



WEBINAR

FIT FOR MARKET PLUS (FFM+) LAUNCH WORKSHOP

AGENDA

SOUTHERN AFRICA, 18 MAY 2022

2:00 PM – 4:00 PM (ZIMBABWE TIME)

2:00 PM- 4:00 PM (BRUSSELS TIME)

01:45 pm	Opening of the virtual meeting room
02:00 pm	Official opening of the workshop Moderator - William ZIREBWA, COLEACP National Relay in Zimbabwe
	<ul style="list-style-type: none"> ■ Martin ZHOU, Programme Manager, European Delegation Zimbabwe ■ Zoltan AGAI, Policy Officer - Lead Private Sector/ Agribusiness, Innovative Financing & Risk Management, International Commodity Bodies, INTPA F3, European Commission ■ Escipión Joaquin OLIVEIRA GOMEZ, Assistant Secretary General, Sustainable Economic Transformation and Trade at Secretariat of the Organisation of African, Caribbean and Pacific States (OACPS)
02:20 pm	COLEACP background and perspectives By Jeremy KNOPS, COLEACP General Delegate; Koen VANDERHAEGEN, COLEACP Market Insights Manager
	<ul style="list-style-type: none"> ■ COLEACP activities in Southern Africa via its programmes ■ Fruit and vegetable trade from Southern African Development Community (SADC) countries ■ Evolution of EU market access regulations for fruit and vegetables
02:50 pm	The new FFM+ programme By COLEACP team: Inês BASTOS Regional Programme Manager; Marian RENKENS, Project Manager; Nour SADDOUD, Project Officer and Eddy RANDRIAMIHAJASOA, COLEACP National Relay in Madagascar
	<ul style="list-style-type: none"> ■ Why FFM+? Who is FFM+ for? ■ Objectives and Expected Results of FFM+ ■ The COLEACP approach (including the Sustainability Assessment System) ■ How to access FFM+ support?
03:30 pm	Question and answer sessions
03:50 pm	Closing of the workshop
	<ul style="list-style-type: none"> ■ Stephen MINTAH, Managing Director of Sea-Freight Pineapple Exporters of Ghana (SPEG), COLEACP Chairman

Fit For Market+ (FFM+) provides support to the horticultural sector in member countries of the Organisation of African, Caribbean and Pacific States (OACPS). It aims to maintain and improve the capacity of smallholders, farmer groups and horticultural MSMEs to access domestic, regional and international markets through the progressive sustainable intensification of the horticultural sector, while adapting to changes in their operating environment due to Covid-19 and climate change. FFM+ has been designed and will be set up in the continuity of FFM and FFM SPS programmes and the results of the COLEACP COVID action plan set up from March 2020. This 5-year, €25 million programme is financed by the European Union and the OACPS. FFM+ support is tailored to facilitate the transition of ACP horticulture towards more sustainable food systems, addressing the priority areas identified in the Farm to Fork strategy of the European Green Deal.