

## **“Roles and Opportunities for Private Equity in Tunisian Agribusiness Industry” Brainstorming Session**

Ekuity Capital, directed by its Chief Executive Officer Mr. **Mohammad Al-Nemah**, was honored to host the brainstorming session entitled “Roles and Opportunities for Private Equity in Tunisian Agribusiness Industry”.

The event was held at the Mövenpick Hotel Gammarth, on November 24<sup>th</sup>, 2021 in collaboration with Ernst and Young (EY). The event was made notable thanks to the valuable participation of the different sectors’ representatives and the honored panels of experts; “Mr. **Mounir Ghazali** – Partner EY Consulting”, “Mr. **Abdelbasset Ghanmi** – General Manager FIPA – Public sector representative”, “Mr. **Foued Gueddich** – CONECT & CEO of AgriGold – Private sector representative” and “Mr. **Yasser Bououd** – CEO & Founder of Ezzayra – Technology and innovation sector representative”.

During the session, Ekuity Capital first communicated its new investment strategy, underlining the interest to invest in a defensive sector especially within a post-pandemic context, followed by a presentation of the macroeconomics’ indicators of the Agribusiness sector by EY.

The session continued with an exchange around the sector’s attractiveness, challenges, and opportunities within a particular post-covid context with the participation of the different present parties and panelists.

Lastly, two workshops were held. The first workshop, moderated by Mr. **Kamel Talbi**, focused on the agri-food industries. The exchange discoursed the trendiest business processes of the industry and respective major challenges. The second workshop, moderated by Mr. **Mohamed Ben Amor**, focused on the agriculture sector, in which participants discussed and identified the sector’s trendiest products as well as the challenges it is facing.