit in various forms, providing microfinance service, local and foreign trade, financing the needs of the agricultural, industrial and handicraft sectors, as well as applying the latest banking systems to enable it to offer various electronic products and services










Promotion and Marketing:

Visual Presentations

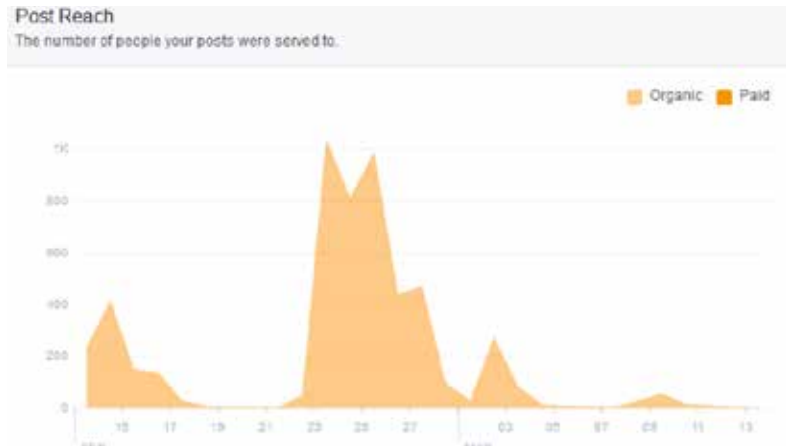
- Production of a 6 minute and 50 second video of the conference, which was presented at the opening session
- Production of a 54 second video presented at the opening session
- Production of a promotional video for the conference which lasts a minute and 11 seconds, presented on social networking sites

Statistical report of social networking sites

- A statistical report from the Red Ray Company "Media Partner" was presented from January 26 to February 27 on social networking sites. The following report reviews the company's campaign on Facebook:
- 11 Posts were published from 26 January to 27 February
- The total number of users who viewed the posts was 9,885 users

| Published | Post | Type | Targeting | Reach | Engagement | Promote |
|------------------------|--|---|---|-------|------------|----------------------------|
| 03/02/2017 8:52 am |  انواع دمل اذراة الفتاة الأول لعام 2017 عز همدان - القاهرة |  |  | 422 | 116 19 | Boost Post |
| 02/27/2017 11:36 am |  جول بغداد - يوم اربعاء 27 فبراير <u>الزوارح العربيات - الفنانة الشاذلي</u> |  |  | 272 | 116 10 | Boost Post |
| 02/24/2017 10:08 am |  لماذا نحتاج الى المرأة <u>بالحسين - الفنانة الشاذلي</u> |  |  | 1.3K | 152 97 | Boost Post |
| 02/23/2017 12:55 am |  عن اهل البيت <u>الزوارح العربيات - الفنانة الشاذلي</u> |  |  | 1.4K | 91 58 | Boost Post |
| 02/14/2017 12:53 am |  بعض الفتيات العربيات <u>الزوارح العربيات - الفنانة الشاذلي</u> |  |  | 522 | 53 26 | Boost Post |
| 02/12/2017 12:28 am |  بعض الفتيات العربيات <u>الزوارح العربيات - الفنانة الشاذلي</u> |  |  | 811 | 51 32 | Boost Post |
| 02/07/2017 8:10 am |  بعض الفتيات العربيات <u>الزوارح العربيات - الفنانة الشاذلي</u> |  |  | 667 | 58 22 | Boost Post |
| 02/07/2017 8:11 am |  بعض الفتيات العربيات <u>الزوارح العربيات - الفنانة الشاذلي</u> |  |  | 266 | 91 15 | Boost Post |

An info-graphic showing the total number of the AAAID Facebook page views which peaked during the period from 25-27 February, the time right before the conference.



Promotional Campaign

A marketing campaign was carried out by VALIANT BUSINESS, the “communication partner”. Two campaigns were launched to announce the conference:

Campaign 1: by sending conference data to the company’s databases including Europe, Africa, the Middle East and Asia.

Campaign 2: By publishing the press news relating to the conference on 27 issues interested in agriculture as listed below:

| Name of the Publication | website |
|--------------------------------|---|
| African Business Central | http://www.africanbusinesscentral.co |
| Eco | www.iecoafrika.com |
| Postharvest | www.postharvest.biz |
| ReConnect Africa | www.ReConnectAfrica.com |
| FruitNew | www.fruitnews.info |
| Profesional AGRO | www.profesionalagro.com |
| Esaja.co | www.esaja.com |
| Agriculture1.com | www.business1.com |
| MarketsAndMarkets | www.marketsandmarkets.com |
| Meatmaker" & "Who is who | http://www.meatmaker.ru/en |
| African Farming | http://www.africanfarming.net |
| Agribizwestafrica | http://agrikwestafrica.com |
| Agri mec | http://agri mech.net/index.html |
| Business Day | https://businessdayonline.com/ |
| The Guardian | http://guardian.ng/ |
| NaijaFM | http://naijafm.com/ |
| Food & Beverage Online | http://www.21food.com/info/contact |
| eFeedLink Pte Ltd | http://www.efeedlink.com/ |
| Top Farmer | http://topfarmer.co.ke/contact/ |
| Zambia National Farmers Union | http://www.znfu.org.zm/contact |
| Conservation Farming Unit | http://conservationagriculture.org/co |
| Agri Business Africa | http://www.agribusinessafrica.net/ |
| Africa Business.com | http://africabusiness.com/contact- |
| Zambian Agri Business | http://www.agribusinesszambia.com/ |
| Agri Coop Newspaper Limited | http://agricoopholdings.com/agro- |
| Farmers Prime Newspaper | http://primagemedianews.wix.com/ |
| Food Business Africa | http://www.foodbusinessafrica.com/ |

- Professional AGRO published a press release about the AAAID Conference in their portal.

Following are the links :

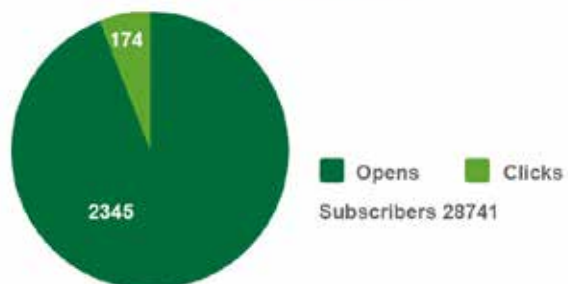
<http://profesionalagro.com/noticias/>

<http://profesionalagro.com/noticias/aaaaid-tercera-conferencia-ara-be-para-la-inversion-agricola.html>

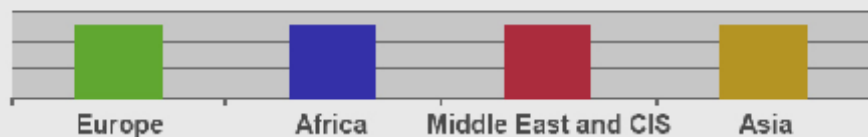
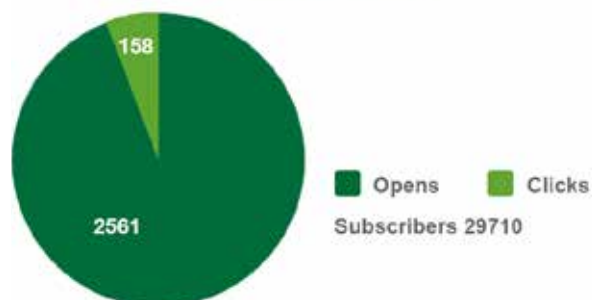
- Esaja.com published a press release in their blog:

<http://www.esaja.com/yesafrican/the-third-arab-conference-for-agricultural-investment-under-way-in-sudan/>

AAAID Campaign1
01-Feb-2017



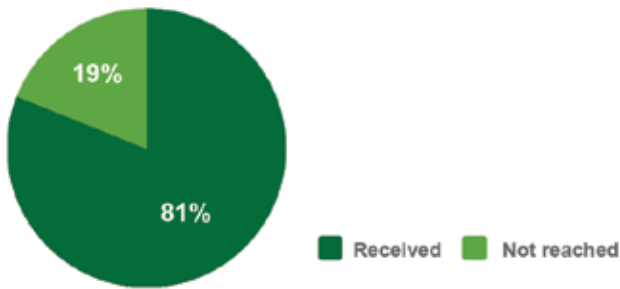
AAAID Campaign 2
27-28 Feb 2017



Promotional Campaign

AAAID, through its own address database, sent invitations of the Third Arab Conference for Agricultural Investment to more than 6,000 organizations, companies, financial institutions, chambers of commerce and industry, Arab and international media.

The chart shows that 81% of the conference e-mail was received.





المؤتمر العربي الثالث
للاستثمار الزراعي

Third Arab Conference for Agricultural Investment

غذاؤنا . مسؤوليتنا
Our Food. Our Responsibility

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TEL : (00249) 187096100 - FAX : (00249) 183772600 - (00249) 183794350

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