

[View this email in a browser](#)



This project is funded by the European Union



SAAVI at a glance

Strengthening the Agriculture and Agri-food Value Chain and Improving Trade Policy in Iraq (SAAVI) is a EUR 22.5 million project funded by the European Union (EU) and implemented by the International Trade Centre (ITC). SAAVI contributes to **inclusive economic growth and job creation**, particularly for the youth, by improving Iraq's **agriculture competitiveness** and supporting trade development in the country.

Explore SAAVI's website to find out more about our programme.

[Visit our website](#)

Project highlights



Some of our key highlights since our last issue (October 2021) include (اللغة العربية أدناه):

- **Official launch event** of SAAVI held in Baghdad, December 2021. Close to 87 participants joined us in this ceremony.
- A fast-paced **business breakfast** opened the day, with key findings from a nation-wide market analysis for high potential agri-products. Around 40 business leaders joined us during this meeting.
- The event included a **dynamic panel discussion** on how to build more inclusive agrifood value chains from “farm to fork” in Iraq. Participants experienced a **live ‘cooking demonstration’** by a renowned chef, using ingredients from the local cuisine. The event concluded with a **technical discussion** featuring ITC experts, who presented key findings of **SAAVI's report on Climate change risks and opportunities in Iraqi agri-food value chains**.
- A **‘Buyer-farmer meeting’** was held in Mosul, where participants explored mechanisms for setting up mutually beneficial business deals and farmers received advice and coaching on trading including quality, storage and market requirements
- **Young students** of the University of Mosul/College of Agriculture shared with us their aspirations and ambitions in agripreneurship.



- A partnership was formalized with the **Norwegian Refugee Council (NRC)**, which will further reinforce ITC's implementation capacities in Iraq, and enable **SAAMI to deliver market-led solutions** on the ground in hard-to-reach areas of Al-Basrah and Ninewa, leveraging on NRC's wide network, pool of trainers, local knowledge and experience. Stay tuned...
- Workshops on **Trade in Services and Business advocacy**, along with technical sessions on **WTO accession** were organized
- Working closely with projects under the **EU Special Measure** for Iraq, which are being led by **FAO, GIZ, ILO, IOM and UNESCO**.

- تتضمن بعض النقاط البارزة الرئيسية لدينا منذ إصدارنا الأخير (أكتوبر 2021) حفل الإطلاق الرسمي لـ SAAMI الذي عقد في بغداد ، ديسمبر 2021. انضم إلينا ما يقرب من 87 مشاركاً في هذا الحفل.
- افتتح اليوم إفطار عمل سريع الخطى ، مع النتائج الرئيسية من تحليل السوق على مستوى الدولة للمنتجات الزراعية ذات الإمكانيات العالية. انضم إلينا حوالي 40 من قادة الأعمال خلال هذا الاجتماع.
- تضمن حفل الإطلاق حلقة نقاش ديناميكية - تسمى "قصص الغذاء" - جمعت بين الجهات الفاعلة في القطاع الخاص والمبتكرين والمزارعين وشركاء التنمية. تحدث المتحدثون الرئيسيون عن الفرص والحلول لبناء سلاسل قيمة أكثر شمولاً للأغذية الزراعية من "المزرعة إلى الشوكية" في العراق من خلال سرد القصص. اختبر المشاركون التكهات المبتكرة و "عرض طبخ" حي من قبل طاهٍ مشهور ، باستخدام مكونات من المطبخ المحلي. وصفه عراقية ابتكرها طاهٍ فرنسي مشهور خصيصاً لهذا الحدث. واختتم حفل الإطلاق بمناقشة فنية شارك فيها خبراء مركز التجارة الدولية ، الذين قدموا النتائج الرئيسية لتقرير SAAMI حول مخاطر تغير المناخ والفرص في سلاسل القيمة الغذائية الزراعية العراقية.
- عُقد "اجتماع المزارعين والمشتريين" في الموصل في كانون الأول (ديسمبر) 2021 ، حيث استكشف المشاركون آليات إبرام صفقات تجارية مفيدة للطرفين. تعرف المزارعون أيضاً على الجوانب الرئيسية للتسويق ، بما في ذلك الجودة والتخزين ومتطلبات السوق ، والتي تعد ضرورية لمساعدتهم على المنافسة في السوق.
- تم عقد جلسة استشارية مع طلاب من جامعة الموصل / كلية الزراعة شاركوا في تطلعاتهم وطموحاتهم في زيادة الأعمال الزراعية.
- تم إبرام شراكة رسمية مع المجلس النرويجي للاجئين (NRC) ، مما سيعزز قدرات التنفيذ الخاصة بمركز التجارة الدولية في العراق ، وتمكين SAAMI من تقديم حلول يفوقها السوق على الأرض في المناطق التي يصعب الوصول إليها في البصرة ونيوى ، والاستفادة من على شبكة NRC الواسعة ومجموعة المدربين والمعرفة والخبرة المحلية. ترقبوا ... المزيد في المستقبل!
- تم تنظيم ورش عمل حول التجارة في الخدمات والدعوة للأعمال التجارية ، إلى جانب جلسات فنية حول الانضمام إلى منظمة التجارة العالمية.
- العمل بشكل وثيق مع المشاريع في إطار تدابير الاتحاد الأوروبي الخاصة للعراق ، والتي تقودها منظمة الأغذية والزراعة والوكالة الألمانية للتعاون الدولي ومنظمة العمل الدولية والمنظمة الدولية للهجرة واليونسكو



Project launched to promote inclusive economic growth and job creation in Iraq

A ceremony was held to formally launch the 'Strengthening the agriculture and agri-food value chain and improving trade policy' (SAAMI) project.

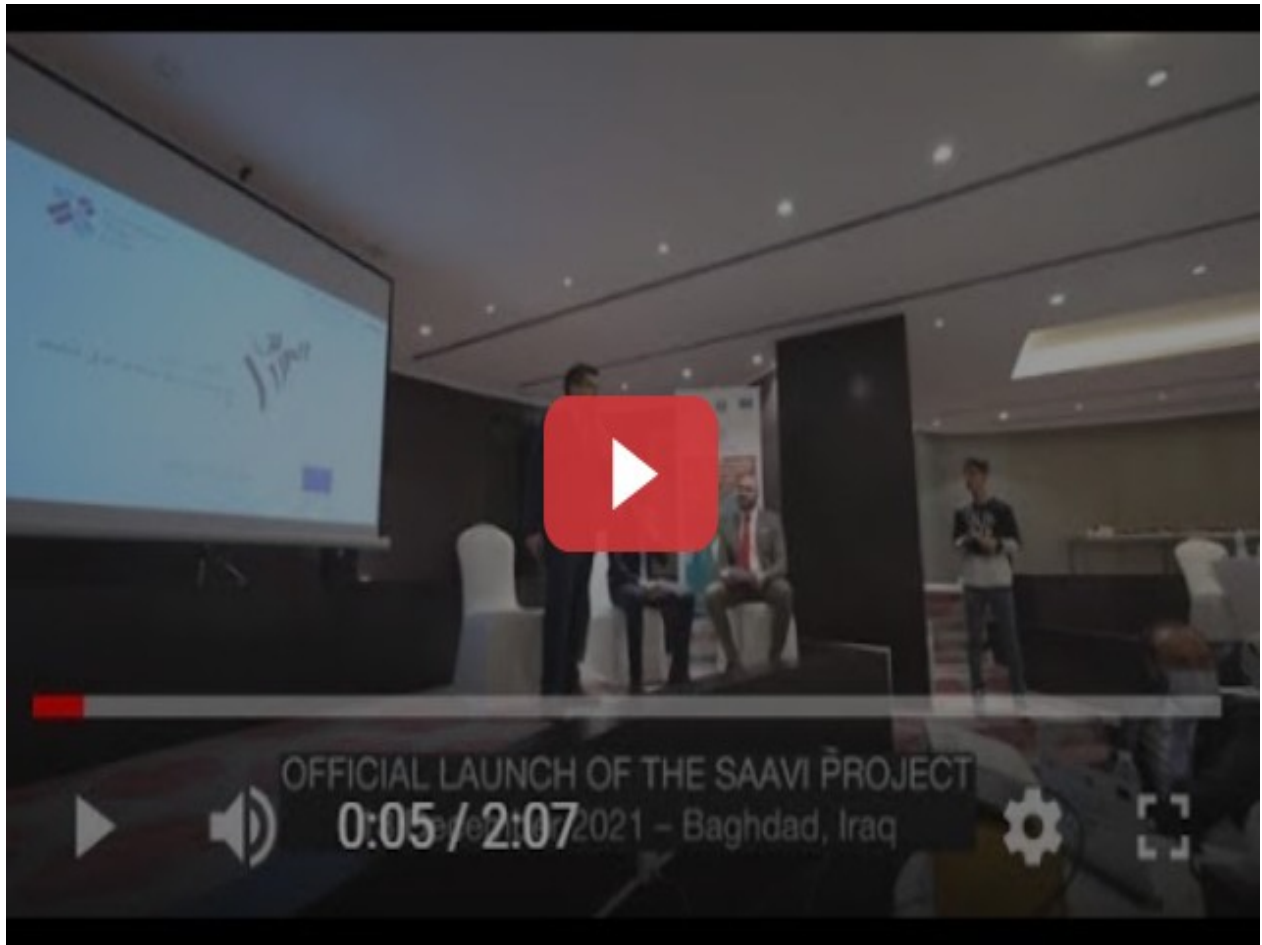
[Find out more](#)

Story: Our soil is our gold

SAAMI is engaging youth and farmers in building profitable business models in Iraq.

[Find out more](#)

Couldn't join us at the launch event? Take a peek at the highlights of the ceremony!



Perspectives



Iraq's young entrepreneurs – a nascent but promising engine of economic growth

With 8 million people in the age 15 to 24 group, Iraq's youth bulge offers an opportunity for growth and prosperity. Working with and for youth is essential in realizing the 17 Sustainable Development Goals. In this blog, SAAVI explains how it is working to support the economic empowerment of youth in the country.

[Learn more](#)

Stories from the field

Interview with Mrs. Um Ahmed, Iraqi consumer

Mrs. Um Ahmed is one of the **over 2,500 consumers interviewed** during the project's inception phase. SAAVI's nation-wide market research found a strong preference for local products, where 90% and 80% of respondents stated they prefer local vegetables and chicken meat to imported products, respectively. SAAVI's market research will be available soon!

Q1. What is your name?

My name is Um Ahmed.

Q2. Do you prefer the local or imported tomatoes?

I prefer the Iraqi tomato as it has a different taste, very delicious even the Iraqi fruits are very tasty far different from the imported.

Q3. Do you buy tomatoes on regular basis? How much do you consume?

Normally we don't consume much as we use tomato paste. We buy it only when we cook okra. Now we use the tomatoes less than in the past as, before, the women made the paste manually.

Q3. Do you prefer local or imported poultry products?

The market has imported as well as local products. The imported poultry products are good - if slaughtered on the Islamic way - but still, we prefer the Iraqi one as it is very fresh and tasty.



Resources



Assessing the competitiveness of farmers and agrifood SMEs in Iraq –Report

Strengthening the Agriculture and Agrifood Value Chain and Improving Trade Policy in Iraq (SAAVI)



How competitive are Iraqi farmers and agribusinesses?

SAAVI interviewed approximately 600 Iraqi farmers and agribusinesses using a firm-level survey. The recently launched 'Assessing the competitiveness of farmers and agrifood SMEs in Iraq' report combines data analysis and recommendations to guide policymakers, businesses and trade and investment support institutions in improving the business environment for farmers and SMEs in the agriculture and agrifood sectors in Iraq.

[Read more](#)

News and upcoming events



Project Management and Value chain analysis training programme
(Baghdad/Erbil 2022)



Workshop on Agriculture Domestic Support Tables
(Baghdad, February 2022)



Official launch of the Tomato and Poultry Sector Strategies
(Baghdad, March/April 2022)

Contact us

e-mail: saavi@intracen.org

Copyright (c) 2021 SAAVI Programme, International Trade Centre, All rights reserved.

You are receiving this e-mail because you are listed in SAAVI's contact database and/or you opted to subscribe in our website.

[Unsubscribe](#) if you wish to no longer receive e-mails from us.