



WORLD
ECONOMIC
FORUM



Grow**Asia**
Partnership

The Grow Asia Partnership

With the world’s population rising to 9 billion by 2050, there is a pressing need to produce greater amounts of food in a more sustainable way while reinvigorating rural economies. Around half of South East Asia’s 600 million people live in rural areas, and the region has the potential to become a major part of the solution to the global food security challenge.

Grow Asia is a multi-stakeholder partnership that aims to reach 10 million smallholder farmers by 2020, helping them access knowledge, technology, finance, and markets to increase their productivity, profitability, and environmental sustainability by 20%.

Grow Asia brings together South East Asia’s smallholders, governments, companies, NGOs, and other stakeholders, to develop inclusive and sustainable value chains that benefit farmers. It launches and supports locally-driven Country Partnerships, helping them define their strategy and focus, bring on-board new partners, and develop innovative solutions.

Grow Asia enables stakeholders from different disciplines to leverage one another’s expertise, share insights and learn from regional experiences. Today Grow Asia collaborates with 261 partners across five Country Partnerships, reaching nearly half a million smallholder farmers.

Grow Asia was established by the World Economic Forum, in collaboration with the Association of Southeast Asian Nations (ASEAN) Secretariat, to convene, facilitate, and help scale action-focused partnerships. Grow Asia builds on the experience and success of the Forum’s New Vision for Agriculture (NVA) initiative, which facilitates multi-stakeholder partnerships across the world focused on agriculture development to deliver food security, environmental sustainability, and economic opportunity.

Grow Asia
Collaborative multi-stakeholder approach

Grow Asia
Market-based and pre-competitive

Grow Asia
Country-led and locally-driven

Grow Asia
Scalable innovative solutions

Grow Asia
Inclusive value chains

Grow Asia
Smallholder farmers centric

Grow Asia
Environmentally sustainable

Grow Asia
Food security

Partners and Governance

Grow Asia has a unique governance structure that embodies its multi-stakeholder community. Its multi-stakeholder Steering Committee guides and oversees Grow Asia’s strategy and operations. The Grow Asia Business Council, comprised of global and regional companies, provides strategic insight and drives action on the ground, while the Grow Asia Civil Society Council advises on ensuring positive societal and environmental outcomes. Grow Asia is supported by the strong commitment and leadership of the 10 ASEAN governments and the ASEAN Secretariat, and through generous funding from the Government of Australia and the Government of Canada. The partnership is coordinated by the Grow Asia Secretariat based in Singapore.

Grow Asia Steering Committee

The Steering Committee’s members represent:

- ASEAN Secretariat
- ASEAN Ministries of Agriculture and Forestry
- Grow Asia Business Council
- Grow Asia Civil Society Council
- Farmers’ Associations
- Donor Governments
- World Economic Forum

**Grow Asia
Country
Partnerships**

5

**Grow Asia
Partners**

261

**Grow Asia
Smallholder
Farmers Reached**

471,200

Grow Asia Business Council

Co-chairs

Nestlé SA
Sinar Mas Agribusiness & Food.

Members

Bayer CropScience AG, Bunge Ltd., Cargill Inc., Dow, DuPont, DSM, Heineken, International Finance Corporation (IFC), Jain Irrigation Systems Ltd., Lawson Inc., Louis Dreyfus Company, Monsanto Company, PepsiCo Inc., Rabobank, RGE Pte. Ltd., Swiss Reinsurance Company Ltd., Syngenta International AG, Unilever, UPL Ltd./Advanta, Visy International, Wal-Mart Stores Inc., Wilmar International Ltd., Yara International ASA Ltd., Zonoco Group Co. Ltd.

Grow Asia Civil Society Council

Members

AsiaDHRRA, Conservation International, Mercy Corps, Landesa, Rainforest Alliance, Sustainable Trade Initiative (IDH), Swisscontact, The Nature Conservancy, World Vision Australia.



Scaling Solutions

To enable the success of value chain initiatives on the ground, Grow Asia is collaborating with partners to pilot solutions that have the potential to generate large-scale impact such as: innovative finance and mobile technology.

Financial Solutions

Grow Asia's Regional Finance Working Group is brainstorming and testing financial solutions that support smallholder farmers. The group is collecting case studies of solutions that address financing needs for smallholders; assessing financial inclusion trends and gaps in ASEAN, and developing solutions for long-term financing to enable smallholders to replant plantation crops.

Digital Platform

Grow Asia aims to support mobile-based solutions as determined by country partners to help farmers access markets, finance, and information on agronomy, pests, weather, and prices. Grow Asia is working with partners to explore the opportunity to jointly develop a mobile-based digital platform, which would be open-source and pre-competitive.

Sharing Knowledge

Tapping one another's strengths is a key benefit of working in multi-stakeholder partnerships. To facilitate the sharing of knowledge, Grow Asia is enabling partners to access information and interact.

Grow Asia Exchange

The Exchange provides an online repository and learning hub for Grow Asia partners. It is a one-stop shop for information across disciplines, such as case studies, policy papers, value chain analyses, impact assessments, training manuals and toolkits. The Exchange will facilitate interaction with experts about the application of their research and foster peer-to-peer learning among partners from different value chains and across countries.

Learning Partners' Network

The Network will connect Grow Asia partners to researchers, including universities, think tanks, development practitioners and consultants. It will facilitate the dissemination of research findings, provide an organized platform where experts are available to provide support, and identify market-led research needs to grow the existing knowledge base.

Grow Asia Country Partnerships



Country Partnerships

Grow Asia has catalyzed and supports five Country Partnerships, which are led and guided by local leaders from government, the private sector, and civil society. Partners in-country collaborate through Working Groups that co-design, co-implement, and co-fund value chain initiatives that benefit smallholder farmers. Country Partnerships contribute to Grow Asia's goal of helping 10 million smallholders improve their crop yields, increase their net income, and reduce their environmental footprint by 20% by 2020.

Cambodia

The Cambodia Partnership for Sustainable Agriculture (CPSA) is in the early stages of development. Its aim is to establish strong formal markets and to increase on-farm investment for its priority crops, which in turn will help bolster farm productivity and profitability.

Indonesia

The Partnership for Indonesia's Sustainable Agriculture (PISAgro) has 73 participating stakeholders that collaborate through 11 Working Groups including nine crops, dairy and agri-finance. It is coordinated by an independent Secretariat.

Myanmar

The Myanmar Agriculture Network (MAN) engages 70 organizations, focusing on six crops as well as innovative finance/digital solutions and the seed sector. Its target is to increase the value of Myanmar's agricultural output to \$30 billion by 2030 by addressing bottlenecks in agriculture development.

Philippines

The Philippines Partnership for Sustainable Agriculture (PPSA) aims to coordinate with government initiatives and to address challenges such as low agricultural productivity, high production costs, climate shocks, and limited investment in infrastructure, starting with a focus on five crops.

Vietnam

The Partnership for Sustainable Agriculture in Vietnam (PSAV) involves nearly 60 organizations, including companies, provincial governments, and NGOs. It focuses on agri-finance, sustainable use of agri-chemicals and six crops, and is in the process of institutionalizing the partnership's Secretariat.

“The key success factor for our partnership has been the close collaboration and trust between partners from all stakeholder groups and the sustained efforts on the ground. The other success factor is strong governance and management. I am therefore very supportive of the establishment of the Grow Asia Partnership as this will not only strengthen the Vietnam taskforces by bringing on board more partners and investment, sharing best practice, knowledge and innovation but also develop cross-border and regional efforts in support of food security in the ASEAN region.”

Minister Cao Duc Phat

Minister of Agriculture and Rural Development, Vietnam



Annual Event Grow Asia Forum

The Grow Asia Forum is convened annually, in coordination with the World Economic Forum on ASEAN. It brings together ASEAN governments, and global and local corporate leaders, farmers, NGOs, international organizations, donor agencies, and research institutes. The event has a highly interactive program that showcases the success of the Country Partnerships and explores further opportunities for collaboration, innovation, and investment aimed at inclusive agricultural development in South East Asia.

Annual Event Grow Asia Practitioners' Workshop

This annual event is aimed at bringing together all partners to brainstorm, troubleshoot, and learn from one another's experiences and actions. Through the Practitioners' Workshop, Grow Asia will facilitate cross-regional connections, define good practices, and develop an agenda for collaboration on action and knowledge.

Engage

www.growasia.org



Engage

Kavita Prakash-Mani
Executive Director,
Grow Asia
kavita@growasia.org

Engage

Tania Strauss
Associate Director,
Agriculture and Food
Security Initiatives,
World Economic Forum
tania.strauss@weforum.org

