

Panel discussion

“Investment potential of organic agriculture”

30 March 2021 from 14.00 till 16.00 (GMT+3)

online *(a link to connect to a Zoom meeting will be sent later)*

Panelists :

Ms. Tatsiana Brantsevich – Deputy Minister of Economy of the Republic of Belarus

Mr. Ivan Selitskiy – Head of the farm "Selitsky Ivan Frantsevich" (Belarus)

Mr. Marcel de Jong – Agronomist at “Bodem&Groen” (Belgium)

Ms. Natalya Shablinskaya – Executive Director of the non-profit association "Association of Retail Chains" (Belarus)

Mr. Evgeniy Lukashenko – Deputy Director of the Consulting Company "ASB Consult" JSC "ASB Belarusbank" (Belarus)

Moderator

Mr. Oleg Ilyin – Managing Director of the Investment Consulting Company ASER (Belarus)

Co-moderator

Mr. Dzmitry Krasouski – Director of the National Agency of Investment and Privatization (Belarus)

Topics to be covered :

1. Case studies and Trends in Organic Agriculture.
2. The potential of Belarusian Market of Organic Agriculture (retail, wholesale, export, trade).
3. Regulatory conditions and support (land issue, certification, benefits, financial support, etc.).
4. Prospective of Organic business, including with the view of investment potential.
5. Questions and answers from the registered participants for the event



About the Panel Discussion

The Panel Discussion is part of the 8th International Conference on Organic Farming in Belarus “Organic Grain Crops Market. Trends and Development Prospects” which is held by the Center of Environmental Solutions (ecoidea.by). Registration is available by the [link](#).

The session brings together government officials, local and foreign farmers, retail chains experts, financial and investment consultants to:

- share ideas and exchange views on the latest trends and best practices in organic agriculture;
- review the potential and prospects of the Belarusian organic products market;
- explore investment opportunities for new businesses to start and grow in Belarus.

Tatsiana Brantsevich – Deputy Minister of Economy of the Republic of Belarus



Graduated from the Belarusian State Agricultural Academy, the Academy of Management under the President of the Republic of Belarus. She worked as the head of the department of economics of the department of agriculture and food of the Krupsk regional executive committee, deputy chairman of the Krupsk regional executive committee (Minsk region). Subsequently, she held leading positions in the Economy Committee of the Minsk Region, whose competence includes investment and innovation, economic regulation, financial policy, foreign economic relations.

As Deputy Minister, Tatyana Brantsevich, among other things, oversees the development of the economy of natural complexes and the green economy, which, combined with previous experience, gives a unique competence in understanding the conditions and problems of investing in organic agriculture.

Marcel de Jong – Agronomist at “Bodem&Groen” (Belgium)



'Bodem&Groen' offers total programs for growers based on natural products. Our main goal is to achieve a better financial result for the farmer. This we do by growing vital plants that are growing in good balanced soils.

Ivan Selitskiy – Head of the farm "Selitsky Ivan Frantsevich" (Belarus)

Ivan Selitsky runs a successful organic crop and livestock business. His farm is certified organic and grows and sells potatoes, carrots, cabbage, forage crops and beef. In 2019, Ivan Selitsky took the prize (fourth) place in the national stage of the international competition "Environmentally Friendly Farmer of the Baltic Region - 2019".

The Competition "Environmentally Friendly Farmer of the Baltic Region" is organized by the World Wildlife Fund (WWF) to promote green technologies in agriculture and support agricultural producers who reduce the environmental burden on the Baltic Sea basin.

Shablinskaya Natalia – Executive Director of the non-profit association "Association of Retail Chains", Deputy General Director of the trade network "Santa Retail"



Retail professional with over 20 years of experience in management positions.

The company "Santa Retail" was founded in 1995 and is part of the group of companies "Santa" - a holding that includes over 40 companies. Among them are suppliers of raw materials, manufacturers of finished products, distribution and logistics companies, a retail network and other companies.

other companies.

LLC "Santa Retail" is a large national network of stores of various formats: markets, supermarkets and economy stores (more than 200 stores throughout the country).

Lukashenko Evgeniy Evgenievich - Deputy Director of the consulting company ASB Consult, JSC ASB Belarusbank.



A consultant with many years of practical experience in the implementation of investment projects in the field of production, trade, catering, cargo transportation, real estate, logging and medical services, as well as projects for the restructuring and refinancing of companies' liabilities. Participates in the implementation of projects to create dynamic financial models in the planning area. Implemented over 250 investment projects with a total value of over \$ 15,000,000.

ASB Consult LLC is a leading audit and consulting company, an associate member of the Crowe Global network - the eighth in the world in terms of total revenue of an international organization of independent audit and consulting companies, which brings together more than 42,000 employees from 220 firms in 130 countries. Crowe Global member firms have a common methodology that aims to provide high quality professional services to their clients both domestically and internationally, in accordance with International Standards on Auditing.