



IS THERE BUSINESS IN TREE PLANTING IN THE MENA REGION?

**26th of May 2021
from 13:00 PM - 14:30 PM (GMT+2)**

[Register Here](#)

The webinar aims at generating and exchanging information and experiences on challenges, strategies and opportunities of business development for tree planting in the MENA region.



**For more Information,
Contact us: info@menaqua.com**



OUR SPEAKERS



Maya Nehme

*Director of the Lebanon
Reforestation Initiative*



Nadine Khoury

COO Robinson Agri



Sander Van Kooten

*Representative at European
Investment Bank (EIB)*



Jeroen Kosterman

*Director of Operations
Menaqua*



Yvette Shamier

Interpreter

Umayya Abu

Hanna

Moderator

Rania Najjar

Interpreter



OUR WEBINAR PROGRAM

Welcome Note

13:00–13:10

by Jeroen Kosterman

Introduction

13:10–13:20

by Umayya Abu Hanna , Moderator

Interactive Session

13:20–14:20

"Is there business in tree planting in the MENA?"

Introductory speeches by our keynote speakers followed by an interactive session with the participants

Closing Remarks

14:20–14:30

by Umayya Abu Hanna , Moderator

Musical twist by Coen Jutte



WEBINAR: IS THERE BUSINESS IN TREE PLANTING IN THE MIDDLE EAST?

Menaqua is organizing a series of webinars on land restoration in the MENA (Middle East and Northern Africa) region by means of afforestation, reforestation and agroforestry. The first webinar addressed the general perspective of “How to plant more trees in MENA”. Our webinar on the 26th of May aims to generate and exchange information and experiences around the challenges, strategies and opportunities of business development in tree planting in the MENA region.

At the global level a wide range of entrepreneurs and businesses have already entered the landscape restoration industry, forming an emerging “restoration economy.” In the MENA region the development of viable business cases for tree planting is, however, more challenging: A viable business case may require the simultaneous development of multiple value chains, such as the production of commercial produce, carbon sequestration, and the provision of sustainable development goals (SDG). This may involve entirely different markets and clients/consumers. Business developers are still learning to serve such diverse markets and clients.

Another challenge is the relatively long timespan required for the development of value chains that are based on tree planting. Returns on investments may eventually be positive, but they only appear in the long-term. This may require that additional, fast-paying value chains be developed together with the tree planting.

Despite these challenges there is an increased investment in tree planting in the MENA region, however there is little information whether these projects are financially sustainable. Sound business models for afforestation, reforestation and agroforestry projects can attract more investors and boost land restoration in the MENA region.

After this webinar you will have more insights on:

"What is the real business viability of Green initiatives in the MENA region?"

