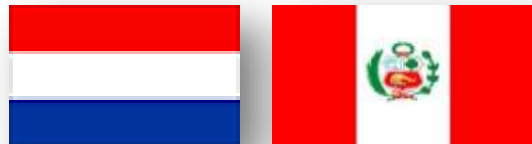


Metropolitan Food Security Seguridad Metropolitana de Alimentos

**Twice as Much Food, Twice the Quality,
Half the Resources**

**La doble cantidad de Alimentos,
el doble en calidad, la mitad en Recursos**

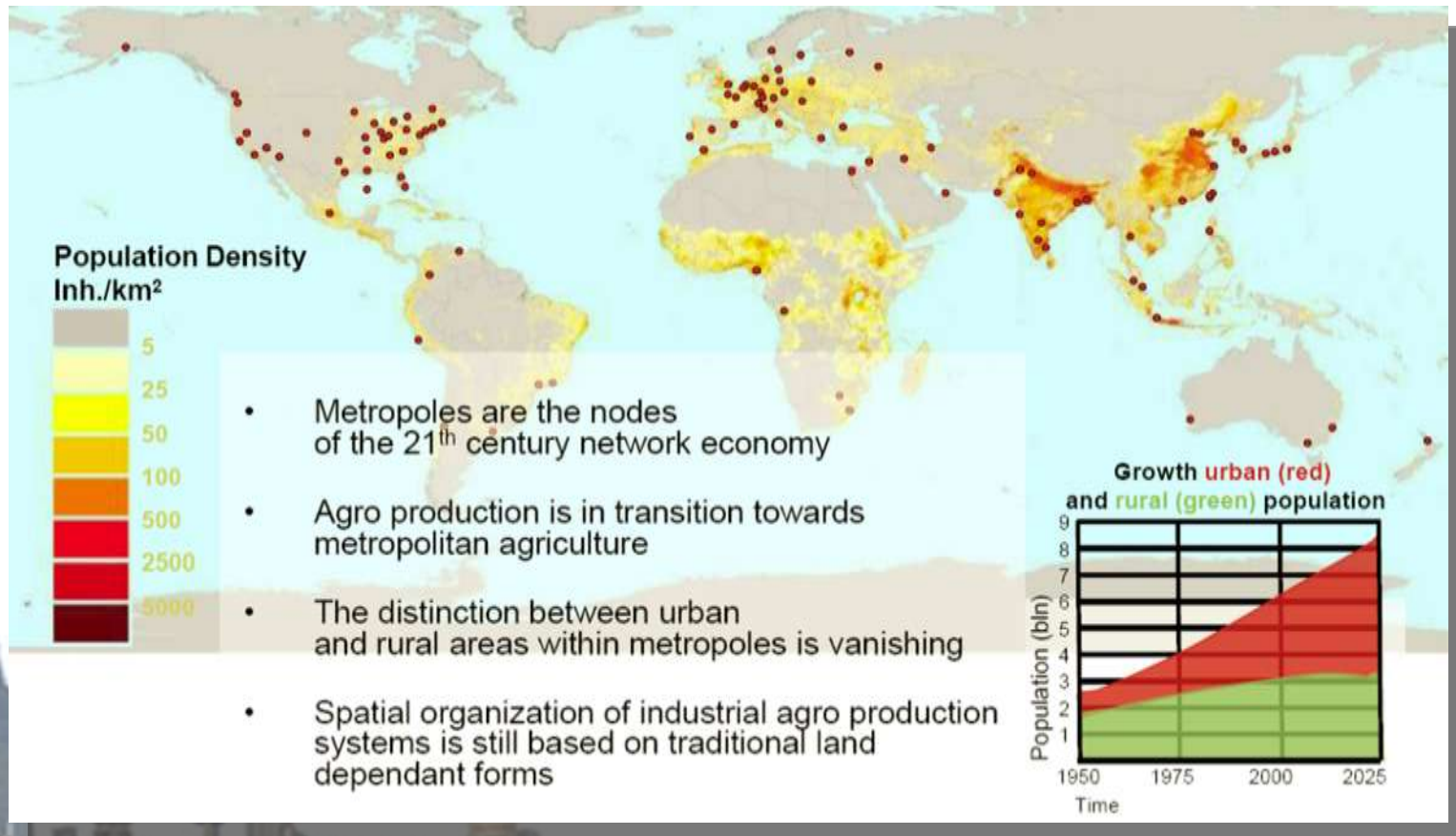


Mr. Jan Hak

Vice-Chairman MFS, Head 'Emerging Markets'

Metropolitan Food Security

Seguridad Metropolitana de Alimentos



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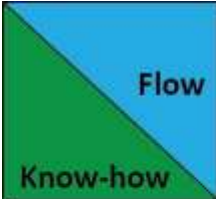












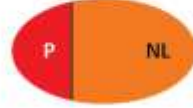





Most Dynamic Cities of 2025:

Rank	City	Country	Population (millions)		GDP (billions of U.S. dollars)			
			2010	2025	2010	2025	Total Growth	% Growth
1	Shanghai	China	22.3	30.9	250.7	1,112.2	861.5	344
2	Beijing	China	18.8	29.6	206.2	1,027.9	821.7	398
3	Tianjin	China	11.1	15.2	128.8	624.4	495.7	385
4	São Paulo	Brazil	19.7	23.2	437.3	912.9	475.7	109
5	Guangzhou	China	11.1	14.9	146.1	573.0	426.9	292
66	Lima	Peru	9.2	11.8	77.3	184.7	107.3	139

Ranked by projected absolute GDP growth 2012-2025 at predicted real exchange rates. Source: McKinsey Global Institute Cityscope

Metropolitan Food Security

Strength – Weakness Matrix

	Input	Production	Processing	Logistics	Trade	Consumer
Hardware						
Software						
Org. ware						

P = Perú (Partner Country) / NL = Netherlands (Holanda)

Metropolitan Food Security

Seguridad Metropolitana de Alimentos

Platform for sectors:

Plataforma para sectores:

Water - Agri-Food - Horticulture (T + U)

Agua, Alimentos de Agricultura, Horticultura (T+U)

Market driven, result oriented initiative

Impulsado por el mercado, Iniciativa orientada en los resultados

- **With:** Holistic approach on Consumer Acceptance
- **Involving:** Logistics, Cleantech, Pharma and Bio-based products
- **Enabled by:** ICT and Hi-Tech

- **Con:** enfoque holístico en la Aceptación del Consumidor
- **Que implica:** Logística, Cleantech, Pharma y Productos Bio-based
- **Habilitado por:** ICT y Hi-Tech

Metropolitan Food Security

Seguridad Metropolitana de Alimentos

Characteristics:

- Innovative
- Bottom up
- Demand driven
- Chain approach (primary, secondary and tertiary sector)
- Technologies: connecting sectors
- Cementing relationship agro-sector – industry
- Entrepreneurial approach North - South



Metropolitan Food Security

Seguridad Metropolitana de Alimentos

Características:

- Innovador
- Bottom up
- Impulsado por la demanda
- Enfoque de cadena (sector primario, secundario y terciario)
- Tecnologías: sectores conectadores
- Cimentar relación sector agro – industria
- Enfoque empresarial Norte – Sur

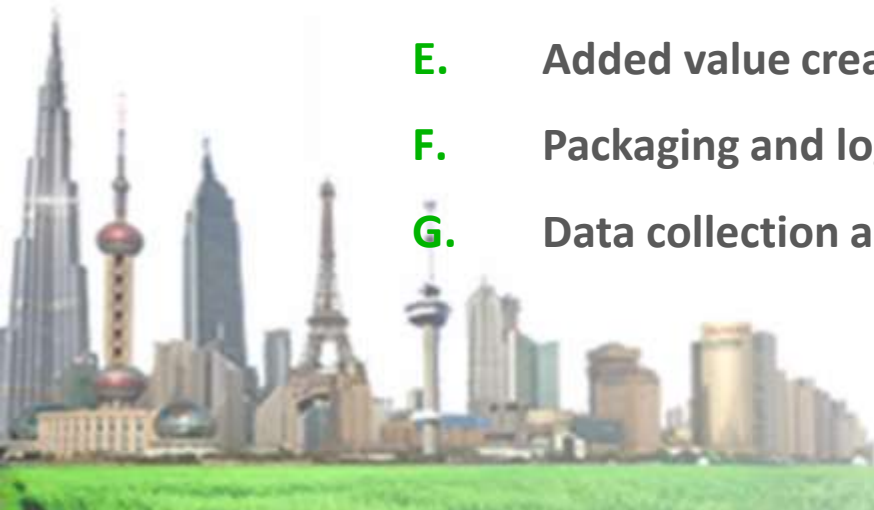


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Seguridad Metropolitana de Alimentos

Working circles:

- A.** “Orange” supply chains
- B.** Hi-Tech precision agri – and horticulture
- C.** Water in agri-food and horticulture
- D.** Harvesting and post harvest handling
- E.** Added value creation, processing
- F.** Packaging and logistics
- G.** Data collection and management

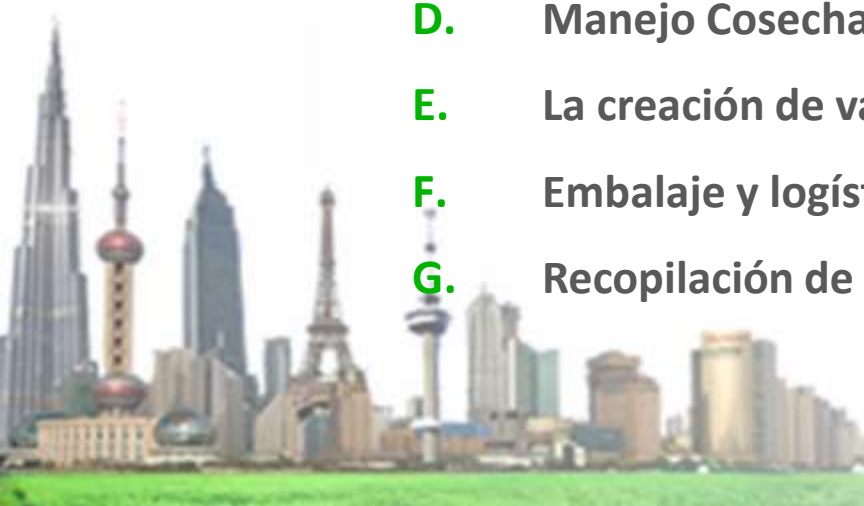


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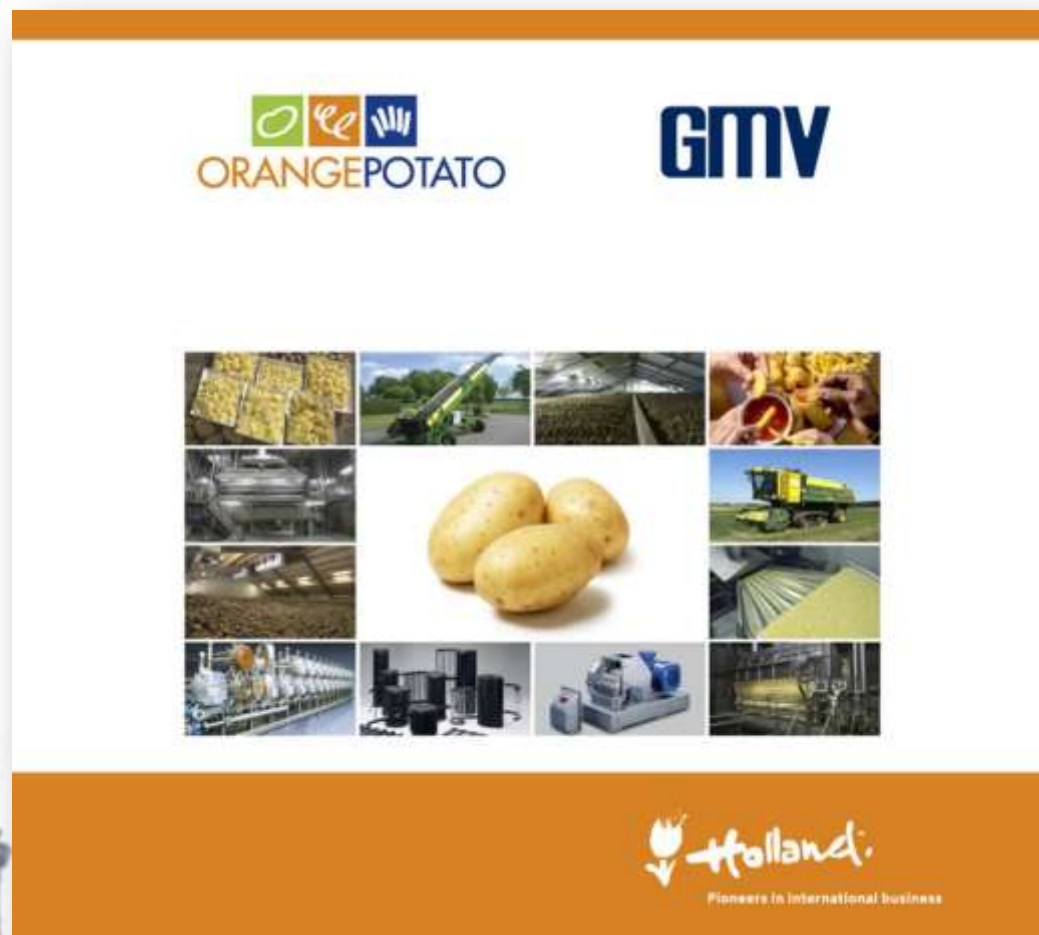
Seguridad Metropolitana de Alimentos

Círculos de trabajo:

- A.** Cadenas de suministro “Orange”
- B.** Hi-Tech precisión Agri- y Horticultura
- C.** Agua en alimentos Agri- y Horticultura
- D.** Manejo Cosecha y Post-cosecha
- E.** La creación de valor añadido, transformación
- F.** Embalaje y logística
- G.** Recopilación de datos y Gestión



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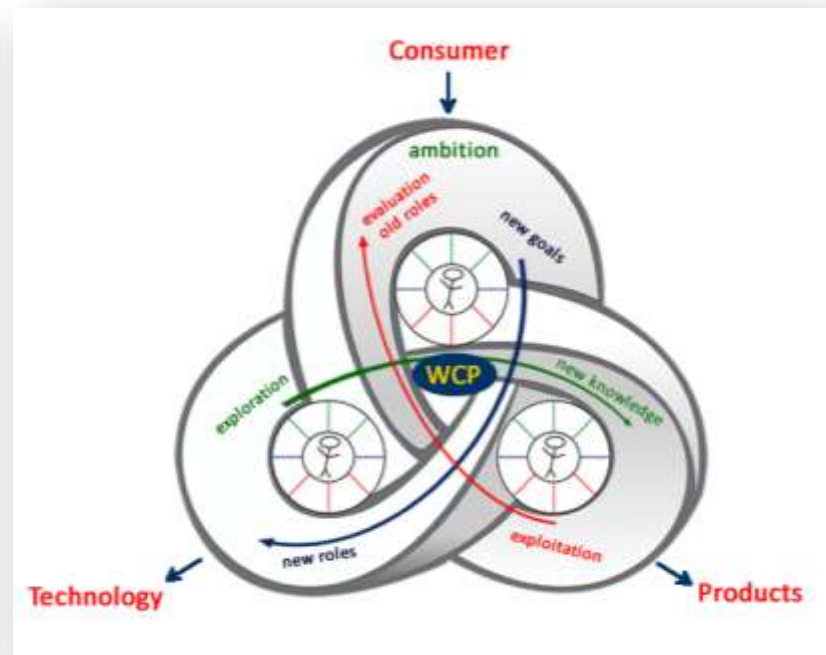
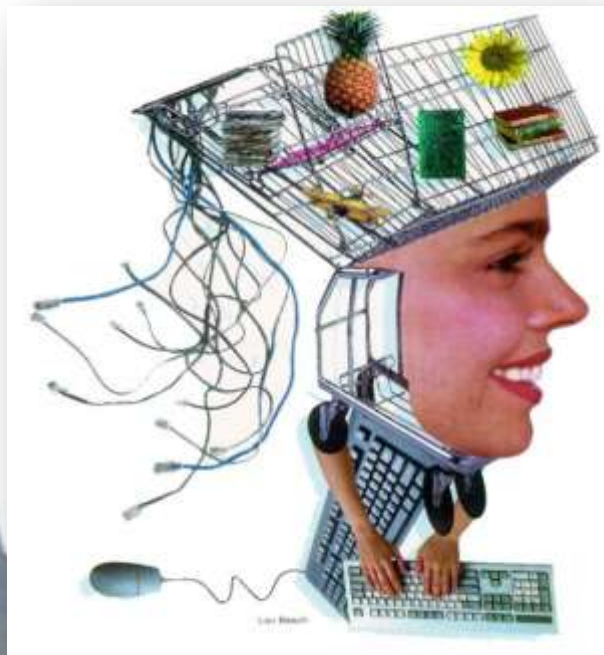
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Market-led Approach

Enfoque dirigido por el Mercado



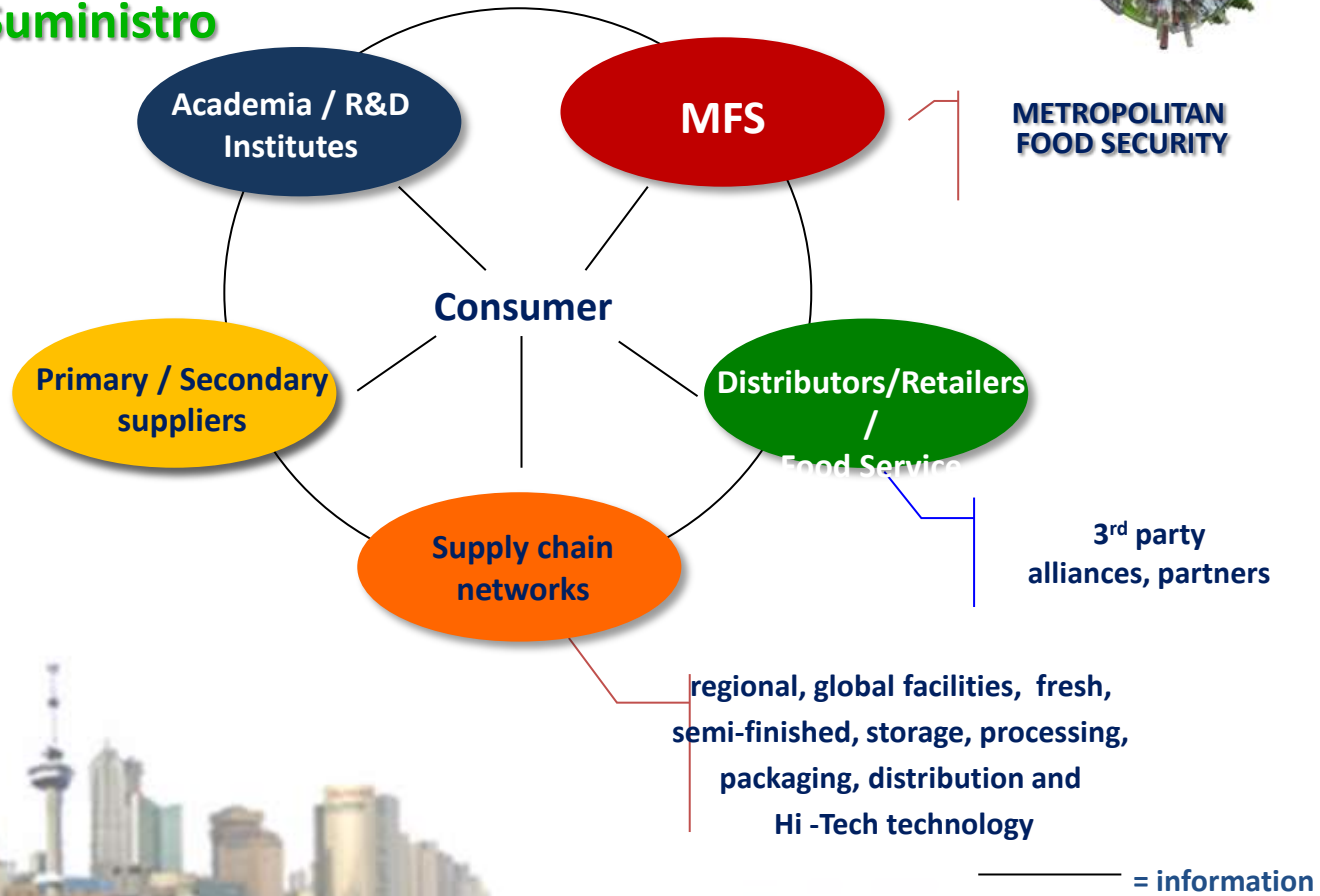
Metropolitan Food Security

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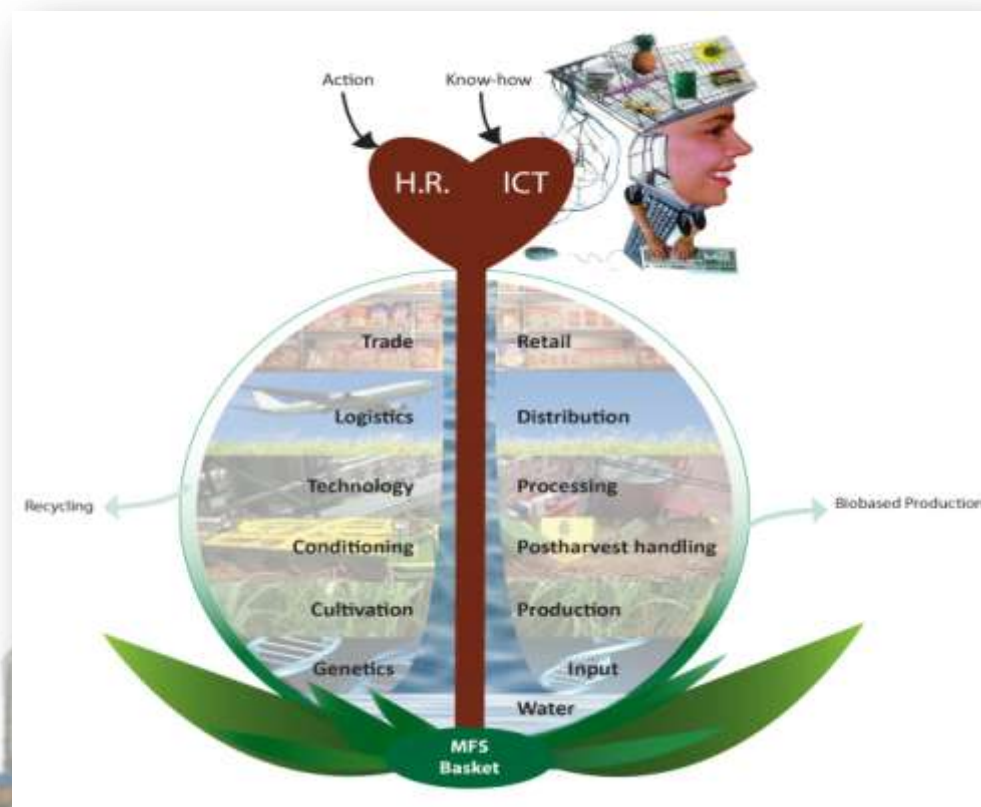
Supply System

Sistema de Suministro



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Technology Approach Enfoque Tecnológico

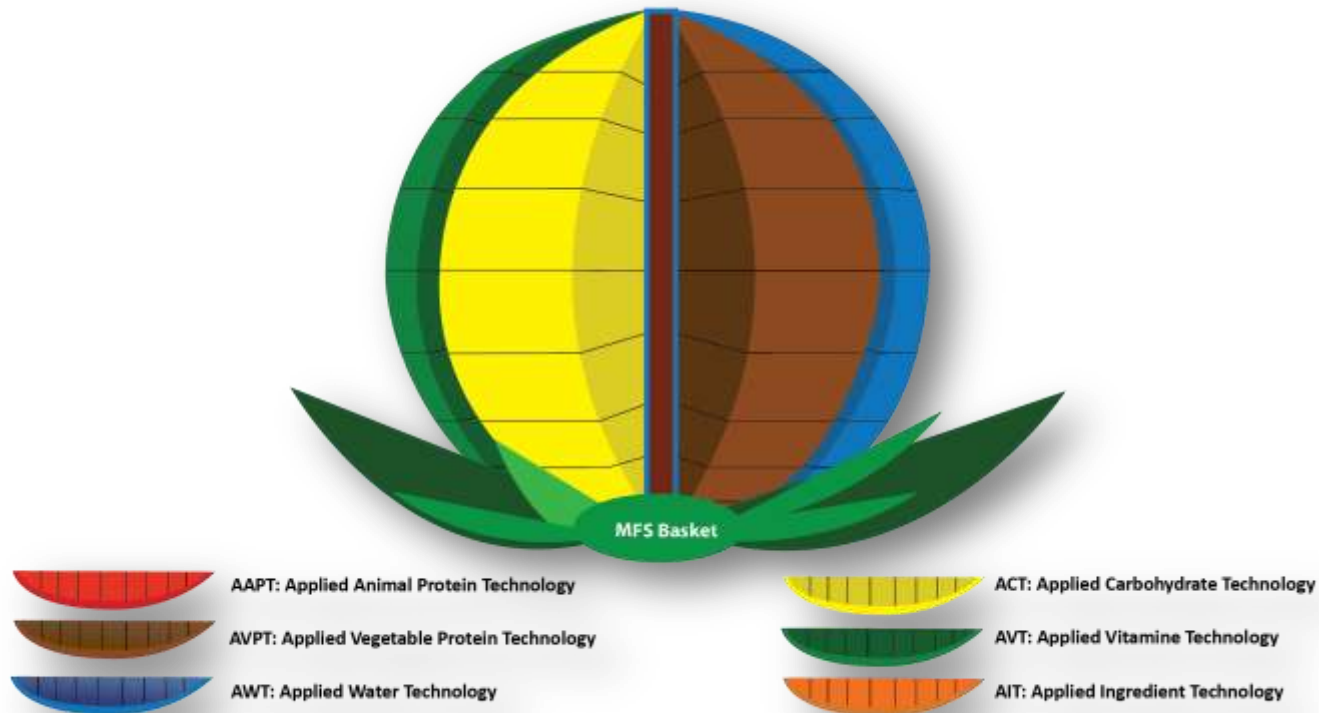


Metropolitan Food Security

Seguridad Metropolitana de Alimentos

Supply Chain Approach

Enfoque de cadena de suministro



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Seguridad Metropolitana de Alimentos

Goals :

- Peru – Netherlands cooperation business and academia
- New business opportunities
- Stimulating entrepreneurship
- Jointly securing food for urbanized areas
- Spin-off: Effects in innovations in science, technology, education, training and know-how Transfer

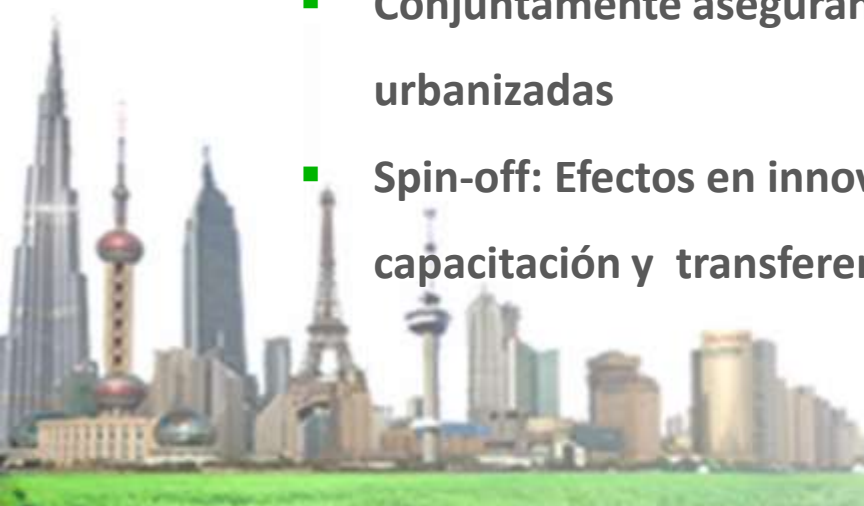


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Seguridad Metropolitana de Alimentos

Objetivos:

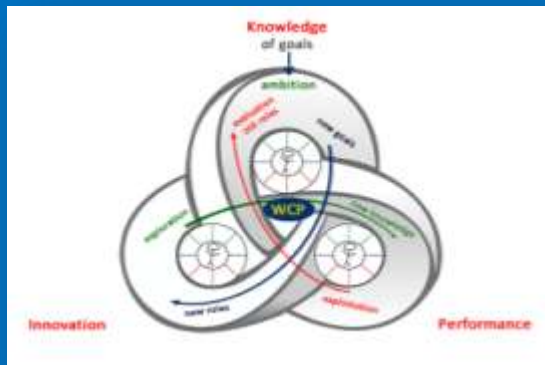
- Cooperación Peru- Los Países Bajos: empresas y academia
- Nuevas oportunidades de comercio
- Estimulando espíritu empresarial
- Conjuntamente asegurando los alimentos para las zonas urbanizadas
- Spin-off: Efectos en innovaciones en ciencia, tecnología, educación, capacitación y transferencia de conocimientos



Metropolitan Food Security

World-Class Performance (WCP)

Logros de clase mundial



Road to Success:

Ambition + Innovation +
Performance

El Camino hacia el Éxito:
Ambición, Innovación y Logros



Metropolitan Food Security Seguridad Metropolitana de Alimentos



Netherlands Agro & Food Technology Center, South America
Centro Holandesa de Tecnología de Alimentos y Agricultura, América del Sur



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www.metropolitanfoodsecurity.nl

