

# ACTIVITY PROJECT REPORT



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PARTNER PROJECT NAME	PROJECT MANAGER
Berytech	Joelle El Hajjar
	REPORTING PERIOD
	September 2022-October 2023

## ACTIVITY PROJECT DETAILS

<b>ACTIVITY NAME</b>	Transdairy Matchmaking & Brokerage Event		
<b>START DATE</b>	24-05-2023	<b>COMPLETION DATE</b>	25-05-2023
<b>DESCRIPTION (up to 10 lines)</b>	<p>On May 24th and 25th 2023, Berytech organized the fourth edition of the Agri-Food Innovation Days (AFID) 2023 at Le Royal Hotel in Beirut. The event gathered agrifood leaders, corporates, entrepreneurs, startups, investors, researchers, and visionaries to network, learn, pitch, invest and discover agrifood innovations. The two-day yearly gathered more than 2,800 visitors and the main purpose of the event was to bring forward Lebanese agrifood innovations in the sector, highlight local and regional challenges and increase ecosystem and industry partnerships. The Agri-Food Innovation Days 2023 event was organized in partnership with QOOT Cluster, funded by the Embassy of the Kingdom of the Netherlands in Lebanon, with the support of the Italian Trade Agency (ITA) and ENI CBC MED, in partnership with the Government of Canada, the World Food Program, The German Cooperation, GIZ, The USAID, AFD, The Kingdom of the Netherlands, and the European Union. The event also served as a platform for showcasing cutting-edge programs, with more than 15 programs highlighted throughout the two days and provided a spotlight for over 60 promising startups &amp; SMEs in the agrifood sector, offering them a unique opportunity to connect with potential partners, investors, and customers. 4 startups/SMEs took part in the Brokerage Event as part of the Transdairy activities during AFID2023. They not only were part of the tailored matchmaking session, but they also had a personal booth throughout the 2 days of the event where they displayed, showcased, and introduced their products/services to all passers-by. This, in turn, gave them exposure and network growth. Following a needs assessment, we matched the startups with at least 2 potential investors, donors, experts, buyers, etc. with whom they met for a 30 mins personal talk to discuss potential business partnerships.</p> <p>Laban al Asfour exhibited their one-of-a-kind hemp-based vegan milk which got sparked a lot of curiosity among visitors. Agreeen exhibited several types of cheeses including their special cheese pops. Gout Blanc exhibited several types of goat cheese including many flavors. And Hachem dairy showcased the wide array of dairy-based products that they are producing.</p> <p>During the brokerage event, Berytech organized a workshop for the demonstration of research voucher. Dr Pauline Aad, a professor in the Notre Dame University was selected to lead on the workshop and discuss the main challenge of Lebanese farmers of securing an affordable complete and balanced feed for the sheep. A proposed solution is the production of Azolla, a fast-growing aquatic macrophyte, with minimal production cost. Azolla is a free-floating fern that belongs to the family Azollaceae. The main objective of the research is</p>		

	to optimize Azolla production and post-harvest treatment/processing for Azolla nutritional properties, as well as test the effect of different levels of Azolla feeding on performance of Awasi sheep.
<b>SPEAKERS/ORGANIZERS</b>	N/A
<b>NUMBER of ATTENDEES (and names if possible)</b>	<p>4 Startups</p> <ul style="list-style-type: none"> <li>- Laban Al Asfour: Hamza Shamas   <a href="mailto:hamzah.shamass@gmail.com">hamzah.shamass@gmail.com</a></li> <li>- Hachem Dairy: Wissam Hachem   <a href="mailto:wissamhachem2@gmail.com">wissamhachem2@gmail.com</a></li> <li>- Gout Blanc: Jihad Daher   <a href="mailto:daher@goutblanc.com">daher@goutblanc.com</a></li> <li>- Agreeen: Rudolph Elias   <a href="mailto:relias@agreeen.org">relias@agreeen.org</a></li> </ul> <p>Several Experts among which:</p> <ul style="list-style-type: none"> <li>- Ziad Holeihel</li> <li>- Patirica Kebbe</li> <li>- Nicholas Gholam</li> <li>- Amer Afram (Medica Group)</li> <li>- Giovanni Lombardo (Amphora .sg)</li> <li>- Ali Bechara (Carré D'or)</li> </ul> <p>Workshop room – Demonstration: Moderator: Dr. Pauline Aad Attendance: 9 people</p>
<b>LINK TO THE NEWS POSTED ON ENI CBC MED website</b>	
<b>LINKS TO SOCIAL MEDIA WHERE THE NEWS HAS BEEN UPLOADED</b>	<p>Event Landing Page: <a href="https://berytech.org/agri-food-innovation-days-2023-the-ultimate-destination-for-lebanons-agri-food-innovators/">Agri-Food Innovation Days #AFID2023 · Beirut · 24 — 25 MAY (berytch.org)</a></p> <p>Post-event coverage: <a href="https://berytech.org/agri-food-innovation-days-2023-the-ultimate-destination-for-lebanons-agri-food-innovators/">https://berytech.org/agri-food-innovation-days-2023-the-ultimate-destination-for-lebanons-agri-food-innovators/</a></p>
<b>ATTACH AT LEAST ONE PHOTO OF THE ACTIVITY</b>	









Demonstration of research pictures:



COMMENTS

<b>EXISTENT ISSUES TO OVERCOME</b>	