



BEST FOOD:

HOW TO PRODUCE BOTH QUALITY AND QUANTITY
IN EUROPE AND CENTRAL ASIA

Belgrade, 18-19 June 2014

organized by



European Bank
for Reconstruction and Development



Food and Agriculture Organization
of the United Nations

funded by the EBRD, World Bank and FAO

EastAgri: where networking matters

what?

- informal platform for sharing best practices and lessons learned on agribusiness investment in the region
- managed by the FAO Investment Centre
- founded by FAO, EBRD, WB and CEI
- 12 years of effective communication among member institutions and general public



EastAgri: where networking matters

why?

- avoid duplication of research activities
- encourage alignment of policy messages
- only network of its kind in the region



EastAgri: key features

how?

- dissemination of information: news service and targeted mailing list
- support to members' project activities
- one website: www.eastagri.org
- small support team at FAO's HQ



EastAgri: key features

who?

- core/sponsoring members: FAO, EBRD, WB, CEI
- practitioners from wider group of FIs: EU, IFAD, IFC, Rabobank, etc.
- public at large (annual meetings, website audience)



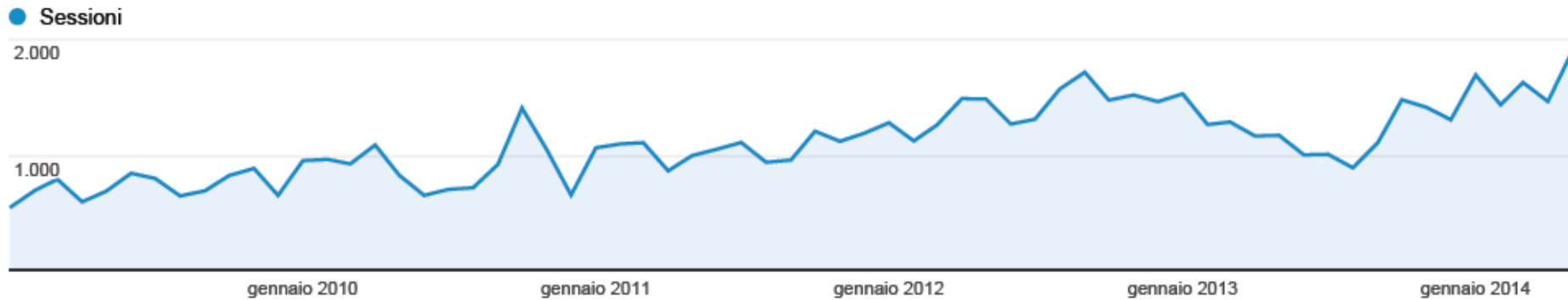
Information at a click

what?

- > 800 investment projects
- 30 food chains in 30 countries
- publications, seminars/meetings, project pages



Growing audience



- **2013: 16,000 visits with 9,500 unique visitors**
- **audience: average of 4 pages/visit and 4 minute visit length**
- **loyal followers and fresh eyes: 60% of visits are from new users**



Sharing targeted information

most visited pages

- projects
- sectors
- countries

traffic sources

- FAO and EBRD
- SWG, IKAR, CEI, Investing in Russia
- Google and Wikipedia



What's in it for you?

wider audience

- updated news on sectors and IFI projects
- share and be informed of good investment practices

IFIs

- outreach/access to a specialized audience of investment practitioners
- promotion and visibility of news, events, etc. to the wider public
- facilitate coordination/alignment efforts with other IFIs
- access to specialized experts and thematic lists



What's next?

- reinforce core IFI membership
- online thematic forums
- specialised mailing lists

... your ideas count!



thank you!

Emmanuel Hidier
Senior Economist, Investment Centre, FAO
Emmanuel.Hidier@fao.org

