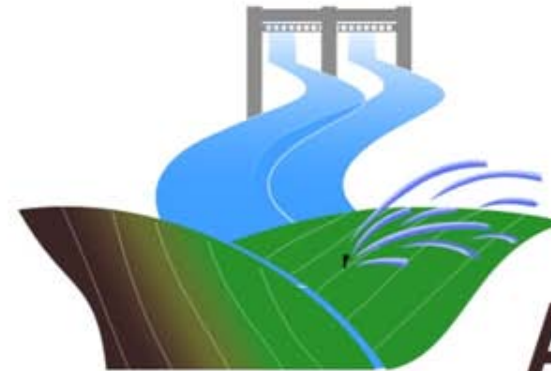


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# NETAFIM

## YOUR PARTNER IN SUSTAINABLE WATER AND LAND PRODUCTIVITY

By Eytan Markovitz



# Asian Irrigation Forum

11-12 April 2012 • Asian Development Bank, Manila, Philippines

ADB

# KEY ISSUES & CHALLENGES

- Water, a valuable resource
- Arable land
- The environmental impact
- Food security
- Energy supply
- Ensuring successful adoption



# WHY DRIP IRRIGATION

IT'S NO LONGER AN OPTION, IT'S A NECESSITY

The challenge for irrigated agriculture in this century is to reduce environmental damage, increase ecosystem services, and enhance water & land productivity in irrigated systems. Drip allows that while serving both farmers and the environment.



FLOOD

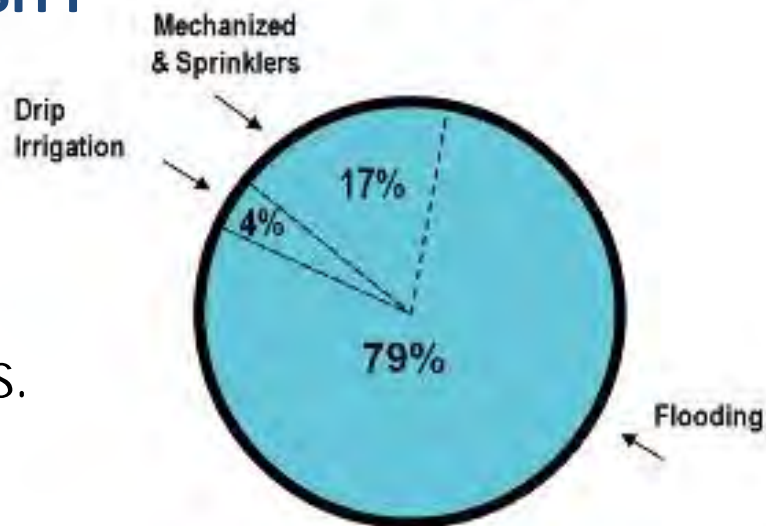
**Irrigate the plant,  
not the soil**

DRIP TECHNOLOGY



DRIP

TOTAL IRRIGATED AREA 288 M/HA



# WHY NETAFIM

- Ever since the mid 60's Netafim is the global source for **leading & innovative drip solutions.**
- Leading the world in cutting edge technology, vast expertise, global capabilities combined with local knowhow & representation.



## ENVIROMENTAL

- Reduce water depletion & contamination
- Reduce soil erosion and enhance arable land productivity
- Save energy



## SOCIAL

- Initiate voluntary educational projects & interventions
- Promote sustainable water practices
- Further capacity building among farmers in emerging markets



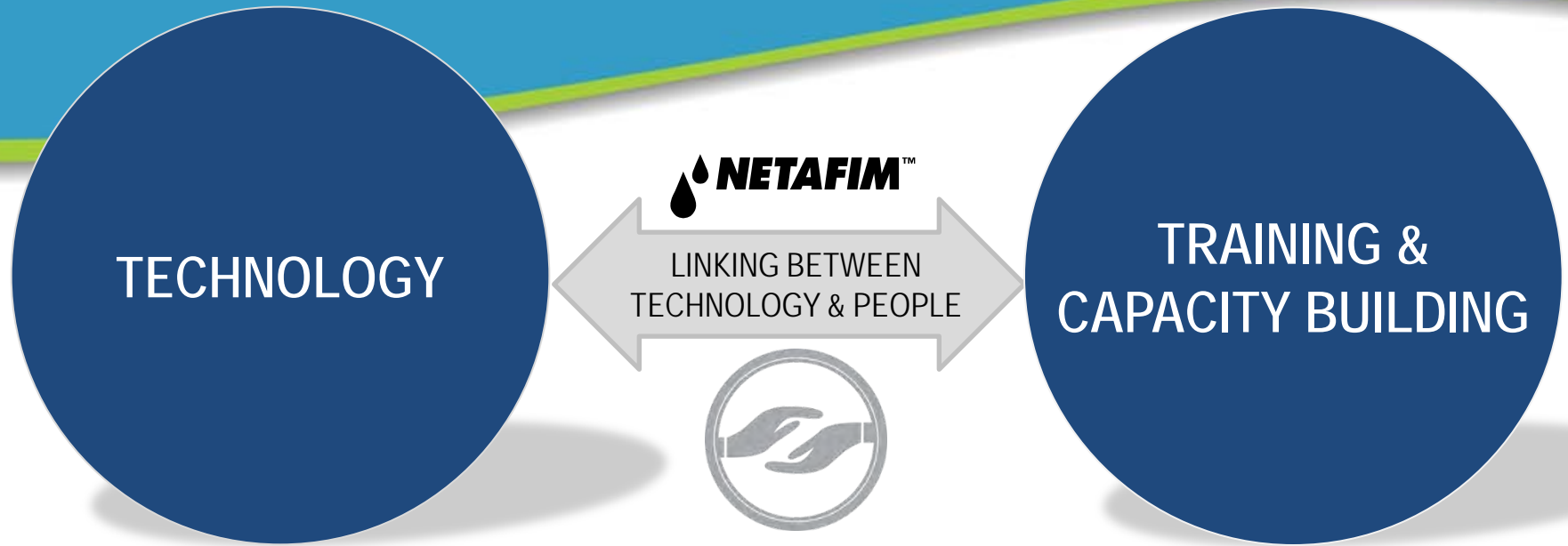
## CORPORATE

- Adhere to a comprehensive business code of conduct
- Display uncompromising commitment to employees
- Maintain integrity, honesty and transparency



AT NETAFIM WE HELP THE WORLD **GROW MORE WITH LESS**

# WHAT TO EXPECT



- The widest range of drip solutions
- Top technology in each component
- Simplicity of operation
- Proven field performance
- Continuous Education, Training & Capacity Building

**NETAFIM, GROW MORE WITH LESS**

**THANK  
YOU**