



**12.07.2021**

11.00 - 12.30 CEST | 17.00 - 18.30 SGT

## Concept

**Background.** Over the last two decades, mobile and smartphone ownership and mobile coverage in rural Asia have increased steadily. As a result, farmers and agribusinesses are increasingly able to use digital technologies to address the challenges that they face, including limited access to markets. There are systemic challenges, however, that are in need of public sector and donor support, particularly to drive positive outcomes for smallholder farmers.

**The International Fund for Agricultural Development (IFAD)** has commissioned a report by **Grow Asia** which illustrates how digital technologies are reshaping agriculture in the region and highlights how IFAD's strategic investment decisions could shape and accelerate the adoption of technologies to fulfil IFAD's mission to "transform rural economies and food systems by making them more inclusive, productive, resilient and sustainable". The **report** describes the two waves of digital agriculture innovation that Grow Asia has observed in ASEAN smallholder value chains - the Farm Mobile Communication and Agribusiness Digitization Waves, and explores the barriers, levers and ways that IFAD and other donors could use to accelerate the uptake of digital agriculture technologies.

**Purpose of the Event.** The *Digital Agriculture in Asia and the Pacific: Strategies for Donor Impact* webinar is being organized to share the report as well as to spark conversations with different donors such as the **Asian Development Bank (ADB)**, the **Australian Department of Foreign Affairs and Trade (DFAT)** and IFAD on how donor funding could be strategically deployed to shape and accelerate the adoption of digital agriculture technologies, for greater impact on the most vulnerable rural communities.

ADB, DFAT and IFAD colleagues will share their experiences with digital agriculture in Asia, including comments on the effects of the COVID-19 pandemic on the acceleration (or not) of digital agriculture tools.

**Date & Time.** The event will be held on Zoom, on 12 July at 11:00-12:30 CEST | 17:00-18:30 SGT.

### **Zoom Registration.**

[https://ifad.zoom.us/meeting/register/tJUqceCupjIpHdfeFbQOJQYCKIZZlp\\_M5qot](https://ifad.zoom.us/meeting/register/tJUqceCupjIpHdfeFbQOJQYCKIZZlp_M5qot)

# Agenda

Time CEST	Duration (Mins)	Programme	Speaker(s)
11:00	5	Welcoming remarks	<b>Brenda Gunde</b> , Global Senior Technical Specialist - ICT4D in Agriculture, Sustainable Production, Markets and Institutions Division, IFAD
11:05	20	Overview of report Digital Agriculture in Asia and the Pacific: Strategies for Donor Impact	<b>Paul Voutier</b> , Senior Advisor, Innovation, Grow Asia
11:25	10	Supporting COVID-19 recovery through Accelerated Private Investment in Agriculture in Nepal	<b>Bashu Aryal</b> , Country Programme Officer, Asia and the Pacific Division, IFAD
11:35	10	Digital Technologies for Sustainable and Resilient Food Systems in Asia	<b>Shingo Kimura</b> , Senior Natural Resources and Agriculture Specialist, East Asia Department, ADB
11:45	10	Australia's approach to engaging with the private sector in development	<b>Purdie Bowden</b> , Assistant Director, Private Finance for Climate and Development, DFAT
11:55	30	Moderated discussion among participants: Moderator will welcome 1-2 min remarks/feedback from audience and encourage a conversation around the insights shared	<b>Moderator:</b> <b>Abdelkarim Sma</b> , Lead Regional Economist, Asia and the Pacific Division, IFAD
12:25	5	Closing remarks	<b>Jiangfeng Zhang</b> , Director, Environment, Natural Resources & Agriculture Division, Southeast Asia Department, ADB