



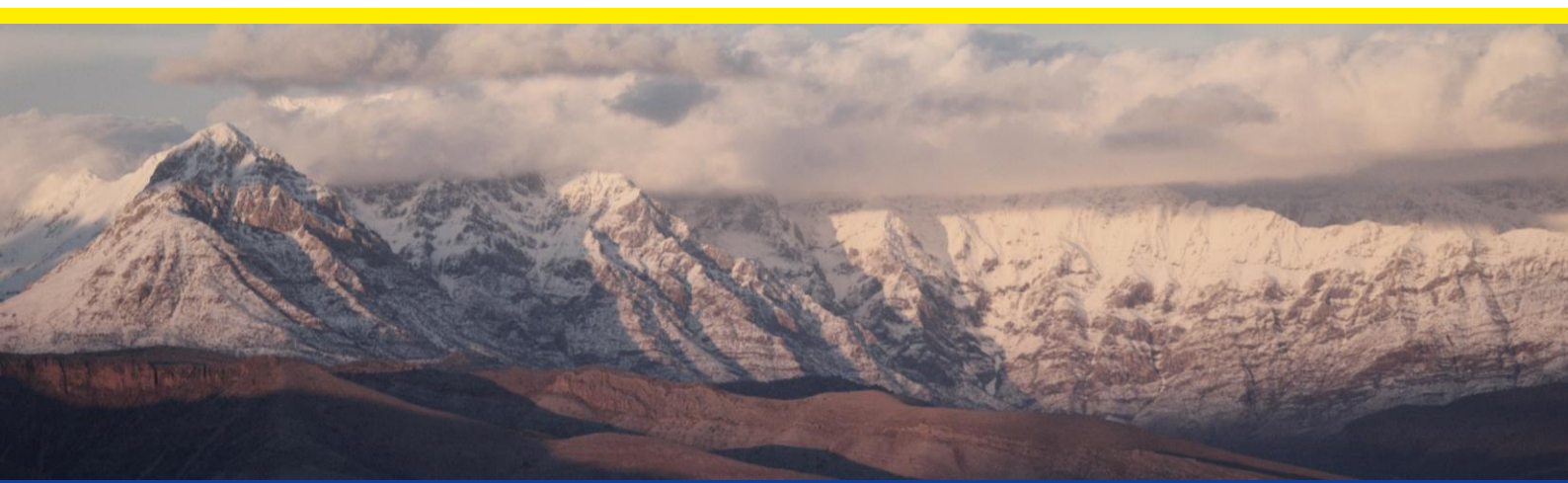
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**ZOAC**  
from relief to recovery



# Agricultural Tourism Development in KRI

## Private Sector Development and Employment Project, Iraq

### Private Sector Development in Iraq

The Private Sector Development & Employment Promotion (PSD) project focuses on developing the private sector and creating jobs in the Iraq agricultural sector. This PSD project is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the European Union (EU). The project is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ).

The GIZ PSD project in cooperation with ZOA offers agrotourism trainings for the local community to **accelerate agricultural tourism in the Kurdish Region of Iraq**. The training sessions will equip agricultural businesses with the skills and knowledge to engage in agrotourism, a rapidly growing sector that is diversifying the local economy. Agrotourism offers a range of benefits, including the creation of new jobs, the preservation of local culture and traditions, and the promotion of sustainable agriculture practices. By participating in our training sessions, participants will be part of a growing movement that is diversifying the local economy and promoting rural development in the Kurdistan Region of Iraq.

<b>Project name</b>	Agricultural Tourism Development
<b>Location</b>	Kurdistan Region of Iraq
<b>Duration</b>	January 2023 – October 2023
<b>Funders</b>	German Federal Ministry for Economic Cooperation and Development (BMZ) as the Commissioner, the European Union (EU)
<b>Implementing Partners</b>	Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ), Kurdistan Regional Government, ZOA Iraq



## Agricultural Tourism Development in KRI project:

Agrotourism offers a unique opportunity to connect with the land, learn about traditional farming practices, and taste the delicious local food. The training measures will teach how to provide authentic agrotourism experiences that will attract visitors and boost the local economy.

For local communities, this sub-sector presents opportunities for rural development and economic diversification. The project seeks to assist the development of this emerging sector by increasing business opportunities and developing local capacity to build a sustainable and thriving agrotourism industry in KRI.

### Training program:

The first phase the project will train professionals on Agrotourism know-how as experts. These **Innovation Coaches** will act as local experts and focal points with the mission to activate agrotourism in KRI! In the second phase **Agricultural Businesses** will learn how to provide visitors with an unforgettable agrotourism experience, including farm visits, culinary experiences, cultural activities, and much more. These potential entrepreneurs will receive training in Agrotourism and **ongoing coaching support to develop business plans.**

The project aims at 3 key outputs:

1. Trained **Agrotourism Innovation Coaches**
2. **Basic training** for potential **Agrotourism enterprises**
3. **Advanced business plan development** and coaching for **Agrotourism enterprises**

## Opportunities

The project will open two calls for expressions of interest.

### Agrotourism Innovation Coach program

The project will train agrotourism innovation coaches. These individuals will receive training in agrotourism market opportunities in the KRI, and coaching skills. Successful trainees will have opportunities to be contracted by the project for provision of training and coaching services to potential agrotourism entrepreneurs.

### Agrotourism enterprises training program

The project will train a wide range of interested stakeholders in agrotourism market opportunities in the KRI. Business people involved in tourism, hospitality, and agricultural activities interested to grow their market are welcome to apply to participate in trainings.

Interested individuals can pre-register for participation in these trainings via the contact details provided below. An open call of applications will be opened later in 2023.

### Contact Information:

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