

According to IFAP (International Federation of Agricultural Producers) agriculture stands as a central player in contributing answers to the current world's challenges and multiple crises. Indeed, agriculture through its multiple functions offers essential services and livelihoods to a growing world population. Agriculture is at the heart of a green economy, and therefore is a driver of economic development in rural areas.

IFAP's President Ajay Vashee, at the invitation of the Deutscher Bauernverband (German Farmers' Union), will give a keynote speech to a panel of 55 agriculture ministers from throughout the world at 11 AM on Saturday, January 16 at 11:00 AM at during International Green Week 2010 in Berlin, Germany. A launch of what will come to be the 'Davos' for agriculture, Ajay Vashee will address the complex challenges climate changes presents to farmers and the agricultural ministers.

For information:

[http://www.ifap.org/events/story/climate\\_change](http://www.ifap.org/events/story/climate_change)

International Green Week 2010 Fair website:

[http://www1.messe-berlin.de/vip8\\_1/website/Internet/Internet/www.gruenewoche/englisch/index.html](http://www1.messe-berlin.de/vip8_1/website/Internet/Internet/www.gruenewoche/englisch/index.html)