



INTERNATIONAL DEVELOPMENT BANK GROUP
AFRICAN DEVELOPMENT BANK GROUP



SÉNÉGAL



AFRICAN UNION



United Nations
Economic Commission for Africa



Feeding Africa

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Abdou Diouf International
Conference Centre
Dakar, Senegal

An Action Plan for African Agricultural Transformation

BRIEFING NOTE FOR MINISTERIAL DIALOGUE

Marketing and Agribusiness

Background

The size of the global agribusiness market is estimated at over \$5 trillion providing over 40 percent of employment. The determinant factors of future developments in global agribusiness market can be cited as urbanization, changing consumption patterns in emerging markets and volatility of prices. In Africa, the agribusiness space in Africa is changing. Increasingly large multinational players are becoming interested in investments on the continent. Since 2004, global investments in the food-and-agribusiness sector have grown threefold, to more than \$100 billion in 2013, according to McKinsey analysis. Alongside this a number of start-ups are evolving in niche markets mostly by young agripreneurs. The challenges of cross border trade are now well documented and reforms are underway, albeit slowly.

Ministerial Dialogue

Building on the paper prepared on the subject matter and towards providing guidance to the work stream on the subject, Ministers are invited to share experiences in the marketing and agribusiness development at national and regional levels; propose policy reforms that must accompany the growth of agribusiness and marketing concerns on the continent;

Questions to be discussed will include:

1. What are the principal constraints faced by marketing and agribusiness concerns in terms of financing, regulations, incentives and standards?
2. What happened to the agricultural marketing boards of old and should they be resuscitated?
3. What innovative marketing successes can we point to that can be shared across the continent?
4. What role can the ICT sector play in modernising agricultural marketing
5. Agricultural commodity exchanges have been slow to take off in Africa. What can be done to reverse this situation?
6. What can be done to encourage greater participation of women in agribusiness?
7. How can we secure local farmer land rights in the large scale investments in production and marketing of strategic crops in Africa?