



**MASHAV - Israel's Agency for International  
Development Cooperation**

**with**

**UNIDO – United Nations Industrial Development  
Organization**

invite professionals  
to participate in the

**International Course:**

**Agribusiness:  
A Tool for the Empowerment of  
Rural Women**

**23 April – 12 May 2017**



## About the Course

### Background

Addressing gender equality and the empowerment of women, as well as increasing attention to economic and social development strategies within rural areas, are globally recognized as critical aspects of sustainable development. Rural women play a critical role in rural economies and societies in both developing and developed countries. Across the world, rural women have proven their commitment and resourcefulness in finding or adapting new ways to improve their own lives, as well as those of their families and communities. The agricultural sector and food production have been among the main pillars of the Israeli economy since Israel's declaration of independence, with the investment of massive funds for continuous research and development. However, over the last few years, the number of active farmers in Israel has been drastically reduced.

There is a continuous exit of small farmers from business, due to the limitation of land and water and an ever increasing trend away from farming to other professions. Today's farmers need to adapt to this process by making the required transition from being simple producers to becoming managers of an agricultural enterprise, armed with the latest technologies and know-how, as well as an understanding of the market.

Agricultural diversification, coupled with intensive Research and Development and effective up-to-date extension services for rural farms, will prevent the transformation of additional farming lands for non-agricultural use and keep farmers and rural professions in business. As technology and intensive agricultural methods change the conditions of agricultural production, farmers need to explore other alternatives in order to remain in the rural areas.

Taking into account current trends, Israel is ready to share its rich experience in agribusiness for the enhancement of rural development.

### Aims

The proposed training program aims at contributing to rural women's empowerment by exploring agricultural entrepreneurship, as well as additional, farm related components of the rural economy contributing to income generation and employment, taking into consideration the adaptability of methods and technologies, to meet local conditions in each participant's country. The participants will be exposed to the various aspects of planning, development, and management of small businesses in agro-industries, so that by the end of the workshop they are able to:

- Use the tools of value chain analysis to elaborate growth strategies
- Organize, supervise, and manage farm production effectively and profitably
- Initiate, organize, and manage small agribusiness projects
- Provide tools for supporting small scale businesses in rural areas
- Plan and organize small and large agriculture enterprises with an emphasis on the entrepreneurial concept

### Program Topics

The course will be held at two of MASHAV's training centers and will include professional lectures and visits on the following subjects:

#### **At MCTC – The Golda Meir MASHAV Carmel International Training Center:**

- Entrepreneurial Training: How to start and manage a microenterprise
- Marketing strategies for small businesses in the rural areas
- Women in business and the principles of gender mainstreaming
- Networking and Leadership skills
- Support systems in Israel and best practices in promoting innovative entrepreneurship

### **At MATC – MASHAV’s International Agricultural Training Center:**

- Agriculture and rural development
- New trends in modern agriculture (technological advancements, nutritional concerns, water/energy management)
- Implementation of agricultural projects
- Branding and marketing agricultural produce
- The linkage between research, extension, and applied agriculture

## **Application**

### **Application Requirements**

The course is geared towards policymakers, professionals, and practitioners involved in agriculture and rural development, as well as representatives of the agriculture private sector. Candidates should hold an academic degree in related disciplines and have at least five years of professional work experience in related fields.

Priority will be given to candidates selected by **UNIDO**.

A full command of English is required

### **Application forms**

Application forms and other information may be obtained at the nearest Israeli mission or at MASHAV’s website: <http://mashav.mfa.gov.il/MFA/mashav/Courses/Pages/default.aspx>.

Completed application forms should be sent to the relevant Israeli mission in the respective country and copy to [nuria@mctc.org.il](mailto:nuria@mctc.org.il) by the **24/2/2017**.

## **General Information**

### **Arrival and Departure**

Arrival date: 23/4/2017

Opening date: 23/4/2017

Closing date: 11/5/2017

Departure date: 12/5/2017

Participants must arrive at the training center on the arrival date, and leave on the departure date. Early arrivals/late departures if required, must be arranged by the participants themselves, directly with the hotel/center, and must be paid for by the participant him/herself.

### **Location and Accommodation**

**MASHAV** awards a limited number of scholarships. The scholarship covers the cost of the training program including lectures and field visits, full board accommodation in double rooms (two participants per room), health insurance (see below) and transfers to and from the airport. Airfares and daily allowance are not included in the scholarship. **UNIDO** will cover the airfares of those selected by their offices.

### **Health Services**

Medical insurance covers medical services and hospitalization in case of emergency. It does not cover the treatment of chronic or serious diseases, specific medications taken by the participant on a regular basis, dental care and eyeglasses. Health authorities recommend that visitors to Israel make sure they have been inoculated against tetanus in the last ten years. Subject to the full binding policy conditions. Participants are responsible for all other expenses.

The course will be held at **The Golda Meir MASHAV Carmel International Training Center (MCTC) 23/4 – 3/5, 2017**, situated at **12 David Pinsky Street, Haifa**, and (second part of the training) at **MASHAV's International agriculture training center (MATC) 3-12/5, 2017**.

Participants will be accommodated at **MCTC and MATC** in double rooms (two participants per room).

## **About MASHAV**

MASHAV – Israel's Agency for International Development Cooperation is dedicated to providing developing countries with the best of Israel's experience in development and planning. As a member of the family of nations, The State of Israel is committed to fulfilling its responsibility to contribute to the fight against poverty and to the global efforts to achieve sustainable development. MASHAV, representing Israel and its people, focuses its efforts on capacity building, sharing relevant expertise accumulated during Israel's own development experience to empower governments, communities and individuals to improve their own lives. MASHAV's approach is to ensure social, economic and environmental sustainable development, and is taking active part in the international community's process of shaping the Post-2015 Agenda, to define the new set of the global Sustainable Development Goals (SDGs).

MASHAV's activities focus primarily on areas in which Israel has a competitive advantage, including agriculture and rural development; water resources management; entrepreneurship and innovation; community development; medicine and public health, empowerment of women and education. Professional programs are based on a "train the trainers" approach to institutional and human capacity building, and are conducted both in Israel and abroad. Project development is supported by the seconding of short and long-term experts, as well as on-site interventions. Since its establishment, MASHAV has promoted the centrality of human resource enrichment and institutional capacity building in the development process – an approach which has attained global consensus.

<http://mashav.mfa.gov.il>

<https://www.facebook.com/MASHAVisrael>

## **About The Golda Meir MASHAV Carmel International Training Center (MCTC)**

The Golda Meir MASHAV Carmel International Training Center (MCTC) was established in 1961 to assist in the training of women engaged in community work in the newly emerging states in Africa and Asia. Since the establishment of MCTC, some 22,500 participants from over 150 countries in Asia, Africa, Europe, Central Asia, Eastern Europe, Latin America, the Middle East, Oceania, and the Caribbean have attended over 650 capacity-building programs and workshops, and 29 International Conferences for Women Leaders, conducted in Israel.

MCTC focuses on three areas of study: Community Development, Early Childhood Education, and Organization and Management of Microenterprises, all with gender as a crosscutting issue. In each training program there are up to 30 women and men from various countries. Usually two workshops are conducted concurrently in different languages (English, French, Spanish, Russian, or Arabic). The Center is located on Mount Carmel in Haifa. The building consists of living accommodation and classrooms, as well as recreation and dining facilities. A library and a computer laboratory with internet access serve the participants. MCTC enjoys the active cooperation of a number of international organizations, governmental and non-governmental organizations and development authorities. [www.mctc.org.il](http://www.mctc.org.il)

**For further information, please contact:**

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## **About MATC**

MATC - MASHAV's International Agricultural Training Center - specializes since 1963 in human capacity building and training programs in the fields of agriculture, water management, environment and rural development. MATC conducts international, regional and country specific courses as well as professional study-tours, workshops and conferences based on Israeli agricultural know-how, innovation, and development experience. Its training programs, conducted in English, Spanish, French, Russian, and Arabic, are specifically designed to improve agricultural production in developing countries, to promote food security and to create partnerships as well as ongoing international cooperation for sustainable development. MATC works in close cooperation with Israel's Ministry of Agriculture and Rural Development and its Center for International Agricultural Development Cooperation – CINADCO.

**For further information, please contact:**

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## **About UNIDO**

The United Nations Industrial Development Organization (UNIDO) is a Specialized Agency of the UN system dedicated to the promotion of sustainable industrial development. It counts 174 Member States and delivers technical assistance services in over 100 countries. UNIDO's Agribusiness Development Branch provides technical cooperation services to assist developing countries add value to their agricultural output and generate employment opportunities in off-farm activities, thereby contributing to increased food security and reduction of poverty.

The services of the Branch aim at linking resources and markets in agribusiness value chains, strengthening forward and backward industrial linkages to support sustainable livelihood and economic transformation.

Their benefits extend to poor and marginalized rural population groups, to urban agro-industries and to communities facing human security challenges or requiring urgent supplies of agricultural equipment and/or the rehabilitation of crisis-damaged agro-industries. Visit [www.unido.org](http://www.unido.org) for more information