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For further information please visit
www.bmel-kooperationsprogramm.de and
www.oav.de



Federal Ministry
of Food
and Agriculture



The Development of Inter- national Cooperation with Asia

A Bilateral Cooperation Project



Source: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

The Project

The agri-food industry, accounting for 10 percent of the GDP of the People's Republic of China, i.e. 15 percent of the GDP of the Republic of India, is a highly important economic sector. In light of the population growth and simultaneous rise in purchasing power of a growing middle class, both countries are faced with enormous challenges in respect of local food security and the promotion of rural development. The modernisation of the agri-food industry thus plays a key role. With innovation, investment, technology and know-how transfer, as well as training and further education, German companies in the agri-food industry can make an important contribution in this field, as well as strengthening their position as modernisation and cooperation partners.

The project "Raising the productivity of the agri-food industry in Asia, in particular China and India, through the development of international cooperation", funded by the Federal Ministry of Food and Agriculture, supports the establishment of a coordination office of the German Agribusiness Alliance at the OAV - German Asia-Pacific Business Association.

With the establishment of a coordination office, a central body has been created for cooperation between German associations and companies active in the agri-food industry and the People's Republic of China and the Republic of India.



Project Goals and Areas of Action



The goal of the project is to intensify the economic cooperation between companies, associations, organisations and representatives of the public sector in Germany and the relevant representatives from the partner countries and thus support the economic and social development in the People's Republic of China and the Republic of India.

Focus of the Project:

- Support during the preparation of agricultural policy dialog with the agriculture ministries of the People's Republic of China and the Republic of India
- Provision of information on the agricultural markets in the partner countries
- Networking of the activities of German associations and companies in the partner countries
- Representation of the politico-economic interests of agri-food industry associations and companies in respect of the partner countries
- Organisation of international events on agricultural and agriculture policy developments in the partner countries
- Promotion of rural development in the partner countries through the exchange of know-how

Project Partners and Cooperation

The OAV is the network for German-Asian business relations with over 450 member companies from industry, trade, the finance sector and services. At the focus of its activities is the exchange of information on developments in the Asia-Pacific region and questions of practical relevance. As governing body of the Asia-Pacific Committee of German Business (APA), the OAV is decisively involved in representing the interests of German business in the Asian economy: It gathers together corporate assessments and expectations, supplying these to policy makers and ministries in the Federal Republic of Germany and the Asia-Pacific partner countries.

The members of the German Agribusiness Alliance are leading associations and companies from the agri-food economy. The goal of the German Agribusiness Alliance is to actively support the development of the agriculture, fishing and processing industry in the partner countries through the provision of know-how and modern production and investment resources, the fostering of trade relations and direct investment.

