



AMATHEON AGRI

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AMATHEON HOSTS VICE PRESIDENT'S VISIT

By [Langmead & Baker](#) on November 28, 2012



Vice president Dr Guy Scott with Amatheon Agri Germany Chief Executive Officer Carl Bruhn (left) and Chief Executive Officer for Amatheon Agri Zambia Andy Fleming (second from right) during the launch of Amatheon Agri Zambia in Mumbwa on Tuesday, November 27, 2012.

Agribusiness company promises sustainable growth with community involvement

Vice President Hon. Guy Scott and Labour Minister Hon. Fackson Shamenda toured Amatheon Agri's flagship 20,000 hectare farm in Mumbwa District today (November 27, 2012)

Amatheon's senior management, including Chief Executive Carl Bruhn and Amatheon Agri Zambia Chief Executive Andrew Fleming were on hand to answer questions about the company's business and long-term strategy during the field day, which was also attended by local MP Brig. Gen. Dr Brian Chituwo, German Ambassador Bernd Finke, Senior Chief Shakumbila, Chief Kaindu, District Commissioner Sunday Shamambanse and delegations from the Ministry of Agriculture, ZESCO and Zambia National Farmers' Union (ZNFU).

"We are very honoured to welcome such an elite group of guests to our farm here in the Big Concession today," said Mr Bruhn, CEO of the Amatheon Agri Holding which is based in Berlin. "We chose to invest in Zambia due to its strong agricultural potential, the growing population as well as the robust economy and stable government. Our extensive research of the African markets proved effective; Zambia is indeed a very welcoming investment destination."

Amatheon is the first German company to invest in large-scale irrigated farming in Zambia. The company plans to irrigate up to 10,000 hectares for food production.

"Investments in agriculture are not short term; every experienced farmer knows that," said Mr Bruhn. "Before we can actually farm, we have to prepare the area and make the land ready for cultivation. The Big Concession has historically been planned as a large scale farming area, but in the past the lack of electricity and appropriate roads left the region widely underdeveloped."

That has now changed: electricity is about to be connected; one of the main roads has been earmarked for upgrading by the government; and Amatheon will harvest its first crops in April. Workers' accommodation has largely been completed and first local farmers from the surrounding area have been enlisted on the Amatheon agricultural extension scheme.

It is well known that agricultural growth is essential for reducing hunger and poverty. This is especially true in Africa, where agriculture is the dominant employer and a significant driver for GDP growth.

"We are aiming for realistic, steady and sustainable growth that takes into account the communities in which we work, the requirements of the authorities, and the environment," said Mr Fleming, CEO of Amatheon Agri Zambia Ltd, the Zambian subsidiary to the Amatheon Agri Holding.

According to Mr Bruhn, Amatheon plans to invest up to US\$50million (ZMK257 billion) in the development of farming and food business in Zambia. In addition to Amatheon's plans to grow traditional crops such as soya, wheat, maize and barley, future operations might also include cattle and timber. The company's long term objective is the vertical integration of arable land into Zambia's value chain, which will also add to the country's growing economy.

About Amatheon

Amatheon Agri Holding N.V. is a European agribusiness and farming company developing sustainable projects mainly in Africa.

Through the development of new, large scale irrigated agriculture operations, it aims to create shareholder value, community improvement and increased food production.

Amatheon is centred on the extensive agricultural expertise of its team. It is based in Berlin and has management structures in Germany, the UK, Zambia and South Africa. Amatheon is leveraging on local knowledge and expertise to secure its success.

More information is available at www.amatheon-agri.com