



## International Conference on Business Models in Agriculture

— 2023 —

**Dear colleagues and friends,**

The 20th century was the best for farmers from advanced economies and the worst for 95% of the world's farmers living in the 175 so-called non-developed economies.

Despite the fact that the number of farmers living in poverty is still increasing today, agro-technologies have never been better than now in history, and total investments in the agro-sector of non-developed economies have never been greater. Yet, in many of such economies, over 40% of the population depends on agriculture for their livelihood and often needs to survive on less than \$2 per day.

This resembles the situation in Europe in 1900, except that today less than 4% of the European workforce is involved in agriculture and European farmers are no longer poor; they belong to the middle class. It shows that to advance the agricultural sector in the said 175 countries, we must redefine the essence and root problem they face.

After decades of failures, it is evident that the reason for their poverty and undeveloped agro sectors is not a result of the lack of technologies, funds, water, land, light or workforce. Rather, it is something that we have overlooked and neglected for far too long - dedicated business models for over 500 million smallholders and non-professional farmers.

Born to a family of farmers and raised as a farmer, I know firsthand that transferring from poverty to prosperity is not only possible, but also a must for over two billion people depending on agriculture for their livelihood.

I therefore invite you to take the lead and join me for the International Conference on Business Models in Agriculture (IBMA) 2023 that will take place in Kigali, Rwanda from March 27th - 29th 2023.

IBMA is unlike any other conference in the agro sector you have ever been a part of. It is a milestone in the history of agriculture and that of non-developed economies and their farmers. It is about presenting, discussing and learning about dedicated business models lacking in the agro industry in Africa, Asia, and many Latin American countries.

Taking part in this conference will ensure you meet leading experts in the agro industry, hear from their experiences, and get a chance to meet and cooperate with national and business leaders. In turn, you will alleviate your country's agro sector from poverty to prosperity based purely on business models, not exploitation or charity.

IBMA 2023 will give you the chance to be remembered, to create a legacy and leave a landmark in the history of your country, organization or company.

IBMA 2023 is in many ways the Woodstock of agro conferences, the one that no one will ever forget, and those who are part of it will tell its story.

Cynicism aside, taking the business attitude, it is possible to do great agro-business and see happy and prosperous farmers. You will never regret it and never be more proud of being part of such a historical transformation.

Sincerely,

**Dr. Nimrod Israely**

P.S: Not sure if IBMA 2023 is for you or not? Contact me, and let's discuss it together.

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