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Investing in Water & Agro-Industry: Amadeus Institute Conference

Yesterday, I participated in a panel discussion at the Global Growth Conference (GGC) 2025 in Rabat, Morocco, titled "Investing in Water & Agro-Industry: Opportunities to Drive Growth, Sovereignty & Transformation." Many thanks to Mr **Brahim Fassi Fihri**, Founder and President of the Amadeus Institute, for the kind invitation. I spoke about the behavioral (water consumption), technological (AI, irrigation systems), and environmental (climate change) issues facing the water and agro industries. The following esteemed colleagues joined the discussion:

Lamia Bazir (moderator), HE Mr. Moussa Mara, **Rita Maria Zniber**, **Amine ZAROUK**, Demi Adebuseye, Humana F. Kennedy, and Driss Abid.

It was a fascinating discussion and learnt a great deal from my esteemed colleagues.

In light of current environmental and socio-economic challenges, investing in the water and agro-industry has become a necessity to ensure sustainable development and food sovereignty in Africa. These interconnected sectors are essential for securing natural resources and ensuring the resilience of economic systems. Strategic and innovative water management is crucial for sustaining efficient agricultural production while maintaining environmental equilibrium.

The GGC 2025 convened over 600 delegates—policymakers, business leaders, investors, and global institutions—for strategic discussions and actionable outcomes. I greatly admire Mr **Brahim Fassi Fihri** leadership and his ability to attract a significant number of high-quality dignitaries from around the world. It was wonderful to reconnect with old friends like Dr **Salma ARABI** and to make many new acquaintances.

Founded in 2008, the **Amadeus Institute** is an independent Moroccan think tank based in Rabat, serving as a laboratory of ideas, a space for reflection, and a forum for debate.

Many thanks to **Rajae E.** for her assistance with all the logistical issues.

#GGC2025 #Rabat #Morocco #SustainableDevelopment #WaterManagement #AgroIndustry #FoodSovereignty #EnergyTransition #AmadeusInstitute #GrowthOpportunities

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