

# Discover the Lion – Agriculture

*Your Business in Africa!*

## Green Africa

How African agriculture grows business



Agriculture in Africa ranges from small subsistence farms to vast plantations. The national strategies for the sector differ widely across the continent. In this workshop, we identify and explore the most agriculturally dynamic countries in Africa. We describe their ambitions and how Dutch companies are moving into the sector. After laying down the trends, we invite you to together develop ideas on how you can participate in this development and on what impact it will have on your business. You will not leave the room without your own concrete idea on your next steps in Africa and a network of interesting partners in the process.

For registration and information about the other 'Discover the Lion' workshops, please visit the [website](#). 'Green Africa' is kindly hosted by PTC+.





## Date & Location

Thursday, October 15<sup>th</sup> 2009.

PTC+ Ede

Zandlaan 25 – 29, 6710 BA Ede

## Programme

13:30 – 14:00      Registration and coffee

14:00 – 15:30      Part I: Expert corner

Experts explain the dynamics in the African agriculture sector and how they participate in it. Please find an overview of the confirmed speakers on the next page.

15:30 – 15:45      Break

15:45 – 16:30      Part II: Exploring market impacts

Experts and participants together explore in detail the changes in African agribusiness. Where exactly are the innovative niches? What are the time frames? How can you as a Dutch entrepreneur participate? Ask, discuss and brainstorm in small groups with the experts and your colleagues.

16:30 – 17:15      Part III: Overcoming obstacles

Overcoming obstacles requires expertise, creativity and the right partners. In part III of the workshop, the participants and experts help each other to anticipate and overcome potential problems. Special attention is devoted to finding appropriate partners for your business.

17:15 – 17:30      Closing remarks

17:30 – 18:30      Refreshments

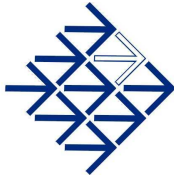
### **REGISTER WITH JOSINE HOOGENRAAD**

[Josine.hoogenraad@nabc.nl](mailto:Josine.hoogenraad@nabc.nl) or via [www.nabc.nl](http://www.nabc.nl)

Costs are 45€ for NABC and STT members and 95€ for other participants (ex. VAT).



Stichting  
Toekomstbeeld  
der Techniek



## Confirmed speakers:

Mr. Hans Bogaard – Rabo Development  
[Website](#)



**Rabobank**

Mr. Ben van den Brink & Mr. Peter van Oene – PTC+  
[Website](#)



Mr. Teus Visser - White Bird International  
[Website](#)



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