

## **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 available after registration)*

#### **Panelists :**

Mr. Siarhei Tarashkevich – Deputy Head of the Main Directorate for Sustainable Development – Head of the Department of Economics of Natural Complexes of the Ministry of Economy of the Republic of Belarus

Mr. Andrei Abramov – Rural entrepreneur, creator and owner of the Khutor Yodishki trademark (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.

## Andrei Abramov – Rural entrepreneur, creator and owner of the Khutor Yodishki trademark (Belarus)



"Khutor Yodishki" is known far beyond the borders of Belarus, first of all, for its unique rural natural products. In addition, the Abramov family's agro-ecological estate is a unique business model aimed at developing the village and improving the living standards of its residents. Interviews and videos about the uniqueness of the village economy and

the products it produces, the peculiarities of the organization of work - in publications in print media, online and TV reports.

Buying eco-products that are so fashionable today, most people do not know about their origin. But a high price is not yet a guarantor of naturalness, quality and usefulness. By producing rural natural products in a closed cycle, from feed to selection work, Yodishki Khutor demonstrates a qualitatively new level in terms of human health benefits, nutritional and taste characteristics.

## 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.

**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.*

*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.*