

AMAD

DUTIES & FUNCTIONS

A. Agribusiness Investment Promotion

- Generate agribusiness investment opportunities and potentials
- Identify priority areas for agribusiness investment
- Assist in packaging of agribusiness investment opportunity studies
- Conduct of agribusiness investment fora, conferences, matchings, dialogues, congresses
- Organize/assist in bound and outbound missions

B. Market Promotion

- Market linkages and/or matching of farmers and cooperatives with buyers
- Organize/participate in foreign and local agri-trade fairs together with private sector
- Participate in selling mission together with private sector

C. Agribusiness Entrepreneurship, Enterprise Development

- Provide technical assistance to agri & fishery enterprises
 - Package agribusiness projects for specific beneficiaries
 - Prepare farm enterprise budget and business plan
- Assist in organizing and strengthening industry associations
- Identify commodity value added products