

# Grow Asia Partnership Overview



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Grow**Asia**

# Overview

Grow Asia was established by the World Economic Forum, in collaboration with the Association of Southeast Asian Nations (ASEAN) Secretariat, to bring together farmers, governments, the private sector, NGOs and other stakeholders in Southeast Asia to convene, facilitate and help scale inclusive agriculture value chains as well as multi-stakeholder sectoral coordination. At the core of our work are three goals: to lift the productivity, profitability and environmental sustainability of smallholder agriculture in the region.

Grow Asia currently comprises the regional Grow Asia Secretariat in Singapore; six Country Partnerships, each supported by an in-country team; and 44 Working Groups, organized around specific value chains (such as coffee) or cross-cutting issues (such as agri-finance).

## Guiding Principles:

**Collaborative,  
multi-stakeholder  
approach**

**Market based and  
pre-competitive**

**Country-led  
and locally driven**

**Smallholder  
centric**

## Impact

Country Partnerships:

**6**

Grow Asia Partners:

**480+**

Smallholder farmers reached:

**1,339,030**

Working Groups:

**44**

Value Chain Projects:

**43**



# Building Effective Country Partnerships:

The World Economic Forum and Grow Asia have catalyzed Country Partnerships in Cambodia, Indonesia, Myanmar, Papua New Guinea, the Philippines and Vietnam, staffed by in-country teams that Grow Asia has—to varying degrees—recruited, trained, and funded.

## Cambodia CPSA

The Cambodia Partnership for Sustainable Agriculture (CPSA) was set up to improve the productivity, inclusiveness and competitiveness of Cambodia's agriculture sector. Since its launch in 2016, CPSA has grown to a network of over 40 partners working across five Working Groups to address critical sectoral challenges in Cambodia. CPSA is unique in Cambodia as it attracts partners by concentrating on higher-value, niche products.

[www.cpsa-growasia.org](http://www.cpsa-growasia.org)

## Indonesia PISAgro

Officially established in 2012, the Partnership for Indonesia's Sustainable Agriculture (PISAgro) is a public-private partnership that was created in response to challenges and opportunities facing the agriculture sector in Indonesia. One of the most mature Country Partnerships in our network, PISAgro now has 85 partners working across 12 Working Groups.

[www.pisagro.org](http://www.pisagro.org)

## Myanmar Myanmar Agriculture Network

The Myanmar Agriculture Network (MAN) brings together companies, government agencies, civil society organizations, farmer groups and financial institutions to link smallholder farmers to the market with the shared goal of increasing farmers' profits and productivity while improving the environmental sustainability of their farms. Despite being one of the younger Country Partnerships in the network, MAN now has over 123 partners collaborating across 11 Working Groups.

[www.man-growasia.org](http://www.man-growasia.org)

## Papua New Guinea Grow PNG

Launched in 2019, Grow PNG is the youngest Country Partnership in the Grow Asia network. Grow PNG is based in Lae, the gateway to the Markham Valley agricultural corridor. The partnership will bring together the country's business leaders, policy makers and farmers, aiming to increase smallholder households' income by 20% within eight years.

[www.growpng.org](http://www.growpng.org)

## Philippines PPSA

The Philippines Partnership for Sustainable Agriculture (PPSA) was formally launched in 2015 by the Philippines' Department of Agriculture and Grow Asia. PPSA serves as a multi-stakeholder platform to engage smallholder farmers and market players towards social-economic growth and competitive advantage. Today, the PPSA has 60 partners organized around five commodity-based Working Groups and two cross-cutting themes.

[www.ppsa-ph.org](http://www.ppsa-ph.org)

## Vietnam PSAV

The Partnership for Sustainable Agriculture in Vietnam (PSAV) brings together companies, government agencies, civil society organizations, farmer groups and financial institutions to link smallholder farmers to the market. Established in 2010, PSAV is the most mature Country Partnership in the Grow Asia network, currently engaging over 120 partner organizations through eight Task Forces – the PSAV equivalent of a Working Group.

[www.psav-mard.org.vn](http://www.psav-mard.org.vn)

# Supporting Innovation

## Digital

Grow Asia's conversations with agriculture leaders in Southeast Asia have revealed they believe digital technologies – such as tools for finance, logistics and learning – are set to positively transform the way smallholders interact with agribusiness. These tools have the potential to bring greater efficiency to value chains by significantly lowering transaction costs, while improving farmers' prosperity.

Across six complementary activities, which we elaborate on in our Report on Progress, Grow Asia brings together business leaders, development actors and policy makers to accelerate the adoption of digital tools. Examples include a Learning Series, Accelerator Program and Hackathons.

## Policy

While Grow Asia is not a policy advocacy group, the Secretariat actively engages government officials at all levels of seniority to ensure our Country Partnerships are aligned with national and regional strategic agendas. It is through this experience that, in 2018, the ASEAN Secretariat requested Grow Asia's support in developing the ASEAN Guidelines on Promoting Responsible Investment in the Food, Agriculture and Forestry sector. The Guidelines have since been adopted and are being rolled out across the region.

To enable our approach to become more effective, Grow Asia has also commissioned a review of the agricultural policies of ASEAN countries. This work has created a database of contacts, agencies and their roles. This will become a core tool for Grow Asia partners to take a more strategic, informed and focused approach to policy engagement.

[www.aseanraiguidelines.org](http://www.aseanraiguidelines.org)

# Sharing Learnings

Grow Asia has a strong commitment to facilitating learning. This agenda covers the development and exchange of both project and process-based knowledge emerging from within the network. By highlighting successes and sharing learnings, Grow Asia hopes to catalyze greater impact to improve smallholder livelihoods.

## Case Studies

Case studies offer invaluable opportunities for new and existing Working Groups to learn from successful projects. Each case study provides (1) an overview of stakeholders involved, key activities, project milestones and initial results; and (2) an outline of the journey, which charts the project's design and implementation. To date, Grow Asia has commissioned seven case studies on existing projects, on the Grow Asia Exchange – our online knowledge repository.

[www.exchange.growasia.org](http://www.exchange.growasia.org)

## Learning Alliance

The Grow Asia Learning Alliance (GALA) program was established to translate research with the potential to lift smallholder livelihoods into strategic, targeted corporate action. The GALA program achieves that by helping knowledge producers – such as research institutes, universities and think tanks – connect with each other and private sector players in the value chain. This work is complemented by trainings Grow Asia provides to knowledge producers targeted at helping them better articulate the value of their research to a business audience.

# Convene & Broker Partnerships

## Grow Asia Forum

The annual Grow Asia Forum, run in coordination with the World Economic Forum in ASEAN, brings together senior leaders across sectors to explore opportunities for collaboration, innovation and investment around inclusive agriculture in Southeast Asia.

## Learning & Networking Events

Grow Asia has a sophisticated portfolio of learning events covering both explicit knowledge (fact-based knowledge such as case studies, market opportunities, production and post-harvest innovations) and implicit knowledge (for example, the knowledge derived from experience). Grow Asia and our Country Partnerships run around 50 learning events annually.

## Secretariat Workshop

The Secretariat Workshop brings together the Grow Asia Secretariat and Country Partnerships from across the region to exchange knowledge and experiences to help develop Country Partnership plans and projects.

# Governance and Structure

## Steering Committee

### Members

- ASEAN Secretariat
- Representatives of the Grow Asia Business Council
- Representatives of the Grow Asia Civil Society Council
- Farmers' Associations
- Donors
- World Economic Forum

## Business Council

### Co-chairs

- Bayer CropScience
- Sinar Mas Agribusiness & Food

### Members

- Bunge Ltd.
- Cargill Inc.
- Charoen Pokphand Produce Co., Ltd.
- Corteva Agriscience
- Heineken
- International Finance Corporation
- Jain Irrigation Systems Ltd.
- Louis Dreyfus Company
- Nestlé SA
- PepsiCo Inc.
- Rabobank
- RGE Pte. Ltd.
- Royal DSM
- Swiss Reinsurance Company Ltd.
- Syngenta International AG
- Unilever
- UPL Ltd.
- Wilmar International Ltd.
- Yara International ASA

## Civil Society Council

### Members

- Agriterra
- AsiaDHRRA
- Asian Farmers' Association for Sustainable Rural Development (AFA)
- Conservation International
- Landesa
- Mercy Corps
- Oxfam
- Rainforest Alliance
- SNV
- Sustainable Trade Initiative (IDH)
- Swisscontact
- The Nature Conservancy
- World Vision Australia
- World Wide Fund for Nature (WWF)





An aerial photograph of a rice field. The field is divided into rows of young rice seedlings, which appear as small green tufts in a brown, tilled soil. In the lower right quadrant, a person wearing a light-colored conical hat and a purple shirt is visible, working in the field. The lighting is bright, casting shadows that emphasize the texture of the soil and the rows of plants.

### Engage

[www.growasia.org](http://www.growasia.org)

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