

The background of the entire slide is a photograph of a person walking away from the camera on a dirt path that winds through a vast, hilly landscape. The hills are covered in green vegetation, and the sky is a mix of blue and orange, suggesting a sunset or sunrise. The overall mood is serene and expansive.

BERGER
world
BERGER

we save water, you saved the world

نوفر الماء لنحمي الحياة

PRESENTATION

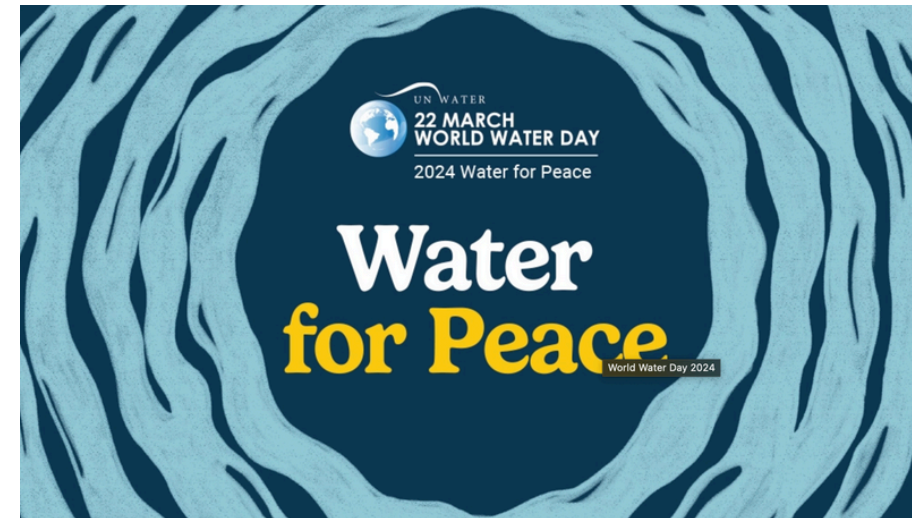
Berger-World Purpose's



SAMUEL PHILIBERT-CHARLES

Vision of résilience for our planet

"Berger-World has been found with one purpose : "sharing a gift, preserving water as our main ressources. In each major crisis resilience has been the only key to survive. In the middle of the storm, Berger-World has been given to the world. We are proud to hold one the only valid solution to preserve water, preserve population, SAVE THE WORLD !"



WATER FOR PEACE

United Nation program

UN-Water informs policies by identifying emerging issues and developing collaborative responses. Over the years, UN-Water has helped shape global policy frameworks on disasters, climate change, sustainable development and other issues, always aiming to ensure that no one is left behind. Berger-World has been identified by UN Water and Blue peace initiative.



DAVOS 2024

Climate and Nature and Economie

It keeps us healthy, helps us to grow food, and generates the energy that keeps us warm. There are many ways water keeps us safe and secure. Add them all up, and water's economic value has been priced at approximately US\$58 trillion, equivalent to 60% of global GDP.

Surprising to some, for others this newly published figure is a confirmation of water's vital societal, economic and environmental value. Previously an overlooked part of the clean tech sector, water technologies are at the forefront of solutions to help the world, as we are !.

Saving Water around the globe

Resilience

LA PÉPITE

BERGER-WORLD, UN GEL HYDRO RÉTENTEUR QUI GARANTIT
UN APPROVISIONNEMENT RÉGULIER EN EAU POUR LES PLANTES

ALERTE
ENLEVEMENT

7 juin 2023. Elle est susceptible de se trouver en présence de son père Jamel YOUNE

RIEXEL 20,03€ +1,35%

RUBIS 26,62€ -0,08%

SAFIRANI 135,36€ -1,15%

CARDANO

RISE
RIPPLE
0.52 \$

SBF120

-0,07%

GOOD INNOVATION BETTER PLANET

Quand l'innovation veut du bien à la planète

C'est dans la petite commune d'Archamps, en Haute-Savoie, que la start-up Berger Word a mis au point un réservoir nouvelle génération. Grâce à sa technologie de rétention d'eau, c'est tout l'avenir des écosystèmes qui est en jeu, avec à la clé la possibilité de voir les végétaux survivre dans des zones arides. Les pays du Moyen-Orient ont déjà l'œil dessus. Explications.

Par Marie Lyan

Established in 2019, Berger-World is an innovative startup dedicated to excellence and cutting-edge solutions in agriculture.

Empowering Communities:

At Berger-World, we believe in empowering communities through sustainable agricultural practices.

Our focus extends beyond technology; we aim to uplift local farmers and enhance their livelihoods.

Global Leadership in Agricultural Innovation:

As a global leader in agricultural innovations, we provide cutting-edge solutions designed to meet the unique challenges faced in agriculture today.

Our headquarters in Cairo serves as the strategic hub for our initiatives across Africa, fueling local economies and fostering sustainable growth.

Mission Statement:

Our mission is to make the Lighthouse of Alexandria shine brightly, guiding agricultural progress throughout the UAE, Saudi Arabia, and beyond.

We are dedicated to transforming the agricultural landscape of the region, ensuring food security, and promoting self-sufficiency.

Vision for the Future:

By integrating modern technologies and sustainable practices, we aspire to create a resilient agricultural sector that not only feeds the populations of the UAE and Saudi Arabia but also supports their economies.

A Vision for Food Sovereignty and Economic Growth

Introduction to Berger-World

At the forefront of agricultural innovation, Berger-World is committed to transforming agriculture worldwide, particularly in desert and arid regions, through sustainable solutions.

Our headquarters, located in Cairo, serves as the nerve center of our efforts to make the Lighthouse of Alexandria shine across the globe, guiding agricultural progress in the Middle East and beyond.

Vision for Food Sovereignty

We firmly believe that countries across the Middle East and Africa can reclaim their statuses as leaders in food sovereignty through our innovative agricultural practices.

Key Statistic: Currently, it is estimated that over 30% of the population the Middle East & Africa faces food insecurity. This challenge impacts millions. However, together, we can reverse this trend and build a more sustainable future for all.



« Avec 500 grammes d'hydorétenteur, nous permettons de couvrir 100 m² de pelouse sur une durée de cinq ans. [...] Nous avons déjà gagné un marché en Arabie saoudite pour la création d'une forêt de plusieurs milliards d'arbres, où notre produit a été validé, à l'issue d'une première série de tests. » Samuel Philibert-Charles, fondateur de Berger World

jardinage, puis, dans un second temps, les collectivités et gestionnaires d'espaces verts. « Nous savions déjà que sur 100 foyers présents en Europe, environ 98 possèdent au moins une plante. Et lorsqu'on considère le nombre de plantes présentes dans les foyers qui meurent à cause d'un défaut ou d'un problème d'arrosage, cela se présente dans 90 % des cas », illustre Samuel Philibert-Charles.

RÉACTIVER LES CAPACITÉS DE LA TERRE PENDANT CINQ ANS

Pour produire son mélange, la start-up travaille avec deux laboratoires, allemand et hollandais, dont le premier se charge de transformer le potassium et le second de produire le polyacrylate réticulé, un polymère super-absorbant qui intervient dans la recette. Avec la promesse d'utiliser, au bout du compte, des composants biosourcés. Depuis l'an dernier, Berger World a commencé par référencer son produit sur Amazon, et s'est progressivement élargi à d'autres canaux de distribution comme Greenweez.com, spécialisé dans la distribution de produits

écologiques et bio. « Nous allons également approcher des distributeurs comme So bio, Cap jardin, ou encore Botanic et nous recherchons désormais des distributeurs B2B pour nous adresser au marché des collectivités », ajoute son fondateur.

Avec un tarif de 2,99 euros pour le sachet de 10 grammes et de 49,99 euros pour 500 grammes, le produit de Berger World se situe plutôt dans la moyenne haute des produits commercialisés en jardinerie. Mais il compte sur un calcul mené sur la durée pour convaincre : « Avec 500 grammes d'hydorétenteur, nous permettons de couvrir 100 m² de pelouse sur une durée de cinq ans. Le tout, en sachant qu'une quantité de 5 grammes de produit est capable de retenir jusqu'à 1 litre d'eau. »

LE MOYEN-ORIENT DANS LES STARTING-BLOCKS

Dans un premier temps, la start-up a produit 80 tonnes de son hydorétenteur, qu'elle compte ensuite commercialiser, pour moitié, sous forme de petits paquets, destinés au marché des particuliers. « Nous avons déjà reçu des sollicitations provenant du

marché du Moyen-Orient, qui est très intéressé par notre solution. » De quoi lui permettre d'espérer de faire grimper son chiffre d'affaires de 60 000 euros enregistrés sur la première année, à près de 5 millions d'euros d'ici deux ans.

« Nous avons déjà gagné un marché en Arabie saoudite pour la création d'une forêt de plusieurs milliards d'arbres, où notre produit a été validé, à l'issue d'une première série de tests », confirme le fondateur.

La start-up a également ouvert, depuis cette année, une filiale au Bénin, afin de travailler sur des orangeries, ainsi qu'une autre filiale en Égypte, pour préparer les enjeux de la Cop27 du 7 au 18 novembre 2022 à Charm el-Cheikh. « On s'aperçoit qu'il existe déjà une attente très forte pour nos solutions, dans les pays où l'eau est déjà devenue un vrai enjeu du quotidien », souligne Samuel Philibert-Charles. Pour l'heure, Berger World a déjà bénéficié d'une première levée d'amorçage de 350 000 euros et emploie désormais quatre salariés à temps plein ainsi que quatre consultants. Elle prévoit également de boucler une première levée de fonds (montant NC) d'ici la fin 2022, afin d'accompagner son développement sur ses différents marchés. ♦

A Vision for Food Sovereignty and Economic Growth

Economic Impact

Agriculture is the key to rural economic development, creating jobs and strengthening local economies.

Economic Opportunities: Modernizing agricultural practices could potentially increase the sector's contribution to the economy by 60% over the next 10 years.

Commitment to the Future

Let's partner to ensure a sustainable and prosperous future.

Call to Action: Let's commit to implementing innovative solutions that position the agricultural heart of Africa.





Understanding Berger-World
Solutions

Solidwater[®] tank

I. Greenwater

80% water saved Berger-World solid water tanks are made of hydro-retaining polymer crystals that are placed at the roots of plants. With each watering, the crystals absorb water and nutrients from the roots, leaving them at the disposal of the plant for its needs.

II. Biodegradable

100% Biodegradable, Berger-World reservoirs do not contain acrylamide, and have no negative impact on soil living organisms and ground water.

III. Efficiency

Up to 5 years of utilisation Berger-World's Green water tanks are effective for 5 years. They will act like a sponge into the soil, keeping water and liquid fertilizer for the plants. 5 grams are able to absorb 1 liter of liquid.

"It's crazy!! By using green water I'm now saving 80% of water from a day to another without changing anything, no technical investment... just mixing green-water with my seeds"



Berger-world innovation

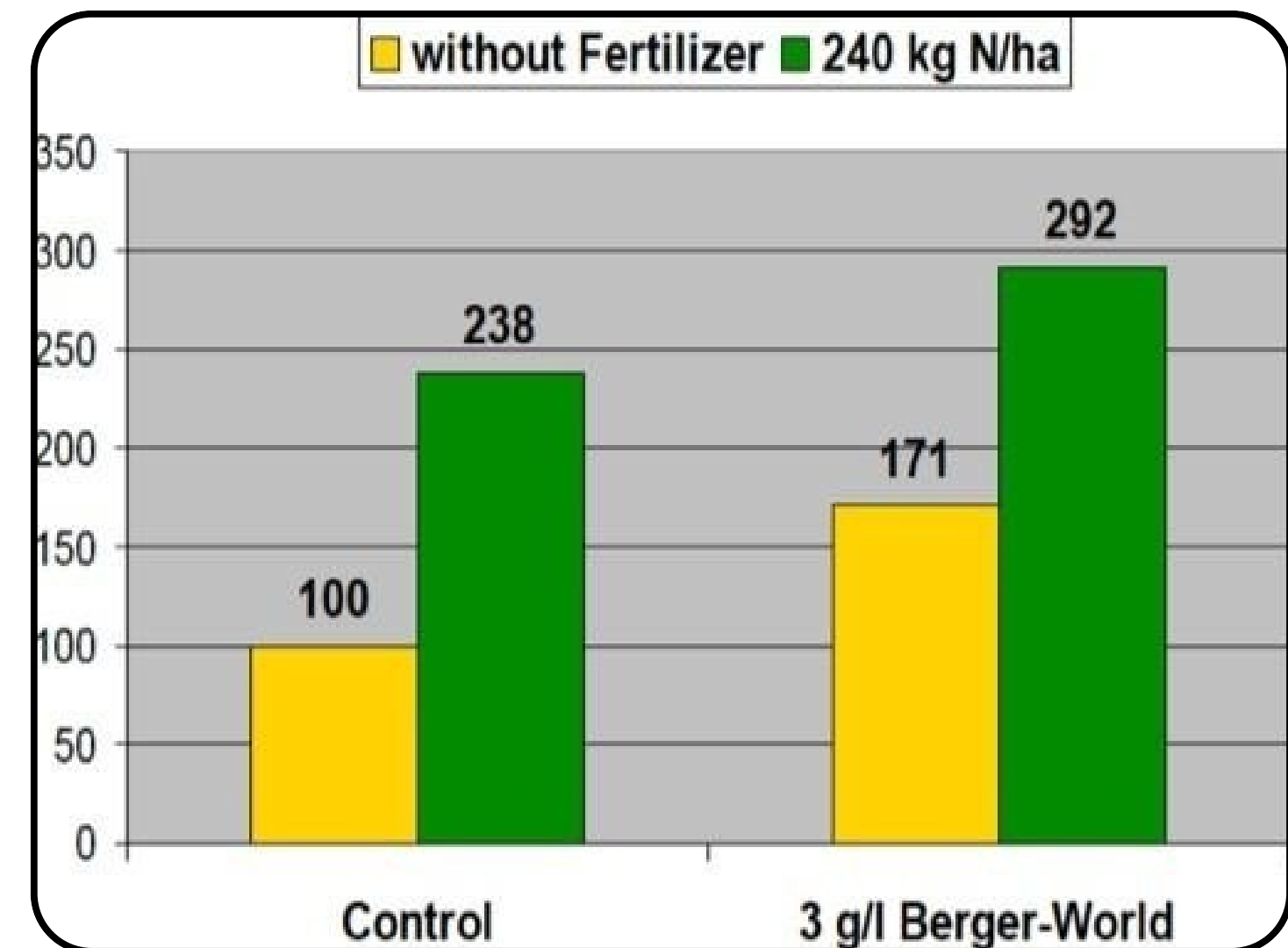
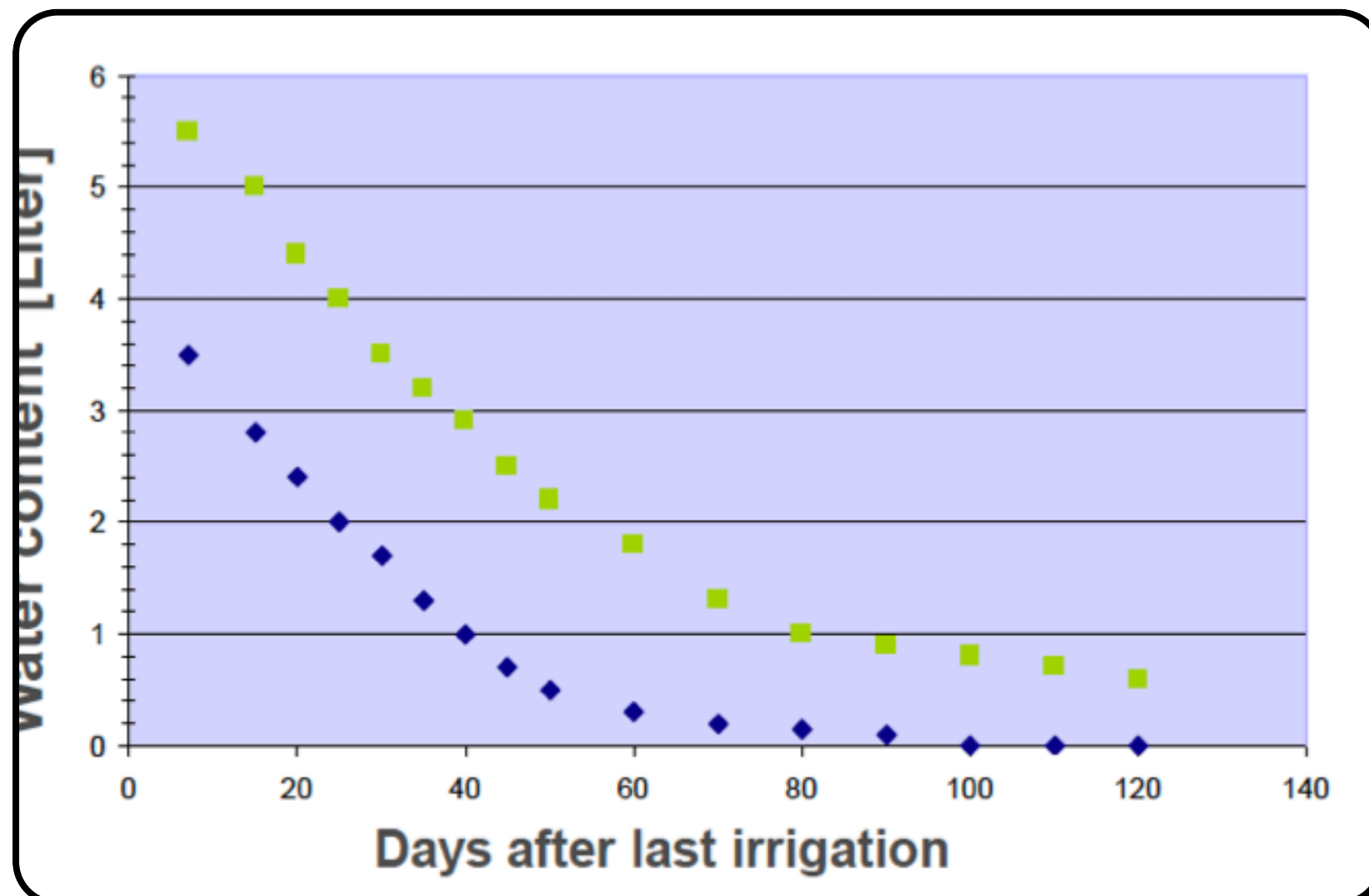
Less watering, less fertilizer

PROLONGS THE TIME UNTIL PLANTS REACH THE PERMANENT WILTING POINT

After 40 days without irrigation the sandy soil contains 1 liter of water, whereas in the soil treated with Berger-World 1 liter of water was measured after 80 days. The soil moisture potential is kept for a longer period of time at the highest level resulting in less drought stress for the plants. Irrigation frequency can be reduced by 50%.

Increase efficiency of **FERTILIZERS**

Increases crop yield and improves the efficiency of nitrate. Higher production of biomass with the same amount of nitrate.



Innovative Hydro-Retention Solutions

What is Hydro-Retention?

Hydro-retention is not just a technique; it's a lifeline for our crops."

- This revolutionary approach drastically enhances water retention in soil, essential for Egypt's arid climate, which sees annual rainfall averaging just 51 mm.
- Importance:
 - Water scarcity affects 97% of agricultural areas in Egypt. Hydro-retention ensures that each drop counts, promoting sustainable farming.

Benefits of Hydro-Retention Systems for Agriculture in Africa and the Middle East

Hydro-retention systems enhance soil moisture retention, which is crucial in the arid climates of many regions across Africa and the Middle East. These systems reduce water consumption, boost crop yields, and ensure consistent water availability. By promoting sustainable farming practices, hydro-retention systems contribute to improved food security and economic resilience, vital for the agricultural growth and development of these regions.





Getwater tank

I. Water keeper

50% water saved Getwater is not a fertilizer but a mineral soil amendment. It promotes and amplifies the use of organic manures and fertilizers available, as well as microbial life in the growing medium.

II. Biological

Get Water is a completely natural and certified AB (Organic Agriculture) water-retaining. Today it is the only 100% mineral solution capable of reducing the irrigation needs of agriculture by 50%.

III. Efficiency

Up to 15 years of efficiency, Berger-World's get water tanks are of mineral and will ensure an extremely long efficiency.

Furthermore, as a mineral Getwater acts as a biological fertilizer too.

"Get Water are really easy to use, and really affordable in regards of my production of last year I wasn't able to invest in any kind of solution to keep my farm"

Innovative Hydro-Retention Solutions

What is Elu-Thrilite?

Elu-Thrilite is not just a technical solution; it's a true lifeline for our crops.

- This revolutionary approach drastically enhances water retention in the soil, which is essential for the arid climates of many regions in Africa and the Middle East, where water availability can be severely limited.
- Importance: Water scarcity affects many agricultural areas in these regions, making every drop of water precious. Elu-Thrilite ensures that each unit of water used is maximized, promoting sustainable farming practices.

Benefits of Elu-Thrilite for Agriculture in Africa and the Middle East

Elu-Thrilite increases the soil's moisture retention capacity, which is crucial in arid climates. By integrating this organic amendment into agricultural practices, farmers can reduce their water consumption by up to 40%, boost crop yields, and ensure consistent water availability. By promoting sustainable farming methods, Elu-Thrilite contributes to strengthened food security and economic resilience, essential elements for agricultural growth and development in these regions





The butterfly effect

Water is life

Advantages

Saving water

Incorporated into the soil at a depth of 10 cm, 1 kg of solid water tank is thus able to absorb 70 liters of water. In addition, by reducing soil compaction, crystals increase the rate of water infiltration, and limit runoff losses



Improving Yields

Improving yield and growth with available water.

Berger-World solution improves nitrate efficiency, allowing higher biomass production with the same amount of fertilizer.



+30% Production

Berger-World solution increases crop yield by 30%. It improves plant growth by providing more uniform growing conditions, from germination to maturity.



Universal Solutions

Agriculture

We have now the solution to reduce the consumption of water by at least 50%, meaning reducing tanker as well etc.. .



Eco-cities

We have now the solution to make the targets 2030 Affordable and green, by supporting agriculture project and other .



Reforestation

We have now the solution to support the biggest project the world has never hold for now. The new era of City, will need a new era of agriculture, gardening etc...



A photograph of a person wearing a white shirt and a black cap, working in an orchard. The person is bent over, and a white bucket is visible on the ground. A shovel is also present. The background shows rows of trees with green fruit. A dark green semi-transparent rectangle is overlaid on the left side of the image, containing white text.

Simply be where we need to be

Prioritizing



What do we need to make the World Green?

Political authorities

Strong Local Partnership the local understanding is the main force and power, to understand need, constraints, winning contract, supporting agriculture.

Technological recognition

We handle the registration of our products, while collaborating with authorities and research and development centers to advance local research.

Effective communication

It is crucial to develop awareness campaigns to inform farmers about the benefits and functioning of our solution. This includes training sessions, workshops, and the use of appropriate media.

Local support

Strong local partnership

Water-Saving is now one of the major topic. Berger-World need to be introduced to local authorities as a proven solution to preserve Water, help agriculture and support all project relative to water.

Then the story will be ready to start...



Winning project

Strong local distributor

We'll give to you all support needed about Marketing, laboratory etc... to give you the power to highlight our solutions into all projects in UAE, who are presently the biggest of the Living World.



Champion Mindset

Strong wining mindset

Confidences, Resiliences drives our mindset to help our partner to win.

During this 5 past year we achieved a lot, success and experiences all was for our best, finally for the best of our planet Earth.





Performance is a continuous effort

Managing Board



WE SAVE WATER, YOU SAVE THE WORLD

Administration & vision team



SAMUEL
PHILIBERT

Founder - CEO



MARC
LEUTHOLD

CFO - Partner



ABDELHAK
GHONEDALE

Global Alliance -
Partner



RALPH PHILIBERT

Global projects-
Partner



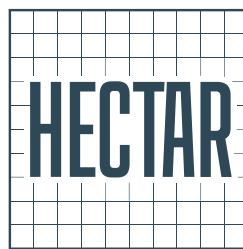
MALEK
TRABELSI

Deputy Director



ZEINABOU
MOHAMED
WALET

Regional Manager



BERGER-WORLD
Ernest Bloch, 54
GENEVA SWITZERLAND

BERGER-WORLD AFRICA
Eastown District NEW CAIRO EGYPT

Berger-world.com
informations: info@berger-world.com

BERGER
world

we save water, you save the world

نوفر الماء لنحمي الحياة

Ahorramos agua, tú salvas el mundo

