

Partnership Proposal: OWAO '26 - Outstanding Women in Agribusiness Organizations

To: Head of Mission / Economic Counselor, Embassy of the Kingdom of the Netherlands in Bangladesh

From: Mostafizur Rahman, Managing Director, Succedo Ventures

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Subject: Strategic Partnership Invitation for OWAO '26: Excellence in Upstreaming Value

1. Executive Summary

As Bangladesh prepares for its graduation from the Least Developed Countries (LDC) group in 2026, the bilateral relationship with the Netherlands is evolving into a partnership centered on **sustainable trade, investment, and private sector excellence**. In alignment with this transition, Succedo Ventures and the Center for Entrepreneurship Development (CED) at BRAC University are pleased to invite the Embassy of the Kingdom of the Netherlands (EKN) to serve as a **Strategic/Impact Partner** for **OWAO '26 (Outstanding Women in Agribusiness Organizations)**.

Scheduled for **April 22, 2026 (Earth Day)**, OWAO '26 is a flagship recognition event designed to honor 26 women leaders in Bangladesh's upstream agribusiness sector—the very segment where Dutch expertise in seeds, technology, and sustainable value chains is world-renowned.

2. Strategic Alignment: The Dutch-Bangladeshi Synergy

I. Responsible Business Conduct (RBC) & ESG

The Netherlands is a global champion of RBC. OWAO '26 directly supports this by highlighting women leaders who are driving **People & Cultural Excellence** and **Gender-Transformative Workplaces** in the agribusiness sector. This aligns with the Dutch focus on sustainable and inclusive value chains.

II. Innovation in Upstream Agribusiness

The Netherlands is a leader in agricultural innovation (seeds, water management, and high-tech inputs). OWAO '26 honors women in these exact categories, showcasing the “upstream excellence” that is critical for Bangladesh’s food security and climate resilience.

III. Youth and Female Entrepreneurship

The EKN’s Multi-Annual Country Strategy (2023-2026) emphasizes **female entrepreneurship** as a key driver for job creation and innovative private sector-driven solutions. OWAO '26 provides a high-visibility platform to showcase these role models.

3. The OWAO '26 Framework

The event will honor **26 women** across five dimensions of excellence, reflecting the core sectors of Dutch-Bangladeshi cooperation:

Category	Focus Area	Dutch Alignment
Industry Excellence	National benchmarks in agribusiness.	Leadership in global value chains.
Entrepreneurship Excellence	Resilient enterprise founders.	Dutch focus on private sector growth.
Excellence in Innovation	Breakthroughs in inputs and tech.	World-renowned Dutch agri-tech expertise.
Market Excellence	Supply chain and commercial impact.	Strengthening trade and logistics.
People & Cultural Excellence	Gender-inclusive workplaces.	Responsible Business Conduct (RBC).

4. Proposed Partnership Pillars with EKN

As a **Strategic Partner**, we propose that EKN leverages OWAO '26 to advance its bilateral economic agenda:

I. The “Orange” Innovation Spotlight

- **Dutch-Bangla Agri-Tech Showcase:** A dedicated segment within the plenary to highlight how Dutch-Bangladeshi partnerships are driving innovation in the upstream sector.
- **Keynote Speech:** Invitation for the Ambassador or Economic Counselor to deliver a keynote on *“The Future of Sustainable Agribusiness: A Dutch-Bangla Perspective.”*

II. Knowledge Exchange & RBC Advocacy

- **Workshop Series:** A post-event workshop co-hosted by EKN and Succedo on *“Integrating RBC in Agribusiness Supply Chains,”* targeting the 26 awardees and their organizations.

III. High-Level Networking

- **Business Matchmaking:** Facilitate introductions between the 26 women leaders and Dutch agribusiness firms looking for strategic partners in Bangladesh.
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5. Event Overview

- **Date:** April 22, 2026 (Earth Day)
 - **Venue:** Sheraton/Westin, Dhaka
 - **Attendance:** 200–250 Distinguished Guests (Diplomats, CEOs, Government Officials)
 - **Context:** Bangladesh’s premier contribution to the **UN International Year of the Woman Farmer 2026 (IYWF 2026)**.
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6. Conclusion

The Netherlands has been a trusted partner in Bangladesh’s development for decades. As we move toward a future of mutual trade and investment, OWAO ‘26 offers a timely opportunity to celebrate the women driving this transformation. We look forward to your partnership in making this event a milestone for sustainable agribusiness.

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