

PRESS RELEASE

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Title: NextFood Entrepreneurship Program 2021 – Cycle 1 at Sekem Farm

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Nextfood project (Egypt case) has launched the incubation phase for startups and entrepreneurs in the agri-food sector. The entrepreneur case aims building capacities of 20 participants in topics related to agriculture sector and business development. The call for application of the first cycle was launched on the communication channels of Sekem Development Foundation and Heliopolis University for Sustainable Development on 8th to 22nd August 2021. 68 participants applied and after filtration, the team selected 25 participants to attend the first cycle. Among the participants were four women (housewives), three final year students of Organic Agriculture, Heliopolis University and four fresh university graduates.

The first cycle started on the 8th of September for 5 days (10, 11, 17, 18, 19 September 2021) with Agricultural and business topics that help the participants in their future project.

The cycle covered topics of Bio-fertilizers, Compost, IPM strategies, Organic Agriculture aspects, Bio-pesticide, Introduction to Horticulture production such citrus, and Animal Livestock Husbandry. Regarding business aspects, the cycle also covered the topics of Marketing, Finance, Business model canvas, and feasibility study for business development related topics.

The objective of this cycle is to cover as many agricultural topics as possible, to give participants more insights and knowledge about different topics so they can formulate solid ideas. The topics were chosen based on the applications sent by the participants, to make sure we provide them with the needed knowledge. The cycle also basic principles of business development to help participants find the right business



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solutions to some of the agriculture sector problem, find the right market, and the fitting product. The cycle topics focused as well on the 5 main competences (observation, participation, dialoguing, reflection and visioning) to raise the level of the participant. We are in the process to prepare for the second cycle, which mainly will focus on business models and how to start up their projects with successful steps.



Greeting from NextFood project team at Sekem farm, from left to right, Karim El Mallawany, Reham Fathey Ali, Alaa Elhawwary.



Different activities and site visiting of NextFood project entrepreneurship program with qualified experts and 20 participants.



Last day of cycle one after the participants gave their presentations of their projects idea and certificates time.

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