



Digital Disruption in Agriculture: from Start-Up to Scale-Up in Ethiopia

Venue: Hyatt Regency Addis Ababa

Dates: 15 – 16 May 2019

Background

Digital technologies are tackling Africa's food challenges including low farm productivity, high transaction costs, limited use of modern inputs, minimal levels of commercialization, climate change, and rural-urban migration. While digital tools have already proven to be effective elsewhere in the world, agricultural technology pioneers in Sub-Saharan Africa face roadblocks to scaling up, as the majority of the continent's farmland is managed by smallholder farmers.

This is particularly evident in Ethiopia where agriculture is the backbone of the economy, while its practice has remained unchanged over millennia. Digital agricultural technologies present an opportunity to leapfrog traditional technologies and redefine how food is produced, processed and marketed, disrupting the status quo across the Ethiopian agricultural value chain.

Role of the World Bank Group

The World Bank Group is exploring how to leverage disruptive technologies to improve food security and market opportunities for millions of Ethiopian smallholder farmers. The forum will also allow the World Bank Group's private sector partners (IFC clients and potential clients) to explore possible digital technology solutions to strengthen their business operations.

Why this Forum?

The *Digital Disruption in Agriculture* Forum aims to identify digital tool and service providers with the potential to reach a significant number of smallholder farmers. Companies with user bases ranging from 10,000 to one million will be invited to introduce their products, share their stories, and discuss the success factors behind the sustainable expansion of their services.



To this end, the forum will allow participants to:

- Hear from regional and global leaders in the digital agricultural technologies space about their work and vision for Ethiopia
- Connect with global technology companies and potential clients in the Ethiopian agribusiness sector
- Identify technology solutions to be used in current IFC agribusiness projects in Ethiopia and beyond
- Engage in a platform for policy makers, technology entrepreneurs and agribusiness companies to discuss opportunities and constraints in the digital solutions space in Ethiopia
- Network