

## INVITATION

On February 17th, the Organic Africa Pavilion at the BioFach eSpecial will host the

### **Dialogue on Market Solutions for the Sustainable Sourcing of MAPs**

For growers, traders, buyers, and other supply chain actors of medicinal and aromatic plants (MAPs) from all around the world.

The market for MAPs (including spices) and derived products has shown a rapid and steady growth in the past decade, and the market is forecasted to continue this growth. To unlock the potential of markets for smallholder farmer and collector communities, as well as for small and medium enterprises, new market solutions are needed that respond to the realities of scale at both producer and market uptake levels. These market solutions require not only efforts with respect to marketing and sales, but need to be supported by knowledge, information and services required to appropriately produce, use and market MAPs, with traceability and quality compliance tools to ensure buyers of the reliability of the product.

During this session we will share our views on the overall potential of MAPs for smallholder farmers and SMEs, and discuss with you the challenges and potential solutions in terms of market access and development for MAPs. Through this dialogue, you are invited to share your views on the potential of the MAPs sector, related challenges and potential strategies for sustainable market development. While doing so, we will zoom in on cases from Africa and India.

### **Join our Dialogue on Market Solutions for the Sustainable Sourcing of MAPs!**

**Date: Wednesday, February 17<sup>th</sup>, 2021**

**Time: 11.00 – 12.00h** (Time zone Amsterdam, The Netherlands; CET)

#### **Moderator**

Bert-Jan Ottens, ProFound – Advisers in Development

#### **Panelists**

Chris Aelberts, NBI International / MAP Expo  
Monique van de Vijver, Solidaridad Network  
Dr. Suresh Motwani, Solidaridad Network Asia  
Dorianne Wegen, Verstegen Spices & Sauces  
Jasper Schouten, 1-2 taste

**Please click on the link below to register:**

[Webinar Registration - Zoom](#)

We look forward to meeting you there!