AGRI-DIGITAL INNOVATION AND TECHNOLOGY -
SUPPORTING AGRICULTURE PRODUCE TRADE AND SOCIAL SAFETY POST COVID-19
How Covid-19 intensified business challenges for small farmers...

**Market Linkages**
Produce stays within villages and remains largely unsold local markets closed due to risks of contamination

**Fair Price**
Producing city-mandis and get a good price. Pressure on buying process and limited options for sales

**Traditional Income Sources**
Farmers, households, and coops depend on traditional and basic production capacities which limit their value add contributions to the produce due to lack of resources or planning capabilities.

**Limited Financial Services**
Facing Cash flow challenges throughout the year and carrying sole risk due to Limited Access to Funds, Loans, Savings and Insurance programs

**Social Safety Net**
Absence of direct debit mechanism between government and citizens for aid during crisis times
Empowerment of Agri Marketplace Ecosystem through digital transformation...
Egypt’s Leading B2B MarketPlaces & Digital Lending Company...

e-aswaamisr is a subsidiary of efinance established in 2020 to facilitate seller independent B2B Marketplaces that connect buyers, sellers and financial institutions within specialised sectors that have direct impact on Digital Economies.

Our Vision

Enabling and Operating Online Marketplaces and Digital Lending Platforms that shall benefit economies and citizens.

Our Mission

Investing in people, technology and partnerships to develop the right tools for trade, finance, and supply chain collaboration.
AgriMisr MarketPlace Platform...

One-Stop-Shop For Sustainable Agricultural Development
Motivated by Sustainable Development Core Values...
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- Improving Irrigation Mechanisms & using Clean energy
- Better Management of Agri Outputs to reduce waste of produce within the supply chain
- Diversify Income Sources for Households though building value add capacity
- 60% for Small Farmers and Villages with high poverty rates
- Increase in productivity
- Best use of Resources
- Woman Participation and Gender Equality in access to resources...
- Applying modern Farming technologies through certified programs and modern machineries
Creating New Job Opportunities in the Agri Sector...

**Technical Support**
- Agriculture Major Graduates and Agriculture Engineering
- Extension Services
- Veterinaries
- IT Support Graduates
- Digital Marketing Specialists
- Financial Services

**Entrepreneurial**
- MSME Opportunities for Small Farmers and Households through availing Finance, technical support and marketing support
- SME Opportunities for COOPS by promoting building Capacities in Value Added services, and food processing
- Expansion of business creates more opportunities within the village outside traditional jobs

**Logistics and Supply Chain**
- Delivery and Transportation (youth programs)
- Logistics Hubs
Role of Farmers Card in providing Social Safety Net...

Agriculture in Egypt represents 14.7% of GDP

8.5 Million person employed (32% of total country Work Force)
How AgriMisr Platform is addressing Covid-19 business challenges for small farmers...

Market Linkages
Marketplace expands new markets for Farmers Locally and Internationally

Fair Price
Farmers have more options to negotiate trade activities and have access to Agri market price. Also they can plan ahead using prebooking

Advanced Income Sources
Building Value Add Capacities and launching programs for other household members such as woman creates additional income streams for farmers

Limited Financial Services
Providing Access to Funds, Loans, Savings and Insurance programs avails steady income and risk mitigation options for farmers

Social Safety Net
Farmers Card upgrade to become a payment card allows mechanism for G2P payment, subsidies between citizen and government especially during crisis times
THANK YOU