

## GC45 Informal Event: Private Sector Financing Programme

Tuesday, 15 February 2022, 14:45-16:15 (CET)

Climate change disproportionately affects the rural poor, particularly smallholder farmers who lack mitigation measures for climate risk. Despite this, little private capital has gone to supporting agriculture adaptation and resilience to climate change.

[IFAD's Private Sector Financing Programme](#) is in a unique position to catalyse and aggregate investments in agriculture climate resilience thanks to its focus on rural development, climate change adaptation, and its extensive network of partner financial institutions.

Join this Governing Council 45 informal event to hear our distinguished panel discuss how we can mobilize private investments to better support smallholder farmers face climate risks.

**Welcome remarks:** Jyotsna Puri, Associate Vice-President, Strategy and Knowledge Department, IFAD

### Panel:

- Mr Wencai Zhang, Vice President of the Agricultural Development Bank of China
- His Excellency Marcellinus Joannes Maria Beukeboom, Ambassador and Permanent Representative of the Kingdom of the Netherlands to the United Nations Organizations for Food and Agriculture in Rome
- Mr Kola Masha, Managing Director and co-founder, Babban Gona
- Mr Henry Gonzalez, Director, Private Sector Facility, Green Climate Fund
- Her Excellency Elissa Golberg, Ambassador of Canada to Italy, Ambassador designate of Canada to Albania and San Marino, High Commissioner designate to Malta, and Permanent Representative of Canada to the UN Agencies in Rome (IFAD, FAO, WFP)

**Moderator:** Satu Santala, Associate Vice-President, External Relations and Governance Department, IFAD

### Dr Wencai Zhang

*Executive Vice President, Agricultural Development Bank of China*

Dr Zhang is Executive Vice-President at the Agricultural Development Bank of China. He previously served as Director General of China's Ministry of Finance International Economic and Financial Cooperation Department, Alternate Governor at IFAD, Director at the New Development Bank and the Asian Infrastructure Investment Bank, Director General of China's Ministry of Finance External Economic Cooperation Department and Deputy Director General for the International Department.

### Marcel Beukeboom

*Ambassador Permanent Representative of the Kingdom of the Netherlands to the United Nations Organizations for Food and Agriculture in Rome*

Marcel Beukeboom is an all-round diplomat, with over 20 years of experience in a variety of positions across the globe. As Ambassador-at-large for Climate, Marcel was the representative for the Netherlands in international meetings, figurehead of Dutch climate policy and linking pin between global, European and national levels. Experienced in multi-stakeholder cooperation, Marcel easily connects with academic institutions, businesses and civil society, with a special emphasis on youth. As Permanent Representative in Rome, Marcel has returned to the field of agriculture and food security, now with the Paris Agreement as his job description.

### **Kola Masha**

*Managing Director and co-founder, Babban Gona*

Kola Masha is the managing director and co-founder of [Babban Gona](#), a Nigerian social enterprise which attracts youth to smallholder agriculture and away from extremist groups. Masha has global leadership experience in venture capital, corporate finance, business development, marketing, and operations within multiple companies, including General Electric, Notore and Abiomed. Masha also has extensive public sector experience as Senior Advisor to the [Nigerian Minister of Agriculture](#). Masha holds an MBA from Harvard and a Masters in Mechanical Engineering from Massachusetts Institute of Technology.

### **Henry Gonzalez**

*Director, Private Sector Facility, Green Climate Fund*

Henry Gonzalez is Director of the [Green Climate Fund](#)'s Private Sector Facility and has over 25 years of professional experience in sustainable investing, emerging markets, and economic and political development. Gonzalez was previously Associate Fellow at [Oxford University's Saïd Business School](#), Lead Financial Sector Specialist at the [Consultative Group to Assist the Poor](#), Global Head of Research & Advisory at [responsAbility Investments](#), Vice President for Emerging Markets Debt at Morgan Stanley, as well as holding positions at the World Bank, the United Nations Development Programme, and the Government of Costa Rica.

### **Elissa Golberg**

*Ambassador of Canada to Italy*

Elissa Golberg is Ambassador of Canada to Italy, Ambassador designate of Canada to Albania and San Marino, High Commissioner designate to Malta, and Permanent Representative of Canada to the UN Agencies in Rome (IFAD, FAO, WFP). Prior to this, she was Assistant Deputy Minister for Strategic Policy at Global Affairs Canada. Golberg is a member of the UN Secretary-General's Advisory Board on Disarmament Matters and the UN Central Emergency Revolving Fund Advisory Group. She is a former World Economic Forum Young Global Leader.

### **Jo Puri**

*Associate Vice-President, Strategy and Knowledge Department, IFAD*

Jyotsna Puri is Associate Vice-President of IFAD's Strategy and Knowledge Department, which targets key areas like agriculture, climate, gender, nutrition, youth, and social inclusion. Puri provides the vision for evidence-informed programme and policy advice and contributes to resource mobilization. Puri is also an adjunct associate professor at Columbia University and previously worked at the Green Climate Fund, 3ie, UNEP, the World Bank and UNDP.

### **Satu Santala**

*Associate Vice-President, External Relations and Governance Department, IFAD*

Satu Santala is Associate Vice-President of IFAD's External Relations and Governance Department. She is responsible for communications, global engagement, partnerships, resource mobilization, and overseeing relations with Member States. Prior to IFAD, Santala served as Director General for Development Policy at the Finnish Ministry for Foreign Affairs, as well as at Finland's Embassies in New Delhi and Dar es Salaam. She was Executive Director at the World Bank, where she represented Nordic and Baltic countries.