

[View this email in a browser](#)



This project is funded by the European Union



[Join our Facebook Group - Click here](#)

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 (February 2022) include (اللغة العربية أدناه):

- **Poultry and Tomato Sustainable Development Strategies** in process of endorsement.
- Over **1,500 farmers / producers identified** in Ninewah and Basrah – capacity assessment ongoing in partnership with NRC
- 7 agri-food companies joining the partnership (4 agreements signed including with Zuhar alwatan, Rawnaq aldur, BEPP and Waffir)
- **2 buyer-farmers meetings** organized (Mosul and Basra), and 2 **market-awareness events** for farmers in Basra/Al-Hamdaniya with Carrefour and Zuhar alwatan (Al Diwanya Project), respectively.
- Awareness raising workshop on **tomato processing** in Basrah



- **Iraq E-Learning Academy** to support entrepreneurship + agribusiness skills among the youth being adapted and translated into Arabic
- A first workshop on **quality management and SPS** held with key stakeholders.
- Proposal presented/preliminarily accepted for a **National Agriculture TVET Committee**
- Workshops organized on **Trade in Services** (Services domestic regulation, Telecom and Financial sector scheduling) in the context of support to WTO accession
- Advisory consultations to the WTO Division, MoT on various aspects related to **Trade in Services, Trade in Goods and Legal aspects** such as Intellectual Property Rights
- Two training workshops on **Project Management and Value Chain Analysis** tailored to Iraqi government officials
- Working closely with projects under the **EU Special Measure for Iraq**, which are being led by FAO, GIZ, ILO, IOM and UNESCO. All partners joined forces and presented success cases of the AfDB programmatic approach during the **EU Day event** held in Baghdad.

- استراتيجيات التنمية المستدامة للدواجن والطماطم قيد المصادقة.
- تم تحديد أكثر من 1500 مزارع / منتج في محافظتي نينوى والبصرة - تقييم القدرات مستمر بالشراكة مع المجلس النرويجي للاجئين.
- تم تنظيم اجتماعين مع المزارعين والمشتريين في الموصل والبصرة . و ورشتين عمل للتوعية المزارعين بالسوق في والبصرة و الموصل الحدانية مع مشاركة كارفور و شركة زهور الوطن (مشروع الديوانية) على التوالي.
- ورشة عمل توعية حول تصنيع الطماطم في البصرة.
- أكاديمية العراق للتعليم الإلكتروني لدعم ريادة الأعمال ومهارات الأعمال التجارية الزراعية بين الشباب التي يتم تكييفها وترجمتها إلى اللغة العربية.
- عقد ورشة العمل الأولى حول إدارة الجودة والصحة والصحة النباتية مع أصحاب المصلحة الرئيسيين.
- تم تقديم / قبول الاقتراح للجنة الوطنية للتعليم والتدريب التقني والمهني للزراعة.
- تنظيم حلقات عمل بشأن التجارة في الخدمات (التنظيم المحلي للخدمات ، وجدولة قطاع الاتصالات والقطاع المالي) في سياق دعم الانضمام إلى منظمة التجارة العالمية.
- استشارات استشارية لقسم منظمة التجارة العالمية ، وزارة التجارة حول مختلف الجوانب المتعلقة بالتجارة في الخدمات والتجارة في السلع والجوانب القانونية مثل حقوق الملكية الفكرية.
- ورشتنا عمل تدريبية حول إدارة المشاريع وتحليل سلسلة القيمة مصممة خصيصا لمسؤولي الحكومة العراقية.
- 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. وتحالف جميع الشركاء قواهم وقدموا حالات برنامج تطوير الأعمال التجارية للأغذية الزراعية التابع للاتحاد الأوروبي الذي أقيم في بغداد.
- انضمت 7 شركات للأغذية الزراعية إلى الشراكة (4 اتفاقيات موقعة بما في ذلك شركة زهور الوطن ، و شركة رونق الدر ، وشركة بيروت أربيل لمنتجات البطاطا ، وشركة وفر).



New partnerships to enhance competitiveness of Iraqi farmers and businesses



ITC signed a series of partnership agreements with large Iraqi agri-food companies in the context of our agribusiness alliances. SAAVI will collaborate with partners, such as Zuhoor al Watan, one of the largest agricultural and poultry production companies in Iraq, to connect smallholder producers, strengthen their capacity, and create local alliances offering commercially viable volumes of quality products.

[Find out more](#)

Coordinating agriculture and vocational education and training in Iraq



SAAVI organized a needs assessment workshop for establishing a National Agriculture Technical Vocational Education and Training (TVET) Committee in Baghdad. The Committee could provide an overarching strategy for agriculture-related TVET for increasing alignment, reducing overlap and highlighting gaps in current activities.

[Find out more](#)



From Farm to Fork: Europe Day in Iraq highlights country's vital agri-food sector

The Delegation of the European Union to Iraq marked Europe Day in Baghdad on 11 May 2022. An event that brought together partners, highlighted the country's vital agri-food sector and efforts that support its sustainable development.

The event served to present on-going activities carried out through the EU-funded Agri-food Business Development Programme - AfBDP, which leverages on international partners' - FAO, GIZ, IOM, ILO, ITC and UNESCO - areas of expertise to address the gaps and opportunities in the private sector and agri-food sector in a coordinated fashion.

[Find out more](#)

Find out how the [@EuinIraq's Agri-Food Business Development Programme](#) is strengthening governance and promoting sustainable job creation in #Iraq's agri-food sector through activities that address the entire food value chain-from farm to fork.



Stories from the field



Interview with DG Dr Ahmed Elewi, Ministry of Youth and Sports of Iraq

Through SAAVI, Kick4Trade engages with Iraqi agripreneurs through sports to impart life skills for adaptability and sustainable livelihood.

- **How important is it for MoYS that the Kick for Trade curriculum delivers on skills development and capacity building ?**

• Today, 45% of youth aged 15-24 in Iraq are outside the educational system, not in training and not in employment. The Kick for Trade programme equips youth with the skills they need to succeed in the labour market or to create new businesses. Increasing the income opportunities available for youth and women, is key for the future growth of the Iraq economy and inclusiveness of our society.



- **How important is it for MoYS to partner with ITC SAAVI?**

• Sport for Development supports young people in being self-confident, resilient and working in teams. We are thankful for the European Union to support the Kick for Trade programme that has been developed by the International Trade Centre, streetfootballworld and the UEFA Foundation. MoYS is proud of bringing this unique and innovative initiative to Iraqi Youth. It shows how important partnership is to support youth.

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](#)

Become a Quality Champion

- ✓ Are you passionate about food safety and quality?
- ✓ Do you want to be part of national team of quality champions to support the Iraqi business community on a long term basis?
- ✓ If so, this is for you and we encourage you to apply!

Deadline for applications extended until **31 May 2022**

[Read more](#)



News and upcoming events



Market awareness workshops

(Ninewa, Basra, June - July 2022)



Training of women entrepreneurs

(Baghdad, July 2022)



Official launch of the Tomato and Poultry Sector Strategies

(Baghdad, July 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.