

The Competitive Agricultural Systems and Enterprises (CASE) Approach

**March 12-16
Kigali, Rwanda**

The purpose of the training program is to provide participants with new knowledge, tools, and methods for agricultural intensification and agribusiness development. The program is targeted at public- and private-sector specialists involved in agricultural and agribusiness development in developing countries. Participants will be able to strengthen practical skills through the analysis and elaboration of case studies and group exercises.

The training is based on the CASE (Competitive Agricultural Systems and Enterprises) approach developed by IFDC and its partner institutions. The CASE approach is grounded in experiential learning theories, and fosters agricultural intensification and market development by using a commodity chain approach. The training will be composed of four inter-related modules:

- Development of competitive strategies at the enterprise level (including farm, processing enterprises, input dealers).
- Analysis of comparative and competitive advantages at the regional level by using Porter's diamond of competitiveness and the concept of industry clusters.
- Organizational Strengthening/Institutional Development (OS/ID): When markets are "thin" and poorly developed, the focus needs to be on innovative institutional arrangements to improve coordination among *all* actors along the commodity chain.
- Communication for innovation: facilitation of "experiential" and social learning, networking and lobbying.

Agribusiness Information Point (ABIP) and Market Information Systems (MIS)

**May 21-25
Kigali, Rwanda**

The benefits of increased access to trade-relevant agricultural information are obvious. The purpose of this training workshop for marketing advisors and analysts from public MIS and private-sector agribusiness organizations is to discuss the techniques of establishing, improving, and sustaining local, national, and regional market information services that can deliver actionable and timely trade-promoting information to traders, agribusiness enterprises, and farmer organizations.

The workshop will analyze the advantages and lessons of existing systems and ways to improve the collection, coordination, analysis, and dissemination of market relevant data for agricultural trade in key products and for providing valuable information related to increased production, food quality and safety, exports, food security, competitiveness, transport costs, tariffs, and access to credit. IFDC and other expert speakers will draw on experience and lessons learned in West Africa and elsewhere to discuss how trader and producer organizations can effectively design, implement, and sustain MIS that meets the commercial needs of their members and clients.

**Phosphate Fertilizer Production
Technology Workshop (with IFA)
June 18-22
Brussels, Belgium**

The objective of the workshop is to provide engineers in the fertilizer industry with an in-depth view of phosphate fertilizer production technologies and identify future trends and needs. The workshop will examine the status and most recent phosphate fertilizer production technologies to produce fertilizers and intermediate materials. The program will also provide an opportunity to exchange ideas and disseminate information through discussion of the various technical, economic, safety, and environmental issues. The knowledge gained will enable the participants to solve specific problems and improve plant operations and profitability.

This training program is designed for engineers working in the fertilizer industry, particularly those who have recently assumed new responsibilities, to increase their technical knowledge in phosphate fertilizer production, and for new engineers to become better acquainted with new technologies in the industry. Special emphasis will be given to the technology and operational procedures used to produce phosphate and compound (NPK) fertilizers. The workshop will help improve the participants' skills and broaden their vision and understanding of the entire industry, including technology, economics, energy use, safety, and environmental stewardship. IFDC is organizing the program on behalf of The International Fertilizer Industry Association (IFA).

**Agro-Input Marketing and Dealer Development
July 30–August 3, 2007
Pretoria, South Africa**

The Abuja Declaration of the Africa Fertilizer Summit in June 2006 recommended that networks of agricultural input dealers be expanded to ensure that farmers have better access to yield-enhancing inputs. This program is designed to train trainers to enhance their capacity to develop agro-input dealers as efficient suppliers of inputs and farm advisory services. The training will be aimed at sales staff of input manufacturers and importers, service providers, agro-input trade associations, agricultural development projects, and others engaged in increasing private-sector participation and investment in agro-input market expansion. The training program will develop a better appreciation of the role of agro-input dealers and improve the skills of participants to train small and medium agro-enterprises in economical handling, storage, and delivery of agricultural inputs in developing markets. Topics will include:

- Principles of marketing and business strategies in competitive markets.
- International and regional agro-input production, marketing, and use.
- Strategies of dealer selection, training, and management.
- Handling, storage, and inventory management.
- Developmental approach to sales promotion and publicity.
- Demand-forecasting, market segmentation, and business planning.
- Establishment, strengthening, and networking of trade associations.

IFDC has considerable successful experience in developing agricultural input distribution networks in Africa, and in training dealers and trainers. IFDC experts will be joined by others, including representatives of South African agro-input trade associations.

**Agro-Input Policy and Regulatory
Systems and Harmonization
September 3-7
Ouagadougou, Burkina Faso**

The objective of the workshop is to improve understanding of the key issues in designing legislation and regulatory systems for fertilizer, seed, and crop protection products (CPP) that, while protecting the farmer, are compatible with open markets and do not constrain regional and international trade. The program content will include presentations and discussion on: (1) designing appropriate laws and regulations for fertilizer, seed, and CPP; (2) critical components of legislation in regional and international harmonization efforts; and (3) key factors to consider in system design, implementation, and operation, including documentation, staffing, training, and equipment.

The program is aimed at policy makers, government officials in charge of establishing and implementing agro-input regulatory regimes, leaders of private-sector agro-input trade associations that have an economic interest in these policies, and representatives of regional organizations charged with harmonizing such regulations and removing barriers to trade. The IFDC project Marketing Inputs Regionally (MIR) works closely with ECOWAS and WAEMU (UEMOA) to improve and harmonize regulations and will be presenting the lessons and best practices from its experience.

**Nitrogen Fertilizer Production
Technology Workshop (with IFA)
November 5-9
Port of Spain, Trinidad**

The objective of the workshop is to provide engineers in the fertilizer industry with an in-depth view of nitrogen fertilizer production technologies and identify future trends and needs. The workshop will examine the status and most recent nitrogen fertilizer production technologies to produce fertilizers and intermediate materials. The program will also provide an opportunity to exchange ideas and disseminate information through discussion of the various technical, economic, safety, and environmental issues. The knowledge gained will enable the participants to solve specific problems and improve plant operations and profitability.

This training workshop is designed for engineers working in the fertilizer industry, particularly those who have recently assumed new responsibilities, to increase their technical knowledge in nitrogen fertilizer production and for new engineers to become better acquainted with new technologies in the industry. Special emphasis will be given to the technology and operational procedures used to produce nitrogen fertilizers. The workshop will help to improve the participants' skills and broaden their vision and understanding of the entire industry, including technology, economics, energy use, safety, and environmental stewardship. IFDC is organizing the program on behalf of The International Fertilizer Industry Association (IFA).