



Long-term EU-AU Research and Innovation Partnership for Food and Nutrition Security and Sustainable Agriculture

Dialogue for Action and Brokerage in West Africa: Fostering Knowledge, Communication & Innovation Hubs

Virtual Workshop | 28 - 29 October 2020





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MOHAMMED AOURACH, **BeP**-BIOPESTICIDE REPLACE PESTICIDE,
MOROCCO





1-TOPIC : WHICH OF THESE TOPICS IS ADDRESSED THROUGH THE BUSINESS / INITIATIVE

Panel 2: Innovation and digitalisation in agriculture: Paving the way for entrepreneurs, AgriTech and FoodTech start-ups





2 - CRITICAL FACTORS FOR DEVELOPMENT SUCCESS / LIMITING FACTORS.

- **Adapt the Right Technology to the Country Environment:** Agriculture in Morocco remains dominated by small farmers; BeP, will actively targeting small-scale farmers
- Have the right management skills and expertise on the ground
- Funding sustainability
- Legal system and market access





3 - MOST PRESSING THEMATIC PRIORITY CONCERNING THIS TOPIC.

- Biopesticide industry regulation system is originally designed for chemical pesticides: imposing burdensome costs
- Low investment in biopesticide research: Investment mainly from the public sector requires more multidisciplinary expertise





4 - KEY ACTORS, IMPORTANT PLAYERS IN BIOPESTICIDE MARKET IN MOROCCO (GIANT COMPANIES)

- BAYER CROP SCIENCE
- BASF
- ...

Our product **BeP** idea is to build a new natural product that is cheaper than synthetic pesticides existing in the Moroccan market, safe, and more sustainable





5 - CONDITIONS FOR ENHANCING ACTORS' COOPERATION (CRITICAL FACTORS, ENABLING ENVIRONMENT AND INTERFACES TO ENSURE COLLABORATION)

- Coordination in the development of actions and policies of the government with those of non-state actors on the ground
- Create tax motivations for young start-ups in the biopesticide sector
- Addressing farmers awareness: effectiveness of biopesticides and the threat caused by synthetic pesticides





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THANK YOU

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