



## Investment Strategies...

# Scaling Innovation in Australia, Africa and China



青雲創投  
TSING CAPITAL

15<sup>th</sup>  
周年庆典  
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## Increasing living standards calls for innovation in agriculture.

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- **World population** is expected to increase by +25% to **9.7 billion by 2050**
- Current food/agricultural systems **cannot environmentally or sustainably support** the future needs of our people
- Improvements in agricultural and food technologies are creating significant opportunities to **lower the cost of food production and improve output quality**
- **Nutrition awareness and understanding** is increasing the importance of high quality protein in our diets – demand is expected to increase +10% pa by 2050
- **The middle classes in emerging markets** are demanding high quality imported foods due to their lack of belief in the quality of local products
- Consumers are demanding **visibility and quality** in their end-to-end food supply chains
- Globalisation is creating complexity in food supply chains however high quality food countries are **positioned well to capitalise on perceived quality advantages**

Source: Internal Analysis/Conclusions from publicly available sources

# What are the opportunities?

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- Intersection of **energy** and **agriculture** as it relates to **land** use, **waste** management and significant reductions in **cost**
- New opportunities for **scale** in **food**, end-to-end **automation** and **supply chain integration** (and disintermediation)
- **Infrastructure** like **investment** opportunities as large global corporates seek **new long term** sources of **supply**
- New **technologies** are changing **yield curves**, eliminating **waste** and reducing **environmental** impacts
- Significant **leapfrog** opportunities for **emerging** economies and companies focused on **value**
- Start with **demand** over supply with focus on **value**

Source: Internal Analysis/Conclusions from publicly available sources

## Discussion case study

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- One Belt One Road
- Energy, Cropping, Agriculture in Africa
- Processing, Quality Management in Australia
- Capturing Chinese and/or Global Demand
- Networked R&D in water, fertilisers and yield
- Engineered for middle class demand and price expectations
- End-to-end fully integrated supply chain led through e-commerce purchases and O2O



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# Thank You

For Further Information

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