

# New AG International Africa

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Chema Industries, Chairman



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### PLEASE CAN YOU INTRODUCE YOURSELF

– (your name, job title and more about your day to day role)

After spending 12 years touring the world, I established our family business in 1992 successfully transformed in Chema Group. We focused on pesticides for both Agricultural and for Public Health purposes. Our long experience in spraying techniques results in production of specialized Fogging and ULV machines used for public health, greenhouses and Locust Control Operations.

After almost 30 years of operation, our staff are always working as a one family according to our African tradition.

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### WHAT CHALLENGES ARE ASSOCIATED WITH YOUR CURRENT DAY TO DAY ROLE?

- The challenges with agrochemical market are entangled between the ever changing governmental and environmental requirements and changing market trends, we have to always respect environmental standards while meeting the ever increasing need for food production.
- Internationally we have to adopt a Chameleon strategy since requirements are enormously different from country to country.

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### WHAT WILL YOU BE DISCUSSING AT THIS EVENT AND WHY IS IT IMPORTANT?

Africa: Challenges, Economical figures and their link to agriculture  
Egypt: as a Progressive market and its potential role in Inter African Trade.



## WHERE DO YOU SEE THE GREATEST OPPORTUNITIES IN AFRICA WHEN IT COMES TO AGRICULTURE?

The African market is one of the most potential markets, to better develop it, we need to put into action the Free Trade Agreements, educating farmers on the appropriate use of agricultural inputs, counterfeits which represent 15% to 20% of the total use.



## CAN YOU SHARE AN INTERESTING FACT WITH US?

(This can be on anything)

One third of Africa's food goes lost after it is harvested. Women's labour contribution in African agriculture is regularly quoted in the range of 60 to 80 percent. Labour is 2 to 4 times more productive outside **agriculture**. These are just some of the factoids that shape our thinking about African agriculture and that drive policy.



1. Modern use of modern inputs remains dismally low
2. Modern input use low, but profitable  
Land is abundant and land markets are poorly developed
3. Labour productivity in agriculture is low
4. African agriculture is intensifying
5. Women perform the bulk of Africa's agricultural tasks
6. Youth is leaving agriculture in masse
7. Postharvest losses are large
8. Droughts dominate Africa's risk environment
9. African farmers are increasingly diversifying their income
10. Agricultural commercialization improves nutritional outcomes