

Representing the Plant Science Industry

CropLife Africa Middle East

Annual Report 2009





this is agriculture

Vision, Mission and Values

Vision:

Working together for sustainable agriculture.

Mission Statement:

As a global network we act as an ambassador for the plant science industry, encouraging understanding and dialogue whilst promoting sound science and agricultural technology in the context of sustainable development.

Values and Beliefs:

Respect:

- Respect the views and values of the others and act with honesty, humility and humanity.
- Seek the respect of others for our values and beliefs.

Openness:

- Communication is a fundamental priority in all our activities.
- We will act with openness in all our dealings with stakeholders and actively engage in dialogue, exchanging opinions and fact, in order to increase society's understanding of our industry and our understanding of society.

Commitment:

- We are committed to serve our members and stakeholders operating to the highest possible standards of professionalism ensuring the effective and prudent management of our resources.

Technology:

- We believe in the benefits that technology brings to human development and progress, and to sustainable agriculture.
- We believe in the complementary and synergistic nature of technologies developed and offered by the plant science industry.
- We believe in science as the engine of innovation and the core principle of regulatory decision-making.

Sustainability:

- We are committed to promoting full and effective stewardship (responsible and ethical management of a plant protection or biotechnology product throughout its life cycle to the field level, and recognize that the appropriate management and use of our products is an important element underpinning sustainable agriculture.
- We will strive to work together with others to achieve a proper balance between all dimensions/pillars of sustainable development.
- We will strive to maintain a healthy, ethical and viable business environment for the plant science industry.



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Message from the President

Dear Reader,

Things are moving fast in CropLife Africa Middle East. Our former President Pierre Flye Sainte Marie has moved to the headquarters of his mother company and I had the honor of being elected as the new President just one year after joining the Board of the Association.

Some other professional moves will imply some other changes in the composition of the Board and in the Hub Chairmanship.

However, I am confident that CropLife Africa Middle East will be able to address the many challenges that our industry is facing in this part of the world.

In a world characterized by a growing population, increasing dietary demands and land scarcity, Africa and the Middle East have an important role to play to also become a food supplier, thanks to its strong production potential and land availability.

We all know that there may be a huge gap between potential and reality. Most subsistence farmers are essentially farming without good quality seeds, fertilizers and crop protection products.

Good quality agricultural inputs, access to technology, training in the safe and responsible use of crop protection products, these are some of the services that CropLife Africa Middle East is willing to offer to farmers across the region, helping them to ensure food security while protecting natural resources.

Rest assured that the Board of our Association and its executive staff is fully committed to achieving these ambitious targets.

We look forward to continue working with our partners and stakeholders with the prevailing spirit of common interest and shared corporate responsibility in the years to come.

Sincerely,

Eric Bureau



Message from the Executive President

Dear Reader,

The year 2009 has seen a remarkable increase in our engagement and visibility both internally and in liaison with our global network; besides our active roles in many external events as summarized in this report.

The Executive Board of the association has paid considerable attention to the battle against counterfeit and illegal products. Our three sub-regional workshops maintained focus on creating awareness of the problem and related risks to various stakeholders in the entire region. At the country level, some impressive local campaigns were launched in Egypt, Kenya and Uganda, while many other associations have started initiating similar combat efforts.

In the arena of external cooperation, two major milestones have been achieved: the extension of the MoU with IFDC for another 5-year phase, together with the conclusion of a similar cooperation agreement with USAID-ATP in West Africa. Both agreements provide for broader outreach to agro-input dealers and small scale farmers in light of the previous successes with our partners in joint responsible use and IPM training activities.

Our new IPM training course has been well received by our external stakeholders, with all training materials now translated into French, Arabic and Swahili. The success of the responsible use initiative, has motivated many partners to join our anti-counterfeiting, obsolete stocks and container management schemes.

The creation of our Regional Regulatory Committee has delivered extremely valuable results through expertise and quality contributions to all types of regulatory issues regionwide.

I would like to thank our readers and stakeholders for their support during 2009 and look forward to working together in 2010 and beyond.

Sincerely,

Rudolf Guyer

CropLife Africa Middle East in Perspective:

CropLife Africa Middle East, a member of CropLife International, is a regional Federation Representing the Plant Science Industry and a network of National Associations in 30 countries in Africa and the Middle East. Our company members include Arysta LifeScience, BASF, Bayer CropScience, Cheminova, Dow AgroSciences, DuPont, FMC, Monsanto, Sipcam Oxon, Sumitomo and Syngenta. These companies are committed to sustainable agriculture through innovative research and technology in the areas of Crop Protection, non-agricultural pest control, seeds and plant biotechnology.



CropLife Africa Middle East represents the "Plant Science Industry" in the countries of Africa and Middle East. The "Plant Science Industry" includes manufacturers and distributors of Crop Protection Products (Pesticides), seeds and biotechnology products.

As of the year 2009 the association consisted of:

- 11 company members.
- 30 national associations.
- 1 professional organization engaged in the promotion of suitable biotechnology for the African continent.

CropLife Africa Middle East has been registered as an international non-profit organization in Brussels in November 2002. The association is legally fully independent but maintains a strong cooperation with the global CropLife network.

In order to achieve the highest impact at the country and sub-regional levels a decentralized hub structure has been established with offices in:

- Amman, Jordan-as the Regional Coordinator Office also serving North Africa Middle East.
- Abidjan, Ivory Coast-for the West and Central Africa hub.
- Johannesburg, South Africa-for East and Southern Africa hub.

It is our association's mission and objective to motivate and engage as many stakeholders and partners as possible to help us promote and develop state of the art technologies where they are needed most-namely in Africa.

Often our members in the national associations are small family owned distribution companies-in a few cases they have invested in the formulation and repacking of pesticides for local or sub regional sales. It is the ambition of our regional association to convince and motivate all these local members to observe and implement the same international standards and apply all stewardship measures and activities as defined by the "International Code of Conduct" to which all members of the CropLife network are committed.

Year 2009 in Review

January 2009:

- Executive President and Regional Coordinator participated to the annual week of events of CropLife International in Washington D.C.
- World Bank-DEAT conducted mid-term review of the ASP project in South Africa with participation of CropLife International and other partners.
- CropLife Malawi held its AGM with George Magia of the NGO CNFA/RUMARK elected as chairman.
- MoU between CropLife International and the Government of Cameroun was signed for the initiation of the Obstocks Safeguarding project.
- CropLife Mali held its General Assembly and elected new Executive Board.
- CropLife Côte D'Ivoire held General Assembly with focus on 2009 activities and support from Consultative Committee.
- ToT conducted in Bari, Italy for MAIB post graduates of Mediterranean countries.



Safeguarding project initiated in Cameroun



Communication Steering Committee, Washington

February 2009:

- CropLife Egypt launched anti-counterfeiting awareness campaign in conjunction with MOA and support from CropLife Africa Middle East and Global Anticounterfeiting Committee.
- Jordanian council of Ministers officially decreed exemption of agricultural inputs from VAT.
- AMATPA (Jordan) held AGM and re-elected new executive board.
- The proactive media initiative “Sharing the Story” launched in the region to help tell positive human-interest side of crop input story with filming concluded in RSA, Malawi and Zimbabwe.
- CropLife Mauritius organized an awareness raising workshop for members on its Code of Conduct.
- CropLife Cameroun held General Assembly aimed at updating and guiding members on key priorities and activities.
- Central Africa Pesticides Committee held in Cameroun with focus on regulatory provisions for WCA hub workshop.



Anti-Counterfeiting training in Egypt



“Sharing the story” filming in Malawi

Year 2009 in Review

March 2009:

- ExCo of CropLife AME held in Milan, reviewed the association's priorities, operations manual and constituted a regional regulatory committee.
- Africa Harvest, ISAAA and ABSF organized a stakeholder meeting discussing lobbying for National Biosafety Authority in Kenya.
- CropLife Uganda appointed full-time office secretariat.
- IPM master trainer course for ESA launched in Addis Ababa with 12 participants from governments, private sector, industry and NGOs.
- Anti-Counterfeiting workshop held in Côte D'Ivoire with set-up of anti-CF Committee to implement combat policies.
- WCA regional launch of CLI standard IPM/RU master trainer course.
- CropLife Nigeria held General Assembly to review activities and conclude 2009 action plans.



IPM Regional launch in Ethiopia



Biotech Regional Team in Kenya

April 2009:

- CropLife Egypt concluded 5th session of Anti-CF campaign.
- Advancing the Blue Revolution Initiative (ABRI) held its 1st workshop in Kafr Elsheikh, Egypt with focus on governance of water resources in the Middle East.
- AOAD elected new Director General, Dr. Tariq Alzedgali in Khartoum, Sudan.
- IPM/RU Training for Spray Service Providers Conducted in Zambia with the attendance of 35 participants and in partnership with USAID project PROFIT.
- Annual WCA Hub and Regulatory workshop held in Douala, Cameroun with participation of registrars of CPAC representing the CEMAC member states.
- TV station Canal (21) in Cameroun covered proceedings of WCA hub workshop with CropLife executives.
- ASPIC face-to-face meeting held in Brussels with focus on details of CLI safeguarding project in dialogue with WB and FAO.



President and Executive President on TV, Cameroun



WCA Hub Workshop in Doula

Year 2009 in Review

May 2009:

- CropLife Egypt held General Assembly and re-elected Executive board.
- Third launch of IPM course held in Egypt by CropLife AME and CropLife Egypt for personnel of the MOA.
- Three anti-CF awareness campaigns conducted in Egypt in conjunction with the Central Pesticides Lab.
- CropLife Tanzania initiated training on Media and Advocacy Engagement.
- ToT conducted in Tanzania in Partnership between CropLife and CNFA.
- Seizure of illegal pesticides and identification of counterfeiters in Divo region in Côte D'Ivoire.
- Alliance between CropLife AME and the USAID-ATP project initiated.
- IFDC/MIR PLUS outlined activities on ECOWAS regulatory harmonization in relation to GHS.



CNFA commercial trainers, Tanzania



IPM master trainers certified in Egypt

June 2009:

- CropLife General Assembly 2009 held in Brussels with Cheminova admitted as new member of the organization.
- Regional IPM training held in Amman, Jordan with participation of 7 countries from North Africa Middle East.
- Executive President and Regional Coordinator participated at Global Committees and project teams annual meetings in Brussels.
- ESA hub and regulatory workshop held in Windhoek, Namibia with emphasis on SEARCH initiative and container management project.
- IPM/RU training provided for 9 master trainers from AFITO and Pesticides Committee in Lomé, Togo.
- Rollout and demonstration of Code of Conduct e-learning tool in Togo.
- MOU between CropLife AME and IFDC extended and signed in Accra, Ghana.
- CropLife Mali sensitized members on anti-counterfeiting and finalized framework for inventory and licensing of retailers.



CropLife AME General Assembly 2009 in Brussels



ESA Hub Workshop, Windhoek, Namibia

Year 2009 in Review

July 2009:

- ToT for national pest sector organized by SAGA (Sudan) and CropLife AME in Khartoum.
- Regional Coordinator visited AOAD headquarters in support of CropLife/AOAD cooperation on NAME regulatory initiative.
- CropLife Kenya established a national poison information and management centre.
- CropLife Uganda launched an anti-counterfeiting radio campaign on a number of FM radio stations.
- Ethiopian parliament approved a new biosafety bill aimed at regulation of biotech crop management.
- IPM/RU master trainer workshop organized in Kumba, Cameroun, also attended by farmers, applicators and agronomists.
- Responsible use training on cotton insecticide application conducted at SOFITEX farms in Burkina Faso.
- MOU between CropLife AME and USAID-ATP signed in Accra, Ghana.



ToT for national pest sector in Sudan



CropLife AME signs MoU with ATP in Accra

August 2009:

- Tunisia national association (ATPP) established a specialized training centre with creation of a team of professional trainers.
- CropLife Egypt participated at the FAO regional workshop on international standards for phytosanitary measures in Cairo, Egypt.
- CropLife AME participated at the 2nd General Assembly meeting of the SADC (FANR) Food safety-capacity building on residue control.
- CropLife AME participated at the FANRPAN Stakeholder Regional Policy Dialogue at their AGM in Mozambique.
- CropLife Côte D'Ivoire prepared the legal framework for the CPPs Anti-Counterfeiting Committee.
- IPM capacity building training for master trainers held in Northern Cameroun.
- CropLife Mali updated project for certification and licensing of pesticide dealers and retailers.



Anti-Counterfeiting Workshop, Côte D'Ivoire



Granulated containers in Namibia

Year 2009 in Review

September 2009:

- General Assembly of SAGA (Sudan) elected new executive board.
- CropLife Syria organized an IPM training course with biopesticide component.
- Regional Regulatory Committee of CropLife AME met in Lyon and debated regulatory developments in the region.
- Executive President and Area Coordinator ESA visited Kenya and discussed further cooperation with CNFA.
- Revised Waste Classification System for South Africa developed by 2nd stakeholder meeting.
- CropLife AME participated at the Global Container Management Project Team meeting in Monheim, Germany.
- Regional IPM course for WCA master trainers launched in Accra, Ghana.
- CropLife AME/ATP common workplan for 2010 outlined in Accra, Ghana.
- Pesticide Management Support Network launched in Bamako, Mali.



IPM training group in Syria



CLI container management project team

October 2009:

- Annual hub and regulatory workshop for North Africa Middle East co-organised in Dubai with AOAD and CropLife Emirates.
- ExCo of CropLife AME elected Eric Bureau as President of CropLife Africa Middle East replacing Pierre Flye.
- Regional Communication workshop conducted in Dubai led by Anna Riley with emphasis on rollout of core communication messages.
- CropLife AME participated to the 10th Arab Crop Protection Congress held in Beirut Lebanon.
- CropLife Egypt participated to the 6th Symposium of Mediterranean Group on Pesticides Research held in Cairo.
- CropLife's SEARCH harmonized application form accepted by SADC as baseline document for registration of pesticides in SADC region.
- Angolan authorities requested CropLife Support to establish a CropLife association in Angola.
- IPM/RU subject matter cascade training conducted in Lomé, Togo.
- ECOWAS Food Security Initiative outlined for support of regulatory authorities in WCA.



NAME Hub Workshop in Dubai



Anna Riley leading communication workshops

Year 2009 in Review

November 2009:

- Executive President and Regional Coordinator participated to the Phyto-Fenti Forum in Algeria aimed at developing CropLife Algeria.
- Safe Use workshop in Saudi Arabia organized by Riyadh Chamber of Commerce in cooperation with local industry reps.
- CropLife IPM course conducted in MAIB, Bari, Italy.
- CropLife AME participated at the ACTESA stakeholder meeting upon invitation from COMESA.
- SADC Seed Security Network Project Launched as a Swiss Aid programme through FANRPAN.
- Demonstration and rollout of CoC e-learning tool organized in Côte D'Ivoire.
- ASP/Obstocks workshop on inventory and certification of dealership held in Mali.
- IFDC MIR PLUS and ECOWAS regulatory harmonization initiatives launched in Abuja, Nigeria.



IPM training at MAIB, Bari, Italy



Rollout of e-learning tool in WCA

December 2009:

- Central Agricultural Pesticides lab of Egypt launched new website (www.capl.sci.org) to provide official information on pesticide registration and regulations.
- IPM training conducted in Mgoro-goro, Tanzania in partnership with CNFA.
- IPM/RU cascade training in Bassam, Côte D'Ivoire for dealers, applicators and counselors.
- Workshop for sensitization and demonstration on the Use of the International Code of Conduct in Bassam, Côte D'Ivoire.
- CropLife AME meeting with the Department of Environmental Affairs in South Africa on the new Waste Bill and progress of ASP project in RSA.
- Third stakeholder meeting on the Revised Waste Classification System held in South Africa.
- CropLife Morocco continued anti-CF campaign.



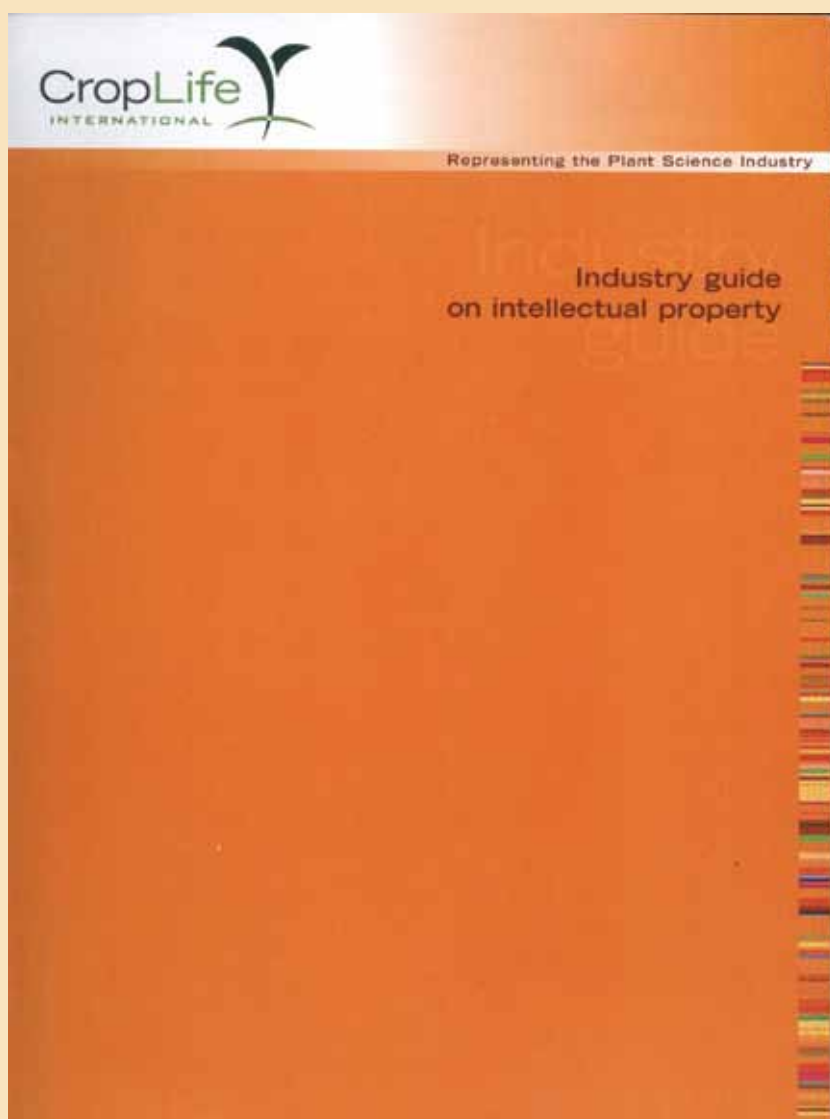
Herman Louw training CNFA personnel



Anti-Counterfeiting training in Côte D'Ivoire

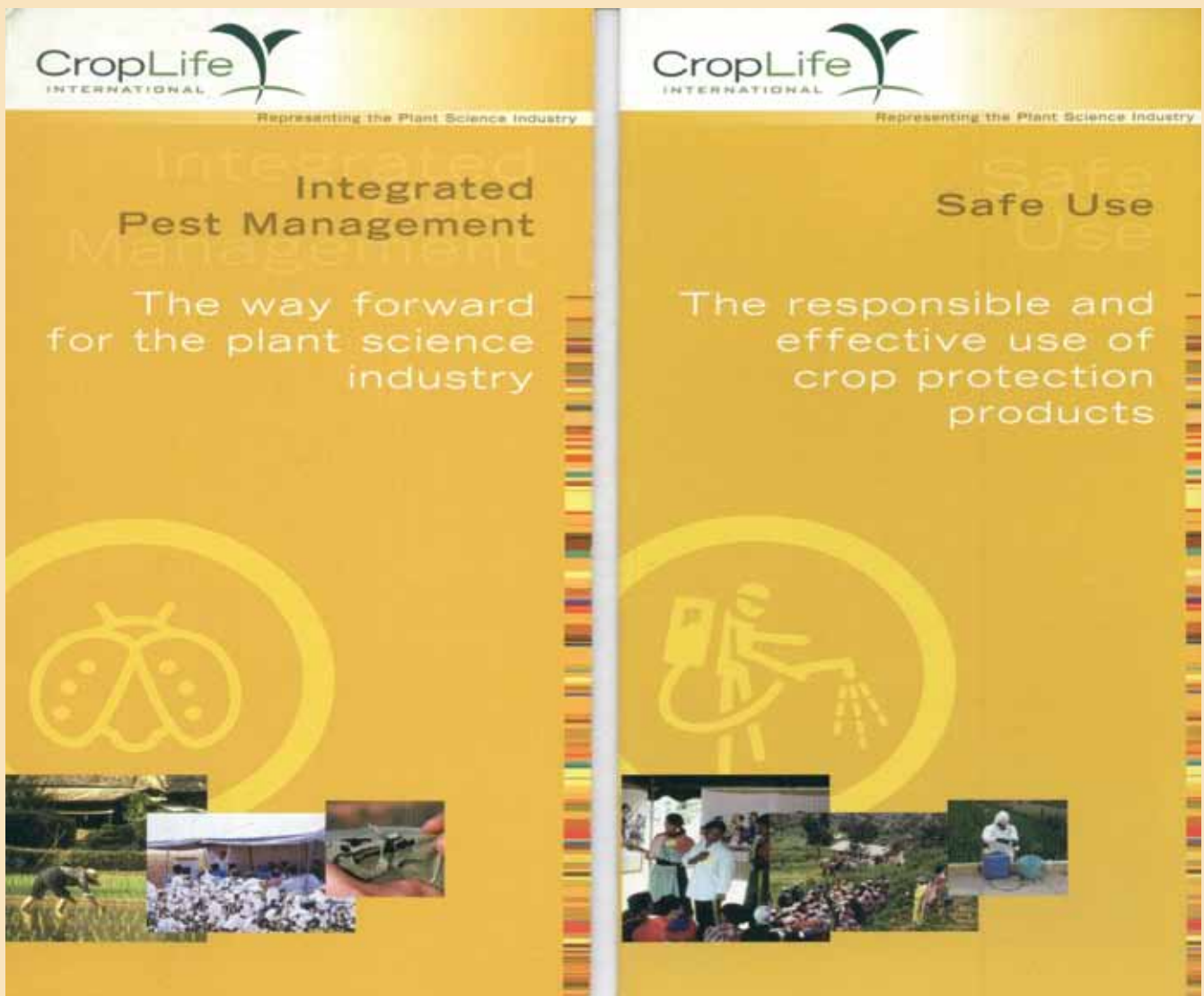
Intellectual Property Rights/Anti-Counterfeiting

- In the context of updating the organisation’s priorities, the Executive Committee of CropLife Africa Middle East held in Milan on 2nd and 3rd of March 2009, ranked IPR and Anti-Counterfeiting among the top priorities for the region.
- The 3 annual hub workshops provided professional presentations on promoting compliance to various components of intellectual property rights.
- In Egypt, an Anti-Counterfeiting awareness campaign was launched with the support of the global Anti-Counterfeiting Steering Committee. The campaign concluded 8 training sessions to different audiences including regulators, extension staff, customs officers and law enforcement organs.
- In Kenya and Uganda, the Focus on Anti-Counterfeiting concentrated on:
 - Forming partnerships with NGOs, dealer organizations and other stakeholders to flight this scourge.
 - The creation of the “Anti-Counterfeiting Goods Bill” in Uganda is currently before parliament.
 - Raids by the authorities on suspect warehouses and goods impounded.
- In Yemen, CropLife Yemen coordinated a CropLife International mission for provision of technical advice on inspection and management of seized counterfeited stocks to the Ministry of Agriculture of Yemen in response to a request made by the government of Yemen.



Responsible Use/Integrated Pest Management

- Following the validation of the global IPM training course by the global secretariat, CropLife Africa Middle East managed to create a pool of regional master trainers by organizing a number of regional launches in Addis Ababa, Accra, Bamako and Amman, certifying master trainers for Anglophone, Francophone and Arabophone subregions.
- The year 2009 witnessed a greater emphasis on delivering the IPM course at country level in the entire region.
- ToT courses continued in the 3 subregional hubs together with farmer and agro-dealer training undertaken by certified master trainers.
- An association specialist has been appointed to provide for strengthening of national associations of the region with emphasis on stewardship key priorities.
- In this context, the association specialist has concluded a coordinated exercise whereby key performance indicators (KPIs) have been outlined for stewardship activities carried out by national associations. The KPIs report was based on 2008 activities and is being updated into 2009 and 2010.
- Technical and managerial support provided to distributor associations in Burkina Faso and Togo.
- A great deal of technical and financial support was provided to the region by the global Stewardship Steering Committee and the Global IPM Project Team.



Container Management

- In view of CropLife Africa Middle East commitment to safe and responsible management of empty Cleaned pesticide containers, a number of projects have been initiated. The status of these projects in countries of the region as at the end of 2009 is as summarized hereunder:

- **South Africa** : Approximately 70% of all containers are now collected and recycled.
- **Namibia** : Containers are being collected at government stores and recycled.
- **Kenya** : 10% of containers in the country are collected. An obstocks safeguarding project underway as a step towards national container management programme.
- **Uganda** : Collection programme to start mid 2010 as a multi-stakeholder project.
- **Ethiopia** : Collection scheme within flower industry to start 2010.
- **Madagascar** : Collection program commenced. 8200 drums disposed of and 5000 underway.
- **Mauritius** : Collection and recycling commenced 4th quarter 2009.
- **Malawi** : Collection and disposal of containers to commerce mid 2010.

- In WCA, limited container management is being undertaken by companies in line with tender requirements.

- In NAME, New projects are being initiated in Morocco, Egypt, Tunisia and Syria pending potential funding.

- In several other countries the survey process will start in 2010.



Obsolete Stocks

- The implementation of country projects within the Africa Stockpiles Programme (ASP) has been progressing at different speeds. The status of projects at the end of 2009 is elaborated hereunder:

- **Tunisia** : Inventory completed, CESA nearing completion and disposal planned for 1250 tonnes.
- **RSA** : Disposal of 100 tonnes financed by CropLife International.
- **Mali** : Inventory finalized for 1000 tonnes, CESA completed and disposal tendering started.
- **Morocco** : Inventory completed for 400 tons, project undergoing World Bank review.
- **Tanzania** : Inventory nearing completion.
- **Nigeria** : Inventory underway with new Technical Advisor recruited.
- **Ethiopia** : 2000 tonnes disposed of since the year 2000. CLI sponsored disposal of 350 tonnes is planned.
- **Mozambique**: 300 tones disposed. CLI sponsored disposal of 50 tonnes is planned.
- **Eritrea** : Inventory completed, safeguarding started 2009.

- CropLife International Safeguarding projects initiated in Kenya, Malawi, Ghana and Cameroun.



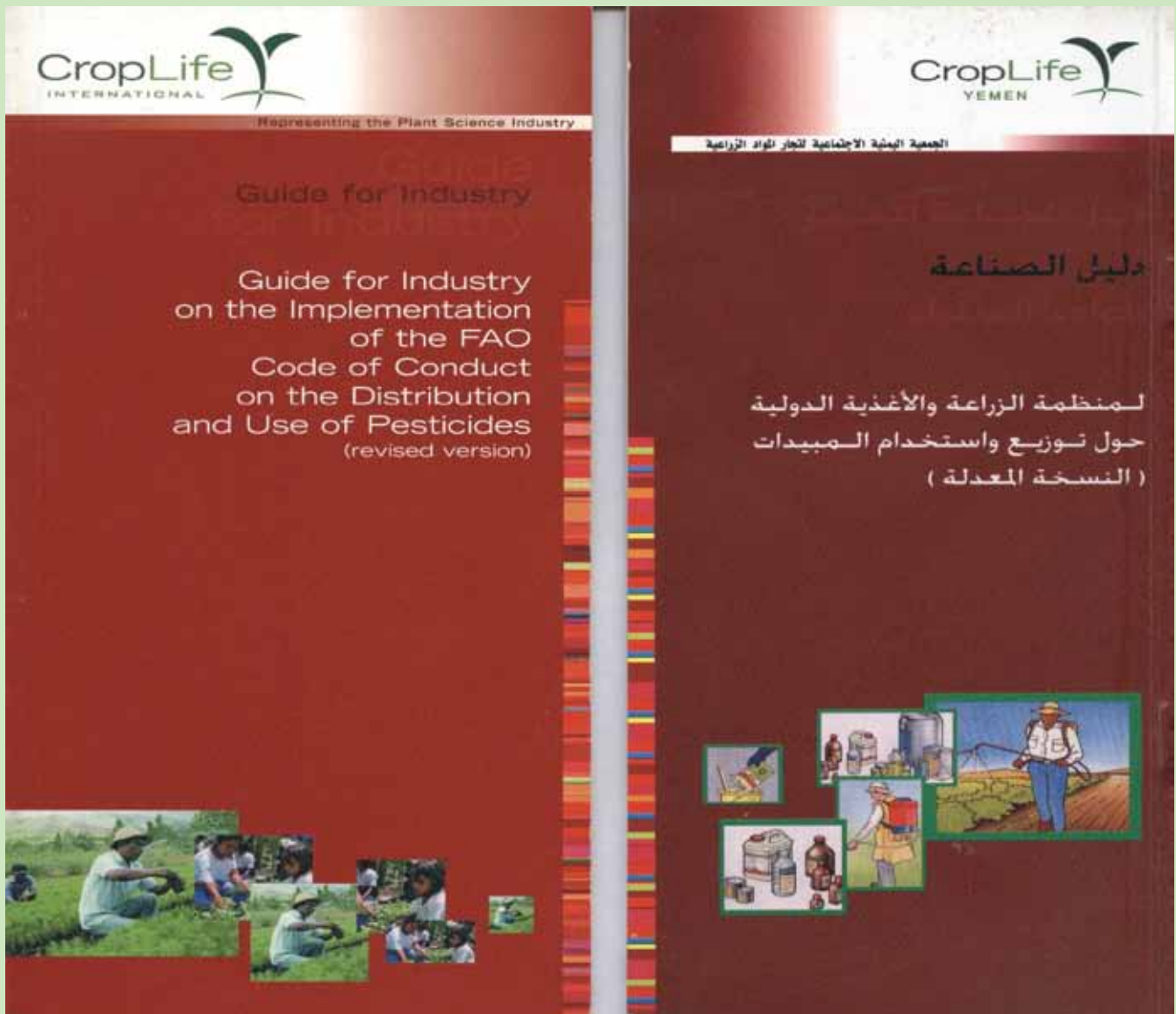
10-15 years (50,000 tonnes)
US \$250 million

Partners: Participant countries, FAO, WWF, PAN-UK,
 Union, PAN-Africa, CropLife, NEPAD, African
 Basel Convention, other UN agencies.



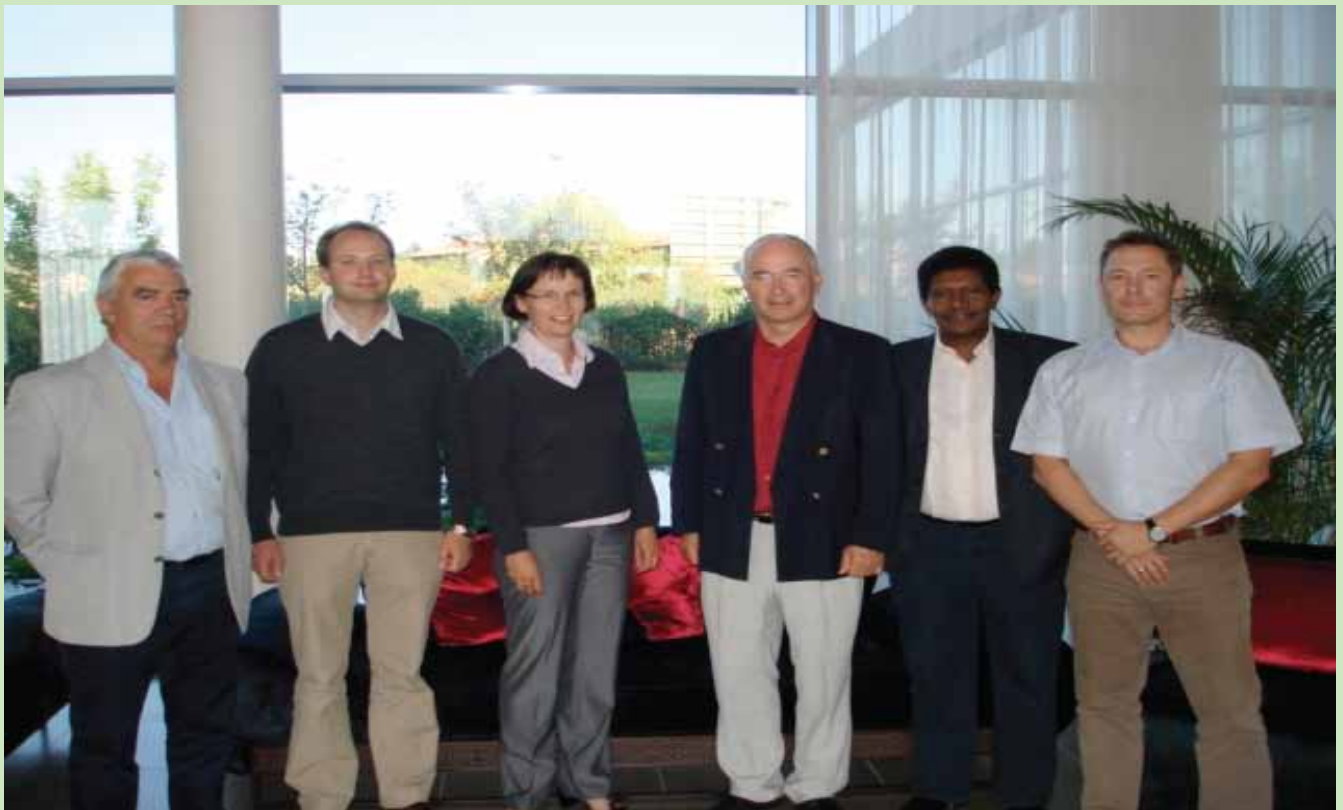
International Code of Conduct

- In the year 2009, a special emphasis was maintained on the rollout of the International Code of Conduct on the Distribution and Use of Pesticides.
- The three annual hub workshops dedicated practical working sessions where the CoC e-learning tool was demonstrated and rolled out to national associations and regulators.
- The International Code of Conduct, the Industry Guide on the Code together with the e-learning tool have been availed in English French and Arabic languages and distributed to national associations, regulators and local formulators regionwide.
- Country workshops for demonstration and rollout of the e-learning tool have been organised by national associations in a number of countries in the 3 regional hubs.
- An average of 100 CDs of e-learning tool were distributed in each of the 3 hub workshops.
- In WCA, training and demonstration sessions were conducted for 130 stakeholders and more than 200 CDs distributed .
- In ESA, training and demonstration session was held in Namibia for over 60 stakeholders with 100 CDs distributed.
- In NAME, demonstration sessions were organized in Egypt, Yemen, UAE and Jordan with more than 500 CDs distributed.



Regulatory Harmonization Initiatives

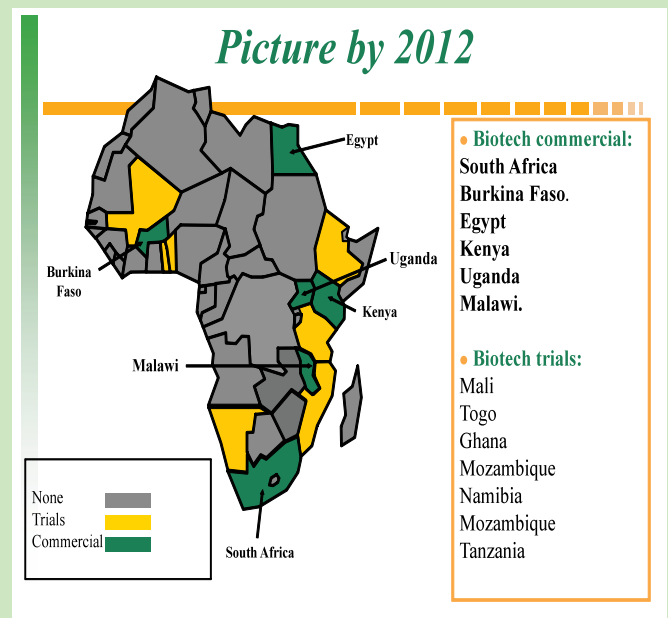
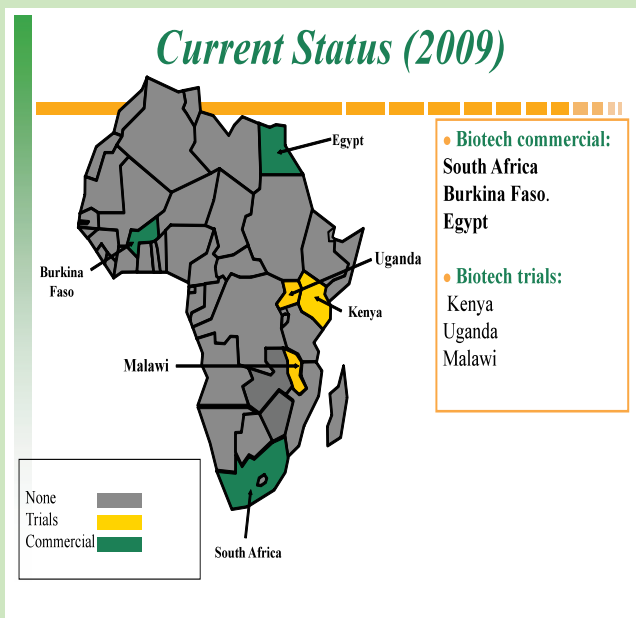
- CropLife Africa Middle East continued its Commitment to support the ongoing regulatory harmonization initiatives in the region. Three annual regulatory workshops were held in 2009 in linkage with the annual hub workshops in Douala (Cameroun), Windhoek (Namibia) and Dubai (UAE) in April, June and October respectively.
- The salient developments in the regulatory arena in the 3 regional hubs are:
 - The CropLife/AOAD co-driven initiative for NAME confirmed adoption of the approved harmonized documents for registration of pesticides in 15 member countries.
 - The CropLife SEARCH harmonized application form has been approved by SADC as the baseline document for registration of pesticides in SADC countries and is named the SADC Application Form for the Registration of Plant Protection Products. The networking of the form and acceptance by member states is likely to be a lengthy process.
 - The ECOWAS harmonization for West Africa made an important progress by the launch of the MIR PLUS project to pursue the activities in the ongoing regulatory harmonization process initiated by the former MIR, with the support of the Dutch DGIS. An advisory Committee of MIR PLUS has been set-up to guide and assist the project with CropLife elected as a member of the Committee.
 - Discussions on the evolution of the framework of the CEMAC Common Regulation for Central Africa outlined the need to link the framework to the regulatory system in Cameroun to capitalize on its experience to develop a workable framework for Central Africa.
- In March 2009, CropLife Africa Middle East constituted its Regional Regulatory Committee (RRC) composed of senior regulators from CropLife member companies. The RRC has provided an added value in Support of the regulatory initiatives in the region.



CropLife Africa Middle East Regional Regulatory Committee

Biotechnology

- The year 2009 witnessed important strides in the adoption of biotechnology in the African continent.
- Four CropLife International funded organizations have been vigorously addressing the promotion of biotech applications in the entire region, these being AfricaBio, AFRICA HARVEST, ABSF and ISAAA, maintaining focus on different countries in Africa.
- The debate on biotechnology has shifted from the issue of safety to what crops and traits will add value for African countries. CropLife International Africa Partner Strategy is responding to increased demands to foster enabling environment for plant biotechnology.
- The focus countries addressing biotech promotion are divided into four tiers with the overall goal of moving towards commercialization and plantings:
 - Countries with current commercial plantings are South Africa, Egypt and Burkina Faso where focus is maintained on defending the technology, reducing complexity of regulations and communicating benefits of the technology.
 - Countries to go biotech commercial by 2012 are Kenya, Uganda and Malawi where main focus is to support commercialization of crops (cotton, Banana, maize), ensure passage of required legislations and provide stewardship and regulatory training.
 - Countries to launch biotech trials by 2010 are Mali, Tanzania and Mozambique with focus on support of field trials and raising biotech awareness and knowledge.
 - Monitor countries for 2012 include Benin, Cameroun, Zambia, Senegal, Rwanda, Swaziland, Tunisia, DRC and Angola. The key focus being on developing biosafety systems and encouraging political support for the technology.



Communication

- CropLife Africa Middle East, with the assistance rendered by the global Communication Steering Committee (CSC), developed a regional communication plan for the years 2009 and 2010.
- The objective of the plan is to implement cost-effective, fully leveraged and well-aligned strategies and actions to positively impact policy, regulations and reputation of the industry. The goal is to create the maximum freedom-to-operate for the industry.
- The regional plan outlined the different communication components including messaging requirements, Communication tools, identified audiences, media relations and monitoring. The plan recommended creation of a regional media plan (already in place) together with utilization of E-tools (website, knowledge hub, farmer profiles). Specific actions with timelines were incorporated in the plan as of September 2009 until December 2010.
- An important component of the plan was the organization of training workshops to raise communication skills of national associations. Three workshops were conducted by Anna Riley in linkage with the annual hub workshops in Douala, Windhoek and Dubai during 2009.
- Communication tools were rolled out to all national associations of the three regional hubs.
- The website and Newsletter continued to provide useful communication tools for the organisation. The website scoring an average of ca 2000 hits per month.
- Communication with other stakeholders included interviews, press releases, and reports by national and international media on regional activities.
- “Afrique Agriculture” continued to provide regular coverage of subregional workshops, while articles and reports were published periodically by partners such as IFDC and ATP on common activities.



Rollout of Communication Tools to National Associations and Administrative Authorities

Alliances and Partnerships

- While maintaining ongoing regulatory and stewardship initiatives with COMESA, SADC, FANRPAN, CNFA, AOAD, FAO and ICARDA in both ESA and NAME subregions, two important alliances have been developed in WCA during 2009:

■ International Centre For Soil Fertility And Agricultural Development (IFDC):

- Capitalizing on the success gained in the first 5-year phase of cooperation between CropLife Africa Middle East and IFDC, the two organizations decided to extend their Cooperation for another 5-year term by drafting and signing a renewed Memorandum of Understanding.

- The signing ceremony took place on 3rd June, 2009 in Accra, Ghana. Signatories were Dr. Rudolf Guyer, Executive President of CropLife Africa Middle East and Marjatta Elitta, Director of IFDC North West Africa.

■ Agribusiness and Trade Promotion:

- Cooperation with the USAID funded project ATP aims at improving agricultural productivity to strengthen the intra-regional market on agricultural produces in the ECOWAS region. Joint activities target stewardship with emphasis on promoting IPM/RU and build capacity on other aspects such as business linkage of quality products to farmers and producers, create awareness and promote advocacy for the avoidance of illegal inputs. The cooperation will support farming towards a market-oriented approach to transform subsistence agriculture into small scale enterprises, thus improving the livelihoods of rural population in the subregion.



CropLife Africa Middle East allies with IFDC and USAID-ATP

Financial Performance

- The prime concern for the Executive Board of CropLife Africa Middle East through the year was directed to sound governance of financial resources and monitoring of administrative and operational spending, while preserving the existing subregional structures. The objective was to maintain the notable expansion in regional activities in light of the limited available funding.
- With substantial funding rendered by CropLife International and the financial contributions levied from member companies and associations, the organization was able to implement the approved action plans for 2009, however with eight percent shortfall in the overall regional spending, dictated by considerable losses due exchange rate differences and the engagement in necessary consultancies.
- A major effort needs to be exerted towards increasing the association's funding to sustain existing levels of activities and stakeholder exposure.
- The executive board has attached paramount importance to developing a quality scheme project aiming at increasing the revenues beyond the current levels. The implementation of the quality scheme is likely to be a lengthy process before it is adequately operational.
- The organization therefore aspires for continued financial support from CropLife International in the short and medium terms.



Executive Committee bids Farewell to Ex-President Pierre Flye and welcomes President Eric Bureau

**CROPLIFE
EXECUTIVE COMMITTEE**



Rudolf Guyer
Executive President



Eric Bureau
President



Michel Chartouni
Vice President



Antonie Delpont
Vice President



Gabor Mehn
Treasurer



Mats Edh
Director

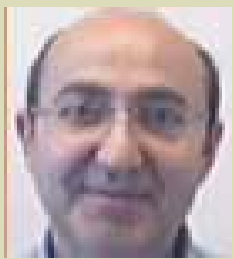


Sarwat Sakr
Director



Daniel Kagwe
Director

**CROPLIFE AFRICA MIDDLE EAST
COMPANY REPRESENTATIVES**



Philippe Cattan
DuPont



Marc Hullebroek
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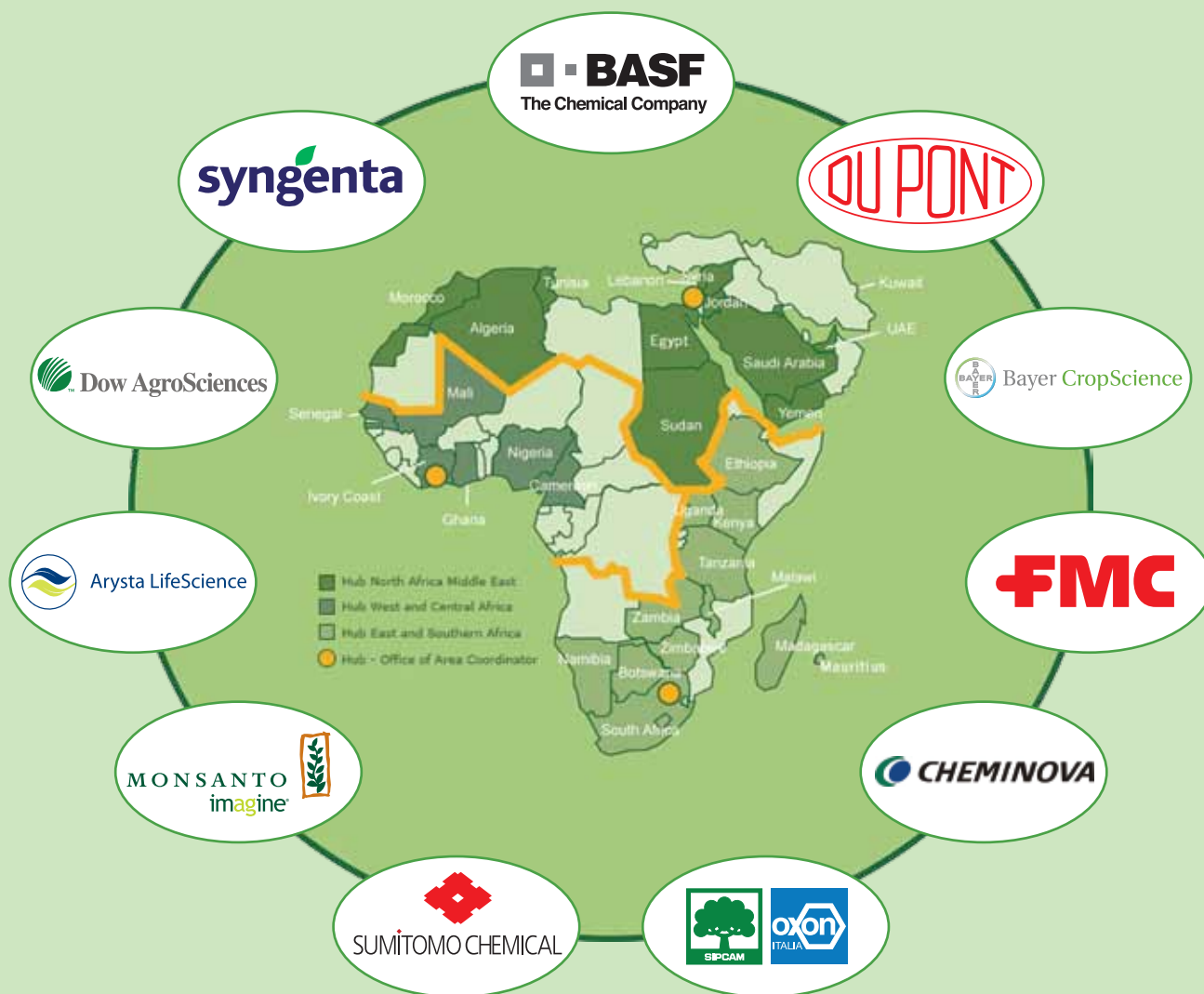
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