



CropLife Africa Middle East
International Association
Avenue Louise 143-B-1050-Brussels-Belgium
Tel: +32 2 542 04 10 – Fax: +32 2 542 04 19
www.croplife.org

Media Release

CropLife Africa Middle East holds its Annual General Assembly

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CropLife Africa Middle East its regular Annual General Assembly 2005 in Brussels today. The association, representing the plant science industry in Africa Middle East, looks back on another successful year of independent operations since its foundation in late 2002.

In line with the strategic priorities as defined by the association, the second Annual Report describes in detail some of the major achievements in 2004:

- Regulatory harmonization at the subregional level with initiatives in North Africa Middle East, West and Central Africa and East and Southern Africa.
- Safe use and stewardship activities through a broadened roll-out of its master trainer concept.
- Removal and avoidance of obsolete stocks with the completion of a disposal project in West Africa and further progress with the Africa Stockpiles Project.
- Capacity-building in the field of biotechnology by offering support to local stakeholders to understand and manage this new technology with the necessary professional competence.

CropLife Africa Middle East has also launched its own website, which can be accessed at www.croplifeafrica.org

In line with the values defined by the CropLife network, the new website has been designed to provide maximum transparency on the association's organization, membership, strategic priorities and activities. The site also provides an opportunity for 30 national associations to present themselves and to interact with the global CropLife network and other stakeholders. With a decentralized structure and with only two full and two part time executives, CropLife Africa Middle East has been set up as a virtual organization. One of the key objectives for this newly created website is to serve as a web-based management and leadership tool for the association.

Rudolf Guyer, Syngenta Business Head North Africa and Middle East and President of CropLife Africa Middle East, explains the challenge with which the organization is confronted:

"Most multinational companies have reduced significantly their presence in Africa Middle East. Only very few of the global players of the plant science industry maintain a legal presence beyond South Africa and may be Morocco or Kenya. From the roughly 500 member companies organized in the 30 national CropLife associations only 28 members are subsidiaries of the global players. The overwhelming majority are small family owned private businesses. All of these members have – as all members of the CropLife network – subscribed to the principles of the FAO Code of Conduct on the Distribution and Use of Pesticides. In the absence of strong and enforceable legislation for the introduction, sale and use of pesticides, this Code of Conduct has particular relevance in many countries throughout the region of Africa and Middle East. It is the ambition of CropLife Africa Middle East to convince and motivate all its local members to observe and implement the same international standards and stewardship measures as applied in developed countries".

Rudolf Guyer says: "We are committed to engage as many stakeholders and partners as possible to help us develop and promote state-of-the-art agricultural technologies where they are needed most - namely in Africa. The new website will be an important tool to achieve this goal".

For more information please contact the Regional Coordinator Ali Mohamed Ali: +962 79 55 67409