



Building Productive Capacities and **Impact Investing** in LDCs: The Case of **Nutraceuticals**

Join us to discuss an economic opportunity for LDCs

A recent report written by the Common Fund for Commodities and UNCTAD highlighted the opportunity the growing market for nutraceuticals (health foods and supplements) presents for a number of least developed and landlocked developing countries (LDCs and LLDCs). This examines the opportunities and challenges for LLDCs such as Azerbaijan, Bhutan, Bolivia, Burkina Faso, Ethiopia and Nepal.

As consumers become more aware of the benefits of a healthy diet and the dangers of junk food, they are opting for more nutritious alternatives and willing to pay a higher price for them. But how can LDCs and LLDCs that face structural and geographic disadvantages tap into his market?

Adding value, growing prosperity

Many of these countries are home to rich natural resources that could be harnessed more effectively to create high value, low volume products for export.

By adding value to their agricultural output to create nutraceutical brands, they would reduce their reliance on a small number of unprocessed commodities and protect themselves against the price volatility this causes.

At the event, our expert panel will discuss how these countries can overcome the challenges they face and take advantage of the nutraceutical opportunity to strengthen economic resilience and increase farmers' incomes.

For practical insights on how to realise the potential of nutraceuticals in Least Developed Countries join us at the event!

Date: 5 March 2023

When: 12:15 to 13:45 (90 minutes)

Where: QNCC Room 102

H.E. Ms. Rabab Fatima (UNOHRLS)

Moderated by Terryanne Chebet
(CNBC Africa)

Zoom registration