

# AGRIBUSINESS MISSION TO GERMANY

DISCOVER WITH US HOW GERMANY IS EUROPE'S SECOND  
LARGEST AGRICULTURAL PRODUCER THROUGH ITS INNOVATIONS

Frankfurt • Heidelberg • Stuttgart

Date: 10th to 12th June 2024

## Background

In the pursuit of sustainable solutions for Asia's food concerns, we turn to countries that not only ensure self-sufficiency but also excel in exporting food products. Enter Germany, Europe's second-largest agricultural producer!

According to the Country Commercial Guides of International Trade Administration, U.S. Department of Commerce, the year 2021 witnessed Germany's remarkable standing as the third-largest global importer and exporter of consumer-oriented agricultural products—trailing only behind China and the United States. Moreover, it proudly stood out as the preeminent European market for foreign producers.

Join us on this mission trip as we delve into the invaluable lessons Germany offers in food production, security, and international agricultural trade. Together, let's explore innovative approaches to address the pressing issues surrounding food sustainability in Asia.

## Programme Objectives

The International Association for Agricultural Sustainability (IAAS), in collaboration with DLG, is excited to announce a transformative 3-day Agribusiness Mission to Germany. The primary objective of the business mission to Germany is to explore and enhance collaborative opportunities in the agri-food technology sector through direct engagement with key stakeholders, industry experts, and innovative startups. This mission aims to achieve the following specific goals:

- **Gain Insights into Policy and Business Considerations in Agri-food Technologies:** Participate in the Business Forum in Frankfurt to understand the latest developments, policies, and business strategies influencing the agri-food technology landscape.
- **Establish Strategic Partnerships and Networks:** Engage in business networking sessions with experts, practitioners, and stakeholders from Europe and Asia, including members of DLG (German Agricultural Society) and APAARI (Asia-Pacific Association of Agricultural Research Institutions), to foster long-term collaborations.
- **Showcase and Evaluate Emerging Innovations:** Attend presentations and pitch sessions by selected startup companies to identify promising technologies and business models that can be leveraged for mutual benefit.
- **Explore Innovative Bioproducts and Technologies:** Conduct site visits to Marmorkrebs Bioproducts, Treeo, the Institute of Food Science and Biotechnology at the University of Hohenheim, and InnoGreenhouse to gain firsthand knowledge of cutting-edge research and commercialization efforts in the agri-food sector.
- **Enhance Knowledge and Capabilities:** Participate in debrief sessions and business networking activities to consolidate learnings, share experiences, and discuss potential applications and adaptations of German innovations within the home context.

By achieving these objectives, the mission seeks to build robust international networks, facilitate the exchange of knowledge, and drive advancements in agri-food technologies that can contribute to sustainable agricultural practices and food security.



**HEAD OF THE DELEGATION  
ASIAN FAMILY BUSINESS MISSION  
DR. WEE-LIANG TAN**

Vice Chairman, International Association for Agricultural Sustainability (IAAS)  
Associate Faculty, the Lee Kong Chian School of Business, Singapore Management University, Singapore



**ADVISOR OF ASIA FAMILY  
BUSINESS MISSION  
DR. ANNIE KOH**

Professor Emeritus of Finance (Practice) & Senior Advisor, Business Families Institute, Singapore Management University  
Board Director of Singapore Food Agency, Singapore



**CONFERENCE LOCAL CHAIR  
DR. NILS BORCHARD**

Head of Research and Innovation DLG e.V.



**CONFERENCE CHAIR  
DR. TZONG-RU LEE**

Professor, Department of Marketing, National Chung Hsing University, Taiwan

Site visits and sharing session with:



Heidelberg Innovation Park



Marmorkrebs Bioproducts



Treeo



University of Hohenheim

Organizer:



Conference Local Organizer:



Co-organizers:



INNOVATE 360



## TENTATIVE PROGRAMME\*

### Day 1 9<sup>th</sup> June 2024 (Sunday) Frankfurt

- Arrive at Frankfurt, Germany
- Check-in at Hotel

### Day 2 10<sup>th</sup> June 2024 (Monday) Frankfurt

- Business Forum-Developing Agri-food Technologies: Policy and Business Considerations (*refer to pg3-4 for details*)
- Business networking with experts, practitioners, and stakeholders from Europe/Asia
- Networking lunch & dinner

### Day 3 11<sup>th</sup> June 2024 (Tuesday) Frankfurt – Heidelberg – Stuttgart

#### Heidelberg

- Site Visit 1: Heidelberg Innovation Park
  - Company Presentation by The Cultivated B
  - Pitches by 3 Startup companies:
    - Badische Peptide & Protein GmbH (Protein supplier startup / food)
    - Prefiro (field robot startup / agritech)
    - Freshtaste (Smart fridge startup / gastronomy)
- Site Visit 2: Marmorkrebs Bioproducts (marbled crayfish)

#### Stuttgart

- Networking dinner with *Startup companies' representatives*:

### Day 4 12<sup>th</sup> June 2024 (Wednesday) Stuttgart

- Site Visit 3: Treeo
- Site Visit 4: University of Hohenheim, Institute of Food Science and Biotechnology
- Networking lunch & dinner

### Day 5 13<sup>th</sup> June 2024 (Thursday)

- Departure from Stuttgart to your destination

\* Programme is tentative and subject to changes



## Developing Agri-food Technologies: Policy and Business Considerations

CET	Morning Session
<b>Opening Speech</b>	
09:00   09:05	<b>Dr. Tan Wee Liang</b> Head of the Delegation, Asian Family Business Mission Vice Chairman, International Association for Agricultural Sustainability (IAAS) Associate Faculty, the Lee Kong Chian School of Business, Singapore Management University, Singapore
09:05   09:10	<b>Dr. Nils Borchard</b> Conference Local Chair Head of Research and Innovation DLG e.V.
<b>Session 1 – The State of Advances in Alternative Proteins: Tales from Europe and Asia</b>	
09:10   09:35	<b><i>“Introduction to Singapore’s Alternative Protein Ecosystem”</i></b> <b>Valerie Pang</b> Former innovation Associate of Good Food Institute (GFI) APAC
09:35   10:00	<b><i>“Topic-TBC”</i></b> <b>Ira van Eelen</b> Co-founder & CEO of KindEarth.Tech   Co-founder of RESPECTfarms Board Member of Foodtech   Founder of ToothCamp Board member of Cellulaire Agricultuur Nederland
10:00   10:15	<b>Tea Break</b>
<b>Session 2 - Business Model Innovation for Sustainable Food Systems</b>	
10:20   10:40	<b><i>“Trade for Change : New Approach for Brands, Technology placement and distribution or conquering underserved markets by fighting poverty and hunger.”</i></b> <b>Guest Speaker: Falk W Foell</b> Managing Director at ReProWa GmbH Advisory Board Chair cum Founder of JF AgroFish & Processing PLC
10:40   11:20	<b>Panel</b> <b>Moderator: Dr. Annie Koh</b> Advisor of Agribusiness Mission Professor Emeritus of Finance (Practice) & Senior Advisor, Business Families Institute, Singapore Management University Board Director of Singapore Food Agency, Singapore <b>Panelists:</b> <b>Falk W Foell</b> Managing Director at ReProWa GmbH Advisory Board Chair cum Founder of JF AgroFish & Processing PLC <b>Ertan Can</b> Founder, Multiple Capital
<b>Session 3 – Revolutionizing Agriculture: Innovations for Enhanced Carbon Sequestration in Farming</b>	
11:20   12:10	<b><i>“Topic-TBC”</i></b> <b>Dr. Nils Borchard</b> Head of Research and Innovation DLG e.V.


CET	Afternoon Session
<b>Session 4 - Sustainable Agriculture and Technological Innovations: Global Perspectives and Local Initiatives</b>	
14:00   14:25	<p><b><i>“Global Perspectives on Australian agrifood innovation in climate-smart agriculture”</i></b></p> <p><b>Su McCluskey</b></p> <p>Special Representative for Australian Agriculture, Department of Agriculture at Fisheries and Forestry, Australian Government</p>
14:25   14:50	<p><b><i>“Ecosystem Driven Approach to Transform Agri-food Systems”</i></b></p> <p><b>Dr. Philipp Rittershaus</b></p> <p>Head of Corporate Innovation &amp; Startup Coaching, ROOTCAMP</p>
14:50   15:10	<p><b><i>“Pesticide Residue Mitigation, Biopesticide regulation and Innovation; Success Stories from Bangladesh”</i></b></p> <p><b>MS. Darshika Senadheera</b></p> <p>Technical Support of The Asia-Pacific Association of Agricultural Research Institutions (APAARI)</p>
15:10   15:30	<b><i>Tea Break</i></b>
<b>Session 5 - Business Matching Hours</b>	
15:30   16:30	<p><b><i>Business Matching Hours</i></b></p> <p>Participants can showcase their ventures and engage with dynamic agri-food entrepreneurs, alongside a panel of keen investors for networking and collaboration opportunities.</p>
16:30   17:00	<b><i>Concluding Remarks</i></b>

Note: The above itinerary in Germany will be conducted in English. Programme is tentative and might differ from actual.




Profile of Organizer	
	<p><b>International Association for Agricultural Sustainability (IAAS)</b></p> <p><a href="http://www.iaas.org.sg/">http://www.iaas.org.sg/</a></p> <p>IAAS is a not-for-profit association serving the professional interests of members working in agricultural and broadly related fields of applied economics.</p> <p>IAAS committed to our goals in helping establish a healthy food system for global food and nutrition security; preserving our natural resources and environment for sustainable agricultural practice; improving the quality of life through advancement of innovation and successful agricultural businesses; and empowering the next generation of leaders through sharing of agricultural knowledge, methodology development, and community engagement.</p>
Profile of Joint Organizers	
	<p><b>Deutsche Landwirtschafts-Gesellschaft (DLG)</b></p> <p><a href="https://www.dlg.org/en/">https://www.dlg.org/en/</a></p> <p>The DLG (Deutsche Landwirtschafts-Gesellschaft – German Agricultural Society) was founded by the engineer and author Max Eyth in the year 1885. It has around 30,000 members and is a leading organization in the agricultural and food sectors.</p> <p>DLG eV provides agricultural services. The Company operates as a foundation that promotes technical and scientific progress of agriculture internationally. DLG performs services such as knowledge transfers, trade exhibitions, machinery and farm input tests, and food tests.</p> <p>DLG operates internationally. It shares knowledge and expertise worldwide with leading international practitioners, experts and other specialist organizations.</p> <p>Its activity areas are:</p> <ul style="list-style-type: none"> <li>- knowledge transfer</li> <li>- trade exhibitions</li> <li>- machinery and farm input tests</li> <li>- food tests</li> </ul>
	<p><b>The Asia-Pacific Association of Agricultural Research Institutions (APAARI)</b></p> <p><a href="https://www.apaari.org/">https://www.apaari.org/</a></p> <p>Reading's The Asia-Pacific Association of Agricultural Research Institutions (APAARI) was founded in 1990 by the initiative of the Food and Agriculture Organization of the United Nations (FAO) and Governments of China, Fiji, India, Iran, Malaysia, New Zealand, Pakistan, Papua New Guinea, Philippines, Republic of Korea, Sri Lanka, Thailand, and Western Samoa.</p> <p>APAARI is a membership-based, apolitical, multi-stakeholder, and intergovernmental regional organization that aims to catalyze collective action to improve agri-food systems in the Asia-Pacific region. It brings together regional, national, and global stakeholders to bridge gaps and strengthen agri-food research and innovation systems towards more sustainable development in the Asia-Pacific region.</p>
	<p><b>Crowdfoods-Food Entrepreneur &amp; Startup Association</b></p> <p><a href="https://crowdfoods.com/">https://crowdfoods.com/</a></p> <p>Crowdfoods is the first cross-border association for founders, startups, innovators, and entrepreneurs in the food industry in Germany, Austria, Switzerland and Liechtenstein (DACHLI).</p> <p>As an association under Swiss law, Crowdfoods is a non-profit organization. Our goal is to promote founders and innovators, new companies, start-ups and innovations in the food and agricultural sector as drivers of digital, economic, and ecological change in the entire agricultural and food production chain.</p>



## Visiting Companies/Organisation Profiles

 <b>Cultivated B</b>	<p><b>The Cultivated B (TCB)</b></p> <p><a href="https://www.thecultivatedb.com/">https://www.thecultivatedb.com/</a></p> <p>The Cultivated B is a multinational company dedicated to the development and application of breakthrough technologies in cellular agriculture, precision fermentation and bioreactor engineering to enable scalable commercialization of the cellular agriculture industry.</p> <p>TCB's fundamental commitment to minimizing the natural resources used paves the way towards a sustainable future, locally, regionally, and globally.</p> <p>TCB's R&amp;D team is based in Germany. PreFer Industries and n!Biomachines, based in Canada, are subsidiaries of TCB.</p>
 <b>Marmorkrebs</b> Bioproducts	<p><b>Marmorkrebs Bioproducts</b></p> <p><a href="https://www.marmorkrebs-bio.de/">https://www.marmorkrebs-bio.de/</a></p> <p>Marmorkrebs Bioproducts offers sustainable Crayfish Meat and Chitin, a valuable biopolymer for bioplastics. Our advanced aquaculture system for crayfish meat production requires minimum amounts of water, energy and feed. Combined with our cutting-edge green biorefinery for the automated processing of shell waste, we provide a unique zero-waste approach.</p> <p>We combine biofloc technology, vertical design and a unique livestock into a closed aquaculture system that greatly reduces the dependency on water, feeds, energy and technical support. Our system promotes animal welfare, minimizes environmental impact, and enhances productivity, paving the way for a efficient and sustainable approach to aquaculture.</p>
 <b>TREEO</b>	<p><b>TREEO</b></p> <p><a href="https://treeo.one/en/">https://treeo.one/en/</a></p> <p>TREEO provides accurate &amp; traceable nature-based Carbon Dioxide Removals (CDRs) while empowering tree growers through TREEO Technology.</p> <p>TREEO connects balancers with tree growers worldwide to reliably remove CO<sub>2</sub> from the atmosphere. Our easy-to-use app provides accurate and verified data about carbon storage from every single tree, bringing credibility and transparency to the voluntary carbon market.</p>
 <b>UNIVERSITY OF HOHENHEIM</b>	<p><b>The department of Soft Matter Science and Dairy Technology, University of Hohenheim</b></p> <p><a href="https://softmatter-dairyscience.uni-hohenheim.de/en">https://softmatter-dairyscience.uni-hohenheim.de/en</a></p> <p>The department of Soft Matter Science and Dairy Technology with the associated Dairy for Research and Training is part of the Institute for Food Technology at the University of Hohenheim.</p> <p>Our focus is on the study of process-related behavior and changes in milk products and their vegan alternatives during storage to consumption. The primary objective is to investigate the treatment in the entire depth of the individual processing stages with physical, chemical, microbiological and modern immunochemical analysis methods through an interdisciplinary approach and networking research, to describe functional relationships by e.g. kinetics, modelling and simulation.</p> <p>In doing so, we work with highly complex systems with varying compositions as foods naturally are. A profound understanding of the process related changes offers the opportunity to develop new technologies that preserve natural resources and better save valuable ingredients for nutrition. The Dairy for Research and Training associated with the department also allows us to test laboratory research skills and innovative ideas for processing milk and/or vegan alternatives and to transfer them into practice. Through pilot-scale experiments, we generate initial data to assess the potential, economic viability and sustainability of a new technology. With this and especially our BSc, MSc graduates as well as our Phd students we support the transfer of knowledge on gentle and sustainable processing and new technologies into innovative companies and startups.</p>

## Pitch Deck Companies Profiles

	<p><b>BADISCHE PEPTIDE &amp; PROTEINE GMBH (BPP)</b>  <a href="https://www.badische-peptide-proteine.de/">https://www.badische-peptide-proteine.de/</a></p> <p>The BPP GmbH is a young dynamic biotech start-up company located in Mannheim, Germany. We specialize in the biotechnological production and analysis of peptides and proteins. Take advantage of our proprietary Better Peptides Production Platform to scale the production of your custom-made linear or circular peptides and protein candidates for use in agriculture, pharma, food, or cosmetics. We are looking forward to advice and working with you personally on economic and ecological solutions to scale your production.</p> <p>BPP can offer you customised solutions for your projects. There are virtually no limits to the possibilities. BPP is happy to accompany you from the first test expression to production on a gram scale and beyond.</p> <p>BPP conducts its own research and is constantly developing new and improved processes in order to be able to respond flexibly and precisely to the requirements of its customers. Equipped with modern laboratory technology, BPP offers a wide range of methods for protein analysis and can thus not only respond to our customers' wishes, but also ensure the quality of the products throughout the entire process. Our methods include photometry, various options for enzyme assays, gel analysis, chromatography (HPLC/FPLC) and MALDI-TOF mass spectrometry.</p>
	<p><b>PREFIRO</b>  <a href="https://www.prefiro.de/en">https://www.prefiro.de/en</a></p> <p>PREFIRO is a young start-up, founded by students from the Karlsruhe Institute of Technology and the University of Hohenheim. Driven by a pioneering spirit and passion for agricultural technology, we are revolutionizing agriculture.</p> <p>PREFIRO uses innovative technologies to automate this process. This means that efficient and sustainable cultivation is possible in Germany. We also pursue this approach for other specialty crops, such as green asparagus.</p>
	<p><b>Freshtaste</b>  <a href="https://www.freshtaste.de/">https://www.freshtaste.de/</a></p> <p>Founded by Alex and Elmar, who have been friends since their days training as chefs, Freshtaste was born out of a shared mission to make healthy eating more accessible in everyday working life. Having experienced firsthand the challenges of maintaining a nutritious diet amidst busy schedules, they set out to create a solution. Their journey began with an extensive test phase, exploring various approaches to smart employee catering. The positive response from companies eager for innovative solutions allowed them to develop and test their first prototype. This led to the creation of the Smart Fridge, paired with a user-friendly Freshtaste app and their own food production capabilities, making healthy food options accessible even to small businesses.</p> <p>After four years of bootstrapping, EKK &amp; Co. joined as an investor, propelling Freshtaste into a new phase of growth. Today, Freshtaste boasts a product range of over 200 items, serving more than 5,000 regular monthly users. The team has expanded to over 50 employees, representing 18 different nationalities, and the company continues to grow its delivery area beyond the Rhine-Neckar triangle, encompassing northern Baden-Württemberg, the Palatinate, and Hesse.</p> <p>Freshtaste's mission extends beyond providing healthy meals; it's about fostering team culture. By bringing teams together at the table, Freshtaste strengthens workplace culture and camaraderie. This philosophy inspired a rebranding in 2019 from "Eat better at work" to "Bringing Teams Together," reflecting their commitment to building stronger teams through shared meals. Their updated brand identity features an open, interactive website and a vibrant color palette, symbolizing the energy and inclusivity of their mission. As they look to the future, Freshtaste is excited to continue bringing teams together over delicious, healthy food.</p>

ESTIMATED COST	Cost Description	Cost (SGD)
	<b>Airfare</b>  Please kindly arrange your own flight arrangements for the business mission.  Participants are responsible for arranging transportation to and from the hotel and airport.  All participants are strongly advised to arrive at Frankfurt on 9th June 2024.	Self-Arrangement
	<b>Hotel Accommodation* (inclusive of all taxes)</b> <ul style="list-style-type: none"> <li>2 nights at Frankfurt <i>(inclusive of breakfast)</i></li> <li>2 nights at Stuggart <i>(inclusive of breakfast)</i></li> </ul>	Single occupancy: S\$1,680 per pax
	*Hotels in Frankfurt and Stuggart only offer queen-size beds.	Shared accommodation: S\$980 per pax
	<b>Common Fund (inclusive of all taxes)</b> <ul style="list-style-type: none"> <li>On-ground transport (exclusive airport transfers)</li> <li>Meals</li> <li>Lectures, business meetings, corporate visits, networking</li> <li>Guides and other manpower</li> <li>Other misc expenses</li> </ul>	S\$1,800
	<b>Total Cost for Single occupancy</b>  <b>Total Cost for Shared accommodation</b>  <b>(Total Cost is inclusive of accommodation, tax, and common fund)</b>	<b>S\$ 3,480 (per pax)</b>  <b>S\$ 2,780 (per pax)</b>

## REGISTRATION FORM

To register for the business mission to Germany, please click on the following link to fill out the form or contact Ms Shanny Shen at [shannyshen@iaas.org.sg](mailto:shannyshen@iaas.org.sg).

[Click Here to Register Your Interest](#)



## TERMS OF PARTICIPATION

By virtue of agreeing to participate in the above Mission, the participant and/or the company/organisation they represent, hereby consent to the following terms of participation:

All participants are strongly advised to arrange visa documents (if required) and purchase full insurance coverage for their overseas travel needs. We recommend all participants to insure themselves with the necessary coverage for overseas travel, medical, emergency evacuation, COVID-19 coverage, and trip cancellations/ interruptions, etc.

- (a) The International Association for Agricultural Sustainability (IAAS) shall be fully indemnified against any liability whatsoever resulting from or in the event of death, injury, loss or damage to property incurred during the course of the Mission.
- (b) IAAS reserves the right, without prior notice, to make changes and/or amendments to the Mission programme, in part or in whole for the Mission, as it deems fit or as the circumstances dictate.
- (c) Mission participants who make their own flight and hotel accommodation arrangements are strongly advised to update themselves with the latest programme and ensure that they meet up with the main group punctually at the designated locations. IAAS will not be held liable should mission participants fail to turn up punctually for meetings or activities organized in this Mission.
- (d) IAAS shall not be responsible in any way for loss, injury or damage arising from acts of God, acts of governments or de facto authority, war, civil unrest, any kind of hostilities, strikes, theft, sickness, quarantine, immigration or customs regulations, hijacking, acts of lawlessness or terrorism, forces of nature, breakdown, delay, cancellation, error, omissions or any other cause beyond our control.
- (e) Cancellations must be made to IAAS in writing. Please note that cancellation fees apply as follows:
  - a. Cancellations received 30 days or more prior to departure, Participants liable to pay 50% of the common fund.
  - b. Cancellations received 15 to 29 days prior to departure, Participants liable to pay 70% of the common fund.
  - c. Cancellations received less than 15 days prior to departure, Participants liable to pay full sum of the common fund.
  - d. Please note that the Participants are also liable for the cancellation policies dictated by the airlines and hotel.