

Cracking the Nut 12 | *Attracting Private Sector Investment to Rural and Agricultural Markets*

June 25-26, 2012 | Enrique V. Iglesias Conference Center, Washington, DC

The Cracking the Nut 2012 Conference is the premier global event to exclusively focus on leveraging public private partnerships to develop rural and agricultural markets and help you identify investment opportunities at all points of the agricultural supply chain.



At Cracking the Nut 2012, you will have the opportunity to network with over 300 potential partners to transform and scale up global rural and agricultural markets in response to rapidly growing demand.

WHO IS THIS EVENT FOR?

- ✓ Large food companies
- ✓ Multinational businesses
- ✓ Value chain financiers
- ✓ Experts in rural & agricultural development
- ✓ Investment fund managers
- ✓ Development practitioners
- ✓ Donor representatives
- ✓ Public servants

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Cracking the Nut 2012 is organized by [AZMJ](#)



According to FAO, to meet the needs of **9 billion people** in the year 2050, the world needs an additional **\$83 billion** of total average annual investment in developing country agriculture. Therefore, agribusiness is poised for unparalleled global growth, based on soaring population rates and rising living standards. To sustain this larger, more urban population, food production will need to almost double by 2050 in order to satisfy demand. Cracking the Nut 2012 is focused on bringing together various stakeholders to attract private sector investment to rural and agricultural markets.

It is important to leverage the influences of businesses, civil society and governments to ensure food security and reduce poverty. *Businesses drive growth* of rural and agricultural markets through innovation, investment and competition. *Non-governmental organizations mobilize and support communities*, build local capacity and bridge gaps not addressed by the market. *Governments create enabling environments* and set the direction for their country's transformation.

Cracking the Nut 2012 will share competitively selected best practices through five focused themes:

1. **Expand to New Markets.** With soaring population rates and rising living standards, agriculture and agribusiness are poised for unparalleled global growth. There is rising demand from growing and increasingly urban populations in developing countries. Sessions under this theme will show you how to identify and serve new markets that offer significant growth and income potential.
2. **Tap New Sources of Supply.** With increasing consumer awareness of fair trade, organic and specialty foods, many firms are realizing that sustainable sourcing from aggregated small-scale agricultural producers not only appeals to consumers, but also reduces risks in the supply chain and stabilizes prices. Learn how to tap new sources of supply, certify quality, increase productivity and reduce costs while contributing to sustainable production.

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- 3. Create Effective Partnerships.** Agribusiness success relies on knowing the market, where and how to source affordable and reliable inputs, and access to financial services in a timely manner, especially in the face of complex economic, environmental and social challenges. This theme will highlight how innovative public-private partnerships can overcome obstacles and facilitate access to information and services in a cost-effective manner.
- 4. Make Finance Work.** Finance and impact investing are expanding in ways that serve rural and agriculture markets, creating competitive, financial and social returns. However, many companies still struggle to make finance work for their suppliers. This theme will showcase innovative approaches to sustainably increase access to finance and investments for rural and agricultural supply chains. Come see how an increasing number of impact investors are designing innovative approaches to sustainably support rural and agricultural markets by combining guarantees, insurance and technical assistance funds to reinforce financial and social impacts of their funds.
- 5. Leverage Positive Government Support.** This theme will demonstrate how to work with governments to create enabling environments that provide proper incentives for players to invest in rural and agricultural businesses and its supporting infrastructure.

What's the Return on Investment?

- Gain expert insight from industry leaders who want to share their knowledge and experience with you!
- Understand the power of public private partnerships to maximize business growth and stability in local and global markets.
- Learn how to create successful partnerships in emerging markets that produce triple bottom-line results.
- Network and do business with 300+ decision making professionals who have strategic relationships with governments and donors, creating trend setting business development ventures.
- Forge new business deals and partnerships to improve your profile, profits and impact.

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