



PRIVATE SECTOR DEVELOPMENT AND EMPLOYMENT PROMOTION PROJECT (PSD), IRAQ

The PSD project focuses on developing the private sector and creating jobs in the Agri sector in Iraq. The PSD project is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) (Commissioner) and the European Union (EU) and is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

TOWARDS A PROSPEROUS AGRIBUSINESS SECTOR IN IRAQ

GIZ has engaged ZOA to work with Small and Medium-Sized Enterprises (SMEs) to – among other activities - improve their productivity and production processes, marketing, new product development, and development of a partnership with national and international companies. ZOA has been operational in Iraq since 2014 and focuses on rebuilding the agricultural sector and supporting small businesses. Through the ZOA experts and networks in Iraq and internationally, ZOA is in an excellent position to improve food production, develop supply chains, and enhance agribusiness in Iraq.

ROLE of ZOA

In the framework of the PSD project, ZOA will facilitate knowledge transfer and strategic collaboration within the selected value chains and improve the skills of people working in the agri-food sector. ZOA project aims to improve the competitiveness of SMEs in national, regional, and international markets, enhance their market outreach and grow their business and revenues. Iraqi SME owners will be linked up with national and international business networks, resulting in private sector growth, job creation, and an improved climate for growth and investment.

WHAT DO WE OFFER

ZOA will deliver tailor-made assistance to address the most significant technical and business challenges faced by SMEs in Iraq. For this purpose, ZAO will provide direct support to companies with specific advice and mentoring. In addition, ZOA supports innovations in value chains and SMEs by exchange activities and linking up with regional and international innovators and business partners.



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OUR ACTIVITIES

1. Establishing expert exchanges and building knowledge networks

Topics and contents of expert and knowledge exchange activities will be selected according to the demand of companies and the sector. The information needs of participating SMEs in Iraq are leading, and local knowledge and practices will be considered. Relevant topics that may be included in the project, but not limited to; may be:

- Strategies for (new) product development and visibility for potential investments.
- Business linkage, marketing strategies, and intervention plans for SMEs entering EU and regional (Middle East) markets.
- Improvement of technical skills within SMEs to increase productivity and output quality, e.g., on modern production technology, certification, and post-harvest processing
- Access to and linkages for agribusiness finance respectively funding opportunities for innovative ventures,
- Market and product innovation: methods for assessing the gaps and potential for technological and organizational improvements, product development, marketing, and branding.

2. Linkages between Iraqi SMEs and international companies in the agri-food sector and strategic business partnerships.

Business linkages and partnerships may be realized through, among others, the following activities:

- Business matchmaking (events);
- Targeted introduction of Iraqi SMEs to potential national and international business partners
- Fair participation.

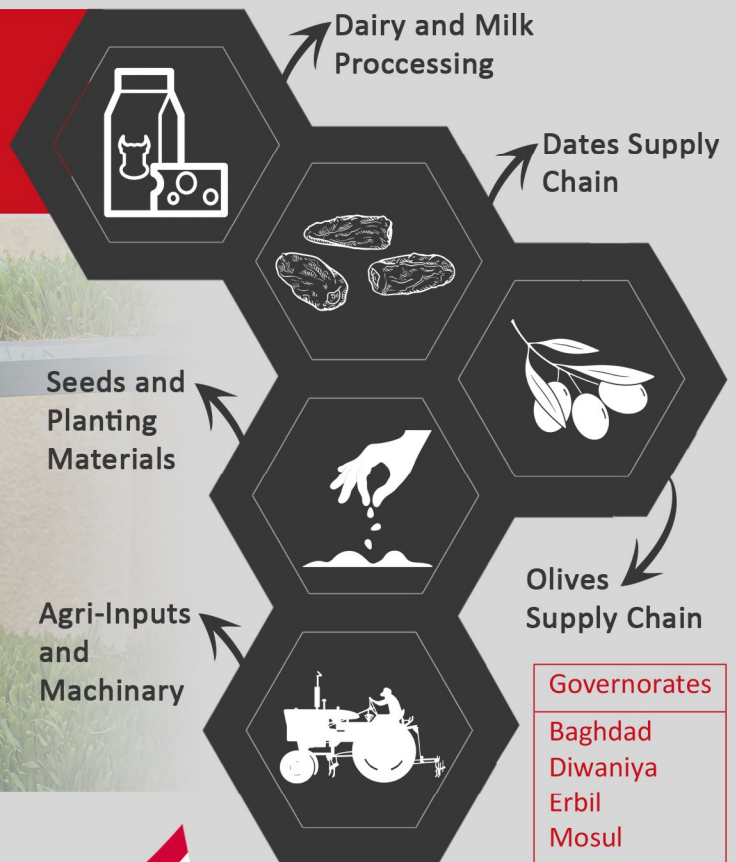
3. Individual and in-depth company support.

Participating SMEs with growth potential will get company-specific technical support and exclusive assistance in, among others, the following areas:

- In-depth assessment of growth opportunities and strategies and (Agri) business development.
- Identify efficiency improvement opportunities, feasibility studies, and financial assessments of potential innovations.
- Evaluating investment possibilities and alternatives and developing bankable business plans.
- Company-specific recommendations for improvement of business processes, product features, marketing, and market linkages

IN WHICH SECTORS AND REGIONS

DO WE WORK Are you an SME engaged in one of the following Agri (sub) sectors and active in the following Governorates? This project could be beneficial:



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Project participation is open for Small and Medium-size agri-businesses in four governorates of Iraq who comply with the following criteria:

- Engaged in agribusiness-related economic activities (farming, input, and services supply, collection, storage, trading, processing, retailing, and other agribusinesses)
- Active in one (or more) of the agricultural sub-sectors (seeds and planting material, dates, olives, dairy, and Agri machinery and tools)
- Minimum of 5 years, operating their facilities
- Willing to invest in brain work/ personal time/money in advanced processes, equipment, facilities, infrastructure, etc.,
- Interested and willing to exchange expert knowledge and participate in workshops and coaching activities
- “Open” to work on one or more of the following topics
 - *improved organizational and/or production processes*
 - *improve resource and energy efficiency*
 - *better value chain linkages and integration*
 - *Improved or new product features*
 - *Improved or new marketing and branding approaches*
 - *Willing to provide/share data and information.*
- Track record in value addition at a small or medium scale, with market-end partnerships
- Business and market / consumer-oriented attitude and keen improve competitiveness by higher quality and use of innovative technologies for delivering products and/or services to the agricultural sector and food markets, ZOA consultants will interview interested companies and assess their compliance with these criteria.

In the context of the PSD project, ZOA is also interested in cooperating with agricultural associations, and private sector-oriented entities engaged in research, training, extension, and services delivery.



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PROJECT INFORMATION

SCAN TO VISIT OUR WEBSITE



Duration:

February 2022 – November 2023



Location:

Baghdad, Diwaniyah, Erbil and Mosul



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