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USAID invites BB2C to present at the Asia Agricultural Summit



BROOKLYN, NEW YORK, September 2016 - Brooklyn Bridge to Cambodia (BB2C) a 501(3)(c) organization is pleased to report that USAID held a major event on Tuesday in Phnom Penh, entitled "Asia Agricultural Innovation Summit Series". We're pleased to report that we were invited to join a USAID panel discussing "Early Adoption and Commercializing Agriculture Technology". One aspect of this USAID project focuses on supporting new agricultural technologies with an emphasis on Bangladesh, Cambodia and Nepal.

The all-day event brought visibility to BB2C's efforts. We were sought out by NGOs, the private sector and USAID officials. The USAID project director pulled us aside and commented that he was "hearing good things about our innovative tools" and was impressed with how closely we work with the farmers. Brooklyn Bridge to Cambodia, in its own name, recognizes the connections between people all over the world. BB2C is a social enterprise that partners with the poorest farmers, the majority of whom are women.

We embed ourselves in the communities we work with to understand the farmer's situation and provide solutions borne out of participation. This approach allows us to provide cutting edge products that improves the lives of farmers and helps break the trappings of generational poverty.

We listen, learn, educate. We invest, employ and nurture local talent, build the capacity of our local manufacturing partners, harnessing their knowledge to find practical solutions to the challenges the farmers face.

We respect and admire farmers and we believe we can help empower them in their economic development. We believe in Cambodian ingenuity; we believe in their resourcefulness.

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