



## PRESS RELEASE

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### **Grow Asia launches Digital Directory to accelerate the adoption of agriculture digital solutions**

*The first publicly-available service of its kind, the Directory features over 60 agri-tech solutions available in the ASEAN region*

**Singapore, 13 March 2019** – Grow Asia, a multi-stakeholder partnership platform for agricultural development, today launched an online directory (the ‘Digital Directory’) of agri-tech solutions available in South East Asia. The Digital Directory features over 60 solutions in the region which can help improve smallholder agriculture supply chains, including farmer training, supply chain intelligence, traceability and financing solutions. Between the solutions currently listed, they reach around 2.5 million farmers in the region, or about 3% of smallholder households.

The Digital Directory was created following consultations with Grow Asia’s network of agricultural stakeholders, who identified a need for easier visibility of digital solutions. The goal is to encourage the adoption of these solutions within South East Asia’s agriculture sector for the benefit of smallholders. Designed with users in mind, the Digital Directory is built on an online platform and is free to use.

**Issac Jeffries, Consultant and Advisor for Social Enterprises** said, “The Digital Directory lists interesting and innovative agritech solutions that are gaining traction in Asia. It is a practical solution as any agribusiness, investor, funder, donor or aid organisation can easily access the directory to identify groups that are doing great work rather than reinventing the wheel.”

Grow Asia is committed to helping South East Asia’s agriculture sector unlock the potential of innovative solutions. The partnership platform is investing in several initiatives and developing tools to enhance the efficiency of food production in the region while improving the lives of smallholder farmers.

**Paul Voutier, Director for Knowledge and Innovation, Grow Asia** said, “We believe that digital solutions are critical to addressing many of the challenges we see in agriculture in the region. We look forward to the directory becoming a go-to resource for investors and agribusinesses in digitizing smallholder value chains.”

The Directory was developed by Grow Asia, in partnership with the Inclusive Business Action Network (IBAN), a global initiative supporting the scaling and replication of inclusive business models.

The Directory can be accessed at <https://growasiadirectory.org/>. Companies interested in being featured in the Digital Directory can request to add their solution via the Directory.

**Ends**

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### **About the Grow Asia Partnership**

Grow Asia is a multi-stakeholder partnership platform that aims to reach 10 million smallholder farmers, 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, engage 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 over 480 partners across five Country Partnerships, reaching nearly 1.2 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.

### **About iBAN**

The Inclusive Business Action Network (iBAN) is a global initiative supporting the scaling and replication of inclusive business models. Through its strategic pillars iBAN blue and iBAN weave, iBAN manages an innovative online knowledge platform on inclusive business (<http://www.inclusivebusiness.net/>) and offers a focused Capacity Development Programme for selected companies and policymakers in developing and emerging countries. iBAN creates a space where evidence-based knowledge transforms into learning and new partnerships. With its focus on promoting the upscale of inclusive business models and consequently improving the lives of the poor, iBAN is actively contributing to the achievement of the United Nations Sustainable Development Goals. iBAN is funded by the Federal Ministry for Economic Cooperation and Development and the European Union. It is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.