

KNOWLEDGE TRANSFER FOR AGRIBUSINESS INNOVATION

Information for International Agribusiness Firms

1. Introduction

This document provides an introduction to international firms interested to participate in the GIZ-funded 'Knowledge transfer for Agribusiness Innovation' project. The project activities include knowledge transfer, skill development and expert exchange for and with Iraqi entrepreneurs, companies and private sector organizations from the agribusiness sector. The project aims to develop international networks, advance technical knowledge, and improve productivity of agricultural Small and Medium Enterprises (SMEs) in Iraq. The project will train 50 national agri-SMEs in Baghdad, Diwaniya, Erbil and Mosul on a cutting edge Knowledge Transfer Training Methodology, developed by GIZ and ZOA. A further 20 national agri-SMEs will receive professional advice and support to improve and modernize their existing business. In particular, the project is working in the seed, date, olive, agri-machinery, and dairy sectors.

2. Approach of the project

During the project international companies will be introduced with in total 70 local Agri-SMEs who are committed to enhance and scale-up their businesses in Iraq and the region. International companies will be linked with cluster specific SMEs, who are working in similar value chains as international companies. The project will organize cluster wise online meeting sessions and match-making events where national SMEs and international companies will participate and share their needs and possible solutions.

3. Benefits to International firms of participation in the project

Benefits for international firms who participate in the project include:

- Opportunities to understand the business environment in Iraq and needs of local agribusiness
- Support with access to Iraqi markets and support for business expansion into Iraq
- Presence of international consultants in the project to facilitate international entities to network and grow together with Iraqi firms
- Technical advisory services for business expansion in Iraq and access to trained and motivated SMEs

4. Criteria for selection

The project will select international firms to participate. Selection to participate in the program will be based on alignment of business interests of the international firms with the cohort of Iraqi agribusinesses.

To participate in the project international firms must meet the following criteria:

- Be an international business enterprise working in agriculture based production or processing in outside of Iraq and have interest to expand in Iraq
- Annual revenue of 500,000 USD and more
- Ready to commit focal person and team to participate in project activities
- Time commitment of 3-4 hours per month for the online webinars, meetings and networking sessions
- Willing to support local SMEs to grow in the sector and provide technical knowledge to national SMEs if opportunities emerge for mutual benefit
- If opportunity emerges, ready to develop business partnerships in Iraq with suitable SMEs

PROJECT INFORMATION

**Duration:**

February 2022 – November 2023

**Location:**

Baghdad, Diwaniyah, Erbil and Mosul

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