

Africa Agribusiness and Science Week

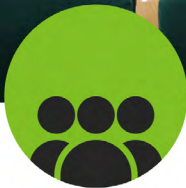
Durban, South Africa



The Africa Agribusiness and Science Week (AASW)

2023–2027 – Durban, South Africa

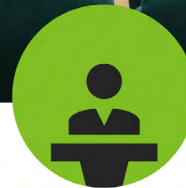
A Continental Platform Converging Science and
Business for Agriculture Transformation in Africa



600+
Delegates



35+
Countries
represented



60+
Speakers

To SPONSOR AND/OR EXHIBIT contact
kmunoko@faraafrica.org or zaida@puregrit.co.za

Register as a DELEGATE before
30 March 2020 and save R6000



Event Overview

The Forum for Agricultural Research in Africa (FARA) is the apex continental organisation responsible for facilitating and coordinating the advancement of agricultural research and innovation on the continent. It is also the technical arm of the African Union Commission (AUC) and the African Union Development Agency (AUDA)-NEPAD on the mobilization of science, technology, and innovation (STI) for the development of the continent's agriculture and food system. FARA is headquartered in Accra, Ghana, and has been in existence for 25 years.

FARA's unique role is to enhance the connection of science, technology, and innovation through the AASW event and the agribusiness platform, with the main objectives being:

Main Objectives

1.1

To drive agricultural growth and production in Africa to meet the AU's objective of reducing the continent's current over-dependence on imported high value-added agricultural products, which are projected to exceed US\$110 billion by 2025.

1.3

Using the AASW to create the necessary workshops and discussion platforms to connect investors, innovators, and farmers

1.5

To promote and **facilitate Intra African trade** in the agriculture sector by matching commercial and emerging farmers with buyers and Agri processors from across the African continent as well as from beyond its borders

1.7

And ultimately **to create wealth and jobs**; improve food and nutritional security; improve resilience to risks, notably climate change and pests and diseases; and achieve all these in an **environmentally sustainable manner**.

The maiden edition of the rebranded AASW event is co-organized with two sister organizations: The Global Forum for Agricultural Research (GFAR) and the Young Professionals

in Agricultural Research for Development (YPARD), based in Rome and Geneva, respectively. The purpose of including GFAR and YPARD to run alongside the AASW is to allow their electorate to work in discussion forums and workshops alongside some of the continent's most advanced and productive farmers and agribusinesses.

Below, please find the integrated AASW event brief defining the different roles and objectives of FARA and their event partners and the integrated outcomes expected from the event. In addition, the brief also outlines who should attend this important event

1.2

Using the AASW event to set up and facilitate collaboration across all farming platforms ranging from small scale and medium scale farmers to more extensive and intensive commercial farmers

1.4

To set up a one-stop-shop, must attend agribusiness platform that includes **high-level plenaries dealing** with some of the continent's most pressing agricultural issues as well as a **state-of-the-art expo** showcasing the latest agricultural technology to increase production on the continent

1.6

Linked to 1.3 and 1.4 above, FARA will use the AASW to facilitate the necessary high-level discussions between the AU, all farmer interest groups, innovators, and private business investors to work towards an inclusive and workable model that will underpin and ensure **the successful implementation of the African Continental Free Trade Agreement (AfCFTA)** that will be accepted by all agricultural interest groups

The African Continental Free Trade Agreement (AfCFTA)

- Following the African Union's launch of the **African Continental Free Trade Agreement (AfCFTA)** in 2019, the AASW through its objectives outlined in points 1.1 to 1.5 provides a huge opportunity for the continent to take advantage of its enormous agriculture and food market which the World Bank projects to grow to USD 1 trillion per year by 2030. In performing its mandate, FARA is responding to this development by designing and facilitating interventions to ensure that African agribusinesses are adequately supported by investment, science, technology, and innovation. These interventions include:
- The **Common Africa Agro-Parks (CAAPs) programme**: This is a mega initiative of the African Union Commission to create regional industrial hubs and corridors for major agricultural commodities. The AUC has mandated FARA to lead feasibility studies and stakeholder mobilization for this initiative. THEREFORE, the AASW will be used as a platform for interaction with private businesses in the finalization of a viable AfCFTA. There will be discussion workshops on the CAAPs programme and its implementation at the AASW events between 2023 and 2027.
- The **Africa Agribusiness and Science Week (AASW)**. This is a continental event aimed at strengthening linkages between agribusiness and research/innovation to improve the competitiveness of agribusinesses on the global stage and to ensure that investments in innovation are relevant to the needs and opportunities in the agribusiness domain. The Africa Agribusiness and Science Week is a recalibration of the triennial Africa Agriculture Science Week which FARA has organized seven times over the past 18 years. The inaugural Agribusiness and Science Week is planned for March 2023. As stated above the event will feature the following:



#

Agriculture

AASW Content



a. Workshop sessions on the African Continental Free Trade Agreement (AfCFTA) and specifically how the continent will leverage innovation, science, and business to improve the competitiveness and mobility of commodities produced within the continent.



b. A broad-based Agritech Expo to showcase the latest technology and innovations relevant to all types and sizes of farming and agribusiness enterprises. The Expo is an opportunity for leaders in Agri-tech to market their latest technologies and create business partnerships and scale up productivity so that the continent can become less dependent on agricultural imports, which currently exceed US\$110 billion



c.

An Investment Forum—a space for interaction and negotiation of prospective partnerships among researchers, supply chain businesses, and investors; and



d.

(d) Field visits to agricultural projects selected by the sponsors to demonstrate opportunities and challenges for agribusiness development & incubation in the region.

Match-making workshop & related activities linking key buyers on the continent and beyond to farmers and Agri-processors across the Agri spectrum in Africa.



e.

1. Some statistics highlighting the net loss of Africa's trade in agriculture products

	1995	2005	2016	% change
Population	722.9	924.8	1256.3	74%
Net Trade (mln US\$)				
Cereals	-6,930	-10,702	-22,374	223%
Fruit and vegetables	1,269	2,327	7,982	529%
Meat Products	-543	-1,553	-3,596	562%
Dairy products	-1,604	-2,167	-3,515	119%
Fish	1,658	1,869	1,528	-8%

Source: FAOSTAT

2. The Agribusiness Platform

As elaborated in more detail below, the inaugural AASW, the possible addition of The Global Forum for Agricultural Research, and the youth network Young Professionals for Agricultural Development (YPARD) to the AASW platform will attract participants from the regional forums in Asia, Far East, Latin America, Middle East, etc. These delegates will be prospecting cross-regional lessons/best practices, peer-to-peer exchanges with top African researchers, commercial farmers, agri-processors, and farming equipment & inputs suppliers.

With its new configuration as a composite event running alongside two global partners and leading exhibitors from

across the Agri-tech spectrum, the Africa Agribusiness and Science Week is a must-attend event. Most significantly, the event will be relevant for all players in the agricultural value chain and is poised to become the leading science-to-business platform on the African Continent. Accordingly, the event will have significant economic and legacy impacts on both the sponsor and the agribusiness ecosystem in the region. By partnering with the GFAR, the AASW will also bring in global perspectives from research; by partnering with YPARD, young talent from across Africa and the world will co-create and co-implement the agenda set out at the AASW—and provide key opportunities to match talent-seekers with job-seekers.

2.1 Main Objectives of the AASW and Agribusiness Platform

FARA believes that South Africa, strategically, is best suited to host the inaugural edition of this event in April 2023. According to the 2020 report by the International Trade Administration, South Africa has by far the most modern, productive, and diverse agricultural economy compared to the rest of Africa. South Africa has a well-developed agricultural sector and is most diverse, consisting of corporate and private intensive and extensive farming systems and well-developed commercial farming. South Africa, therefore, forms a good case study for gathering best practices and possible solutions for adoption by other African countries. Drawing on experience, FARA considers that to give the event traction and consolidate its strategic position as Africa's leading science-to-business event, it will be necessary to hold the event in the same location for five years.

FARA is seeking to partner with sponsors to host the event in South Africa over the next five years. Commercial sponsorship opportunities with exciting ROI returns are explained in more detail in section 3 below.

The benefits to sponsors of being involved in the AASW event are highlighted in the slide below. Make sure that your company is part of the process that reduces Africa's current dependence on agricultural imports valued at US\$ 110 billion while at the same time being at the forefront of unlocking the World Bank's prediction that Africa's Agribusiness market will top US\$ 1 trillion by 2030

FARA
Africa's Agriculture and Agribusiness Market

ideas
for Africa

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Economic Commission for Africa

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Africa's food import to hit \$110 billion by 2025

LANGUAGE
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THE WORLD BANK
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Who We Are / News

FEATURE STORY

Africa's Agriculture and Agribusiness Markets Set to Top US\$ One Trillion in 2030

March 4, 2019

2.2 Who Should Participate in the AASW Agribusiness Platform?

- Farmers from small scale to large commercial farmers
- Researchers, extensionists, and all actors in Agricultural Research for Development (ARD) space
- Investors in agriculture, Agri processing industry experts, and suppliers (who service small scale farmers with digital support APPS, through to suppliers of large-scale commercial farming equipment to showcase their latest technology in mechanization
- Local and international banks
- Commodity dealers, traders, and Insurers
- Agri processing Packaging and marketing
- Development agencies
- Investors
- Country pavilions from the African Continent as well as Africa's trading partners from the Middle East, Europe, the Far East, and America

The Africa Agribusiness and Science Week (AASW) in April 2023 is the continent's **MUST-ATTEND** Science-to-Business platform for **SPONSORS AND OR EXHIBITORS** as it provides a one-stop platform to develop relations, exchange knowledge and assess opportunities



3. Why Become a Sponsor or Set Up an Exhibition at the AASW Agribusiness Platform?

- The event has a distinctive pan-African focus, which allows all farmers, policymakers, development agencies, researchers, extensionists, Agri processors, sponsors, and exhibitors to all meet at a one-stop event
- To have the unique opportunity of providing important input into high-level discussions regarding the formulation of a viable and implementable Africa Continental Free Trade Agreement (AfCFTA) with specific reference to the agribusiness sector, chaired by FARA who is the technical arm for agriculture of the African Union
- Participate in local, regional, and international business discussions with partners across the entire agricultural value chain
- Connect with investors, innovators, researchers, and farmers and across the entire agricultural value chain
- Present your company's unique selling points to leading players and professionals in the agribusiness space
- Position your company as the leading player to get maximum brand exposure
- Take advantage of dedicated workshops and buyer sessions to identify opportunities
- Gain key access to talent for your company by interacting with young professionals specializing across the agricultural value chain



3.1 Sponsorship Opportunities

Tier	Sponsorship Category	value	ROI deliverables to the sponsor in terms of brand positioning in all venues of brand signage material particularly priority high visibility areas, digital logo presence on the AASW website and direct digital communications via Facebook, twitter and Instagram with the FARA, AASW, GFAR, YPARD and Women's farming associations data bases
1	Title Sponsor	\$ 50000	<ul style="list-style-type: none"> The headline sponsor can secure a discount by taking ownership of several key platforms as grouped and shaded in green in the left column as a tier 1 sponsor. If they took the options separately, they would pay \$110000 but by grouping these categories into tier 1 option we can discount this to \$80000. A tier 1 headline sponsor secures the following rights brand logo on the event web site, all brochures and media releases (including print, radio, TV) releases placed next to AASW event name & rights holder name(FARA) as well as brand positioning next to GFAR and YPARD logos. Prime placement of brand signage at 30% overage on all stages, entrances to all venues(workshops & Plenary) the registration area, the networking area and expo area. Access for announcements & Communication to AASW, FARA, GFAR and YPARD data base on Facebook, twitter and Instagram
1	Opening session launching AASW	\$10000	<ul style="list-style-type: none"> As Above as part of title sponsor package
1	Headline speaker sponsor	\$15000	<ul style="list-style-type: none"> Above as part of the title sponsor package
1 1	Keynote speaker sponsors for the AfCFTA AfCFTA plenary panel discussions and breakaway workshops	\$ 10000 \$ 25000	<ul style="list-style-type: none"> As above but also the following additional value due to the high profile nature of the panel that will discuss AfCFTA key issues and deliverables. Prime placement according to a Cad brand plan of brand signage at 30% overage on all stages, entrances to all venues(workshops & Plenary) An opportunity to make a 3 minute video scroll message for the big screen to play prior to AfCFTA plenary and associated workshops. Choice of MC program director to welcome VIP guests. Provision of a VIP holding room with full branding for hosting VIPs prior to the plenary and workshop discussion groups .

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2	Event Dinner sponsor	\$20000	<ul style="list-style-type: none"> • Logos on event brochure, website and on printed signage at the event dinner entrance , on the stage, as well as on the menus and table decorations. • An opportunity to make a 2 minute sponsors video scroll message for the big screen to play prior to dinner and to repeat during menu servings. • Choice of MC program director to welcome VIP guests. • Provision of a VIP holding room with full branding for hosting VIPs prior to dinner
2	<p>AASW technical and themed workshops for FARA, GFAR and YPARD</p> <p>Linking innovators and researchers to investors pre-event, and then facilitating discussions between the various interest groups during the workshops to achieve objective specific outcomes based on the AASW objectives</p>	<p>\$ 10000 per workshop</p> <p>\$ 10000 Per session</p>	<p>Logos on event brochure, website and on printed signage at the workshop venue entrance and on the stage . Also, your company brochure and appointment request list to be given to attendees on an exclusive basis. An opportunity to make a 2-3-minute video scroll message to play on the big screen prior to workshop and an option to provide a moderator to manage the workshop session. Announcement of final workshop title and content on website, event brochure and all digital platforms to communicate with AASW partner base of FARA, YPARD and GFAR. The wording to say "The (workshop name) presented by (Sponsors name and logo)"</p> <p>Logos on event brochure, website and on printed signage at the workshop venue entrance and on the stage . Also, your company brochure and appointment request list to be given to attendees on an exclusive basis. An opportunity to make a 2-3-minute video scroll message to play on the big screen prior to workshop and an option to provide a moderator to manage the workshop session. Announcement of final workshop title and content on website, event brochure and all digital platforms to communicate with AASW partner base of FARA, YPARD and GFAR. The wording to say "The (workshop name) presented by (Sponsors name and logo)"</p>

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2	AASW investment opportunities for field trips on day 3 to selected investment opportunities in the eThekwini, KwaDukuza, uGu and Pietermaritzburg District areas	\$10000 per field trip to cover transport costs and lunch	Logos on event brochure, also a section on the website detailing the investment opportunity being presented on the field trip. Printed signage on the bus and at the lunch venue. Access to the data base of investors attending the field trip prior to the AASW event
2	Women in agriculture pavilion and workshop	\$20000	Logos on event brochure, website and on printed signage at the workshop venue entrance and on the stage as well as a pavilion with kiosks representing key women in farming associations. Also, your company logo will be on the brochure and appointment request list to be given to attendees at the pavilion and Women in Agriculture workshops on an exclusive basis. An opportunity to make a 2- 3-minute video scroll message to play on the big screen prior to workshop and or scrolling permanently in the pavilion area. An option to provide a moderator to manage the workshop sessions. Announcement of final workshop titles and content on the AASW website, event brochure and all digital platforms to enable communications with AASW partner base of FARA, YPARD and GFAR. The wording to say "The Women in Agriculture pavilion presented by (Sponsors name and logo)"
2	AASW-YPARD youth workshop sponsors	\$10000 per workshop	<ul style="list-style-type: none"> • Logos on event brochure, website and on printed signage at the workshop venue entrance and on the stage • side events for young agricultural professionals will be attended by and co-created by youth, for youth. • Four workshops over 4 days. • Feature article on the web highlighting support of the youth network Young Professionals for Agricultural Development (YPARD)—a network with 30,000 members around the world.

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2	Emerging farmers competition sponsor	\$15000	<ul style="list-style-type: none"> Sponsor 20 pre-selected top young agricultural professionals from around the continent to attend the conference and To take part in a competition where the winner will be decided on the basis of the most innovative and financially feasible agri-business proposal. The sponsor will feature on the web in association with the youth network of Young Professionals for Agricultural Development (YPARD), a network with 30,000 members around the world
2	AASW-YPARD Job Fair Title Sponsor and exhibitor	\$15000	<p>Logos on the website and event brochure. Branding of the job fair at key entrances visible to all attendees. Presented as youth-enabler sponsor. First access to youth talent for your company's job opportunities. Opportunity for a bank to showcase loan funding options to emerging farmers. Access communicate your company's products to the YPARD data base</p>
3	Registration Desk Sponsor	\$5000	<p>Logos on the AASW website and event brochure. Exclusive branding to one company at the registration zone. Branding of registration area visible to 1000+ delegates and 1200 attendees daily who will attend the event</p>
3	Cocktail Reception Sponsor	\$15000	<p>Logos on the AASW website and event brochure Exclusive to one company. Branding of the Cocktail reception area, the stage. It is one of the largest branded areas at the event. 2/3 min message from sponsor scrolling on the big screen Right to appoint the MC in consultation with organising committee</p>
3	VIP Lounge Sponsor	\$10000	<p>Logos on the website and event brochure Exclusive to one company Branding of VIP area, which is visible to the entire Match-Making area and location next to exhibition floor Ability to host meetings in the VIP lounge Access to data base of all VIPs who meet in the lounge</p>

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3	Delegate Bag Sponsor	\$7000	Logos on the website and event brochure Exclusive to one company Your company logo printed on the delegate bags given to all 800+ attendees Opportunity to insert up to 2 pieces collateral in each delegate bag (please note this is not exclusive)
3	Lanyard Sponsor	\$7000	Logos on the website and event brochure Exclusive to one company Your company logo printed every lanyard given to each of the 1000+ attendees at registration All speakers, sponsors and delegates always wear a lanyard – so your logo is always on display Ability to host meetings in the VIP area
3	Charging Station Sponsor	\$5000	Logos on the website and event brochure Exclusive Branding for the to one company on each day Recognition in brochure and on the event website as charging station Sponsor Exclusive opportunity to have your logo displayed on 4 charging stations used throughout the event
3	Moderating / Speaking on Panel	\$3000	Two-minute welcome address and introduction of panel before moderating or taking part of panel discussion Relevant panel to be discussed and confirmed with program director Opportunity to place your company literature on all tables / seats before start of session Ability to host meetings in the VIP area
3	General plenary session Sponsor	\$3000	Exclusive to one company per session Electronic branding with scrolling message during session Speaking or moderating opportunity

Standard sponsorship packages include

Passes to African Agribusiness Science Week workshops (number dependent on package)

- Logo listed as a sponsor on the event website
- Logo listed as a sponsor in the 2023 Event Brochure
- Opportunity to receive up to 5 personal introductions to key
- Invites to the opening cocktail party and dinner (number of invites depends on the sponsorship package taken)
- Hosted buyers list
- Access to the match-making service
- The attendee list will be provided one week before the event (Name, job title, company, country)
- Any additional delegate passes will be charged at the reduced rate



4. EXHIBITION STAND PACKAGES

6 sqm stand Exhibitor	Standard: USD1,600 ex vat Premium Position: USD2,000 ex vat Includes 2 x delegate passes	9sqm stand Exhibitor Partner	Standard: USD2,000 ex vat Premium Position: USD2,900 ex vat Includes 2 x delegate passes
12 sqm stand Exhibitor	Standard: USD3,000 ex vat Premium Position: USD3,900 ex vat Includes 3 x delegate pass	18 sqm Exhibitor	Includes 3 x delegate pass *Includes 1 x VIP pass Standard: USD5,000 ex vat Premium Position: USD5,800 ex vat
27 sqm Exhibitor	Standard: USD8,000 ex vat Premium Position: USD9,000 ex vat Includes 3 x delegate pass *Includes 2 x VIP pass	36 sqm Exhibitor Partner	Standard: USD10,000 ex vat Premium Position: USD11,500 ex vat *Includes 2 x VIP pass Includes 3 x delegate pass
54 sqm Exhibitor Partner	Standard: USD13,500 ex vat Premium Position: USD15,000 ex vat Includes 5 x delegate pass *Includes 2 x VIP pass	Contact us for exhibition stand options. Email kmunoko@faraafrica.org or zaida@puregrit.co.za	
VIP Passes (valued at USD600) includes: <ul style="list-style-type: none"> • Access to VIP Lounge • Fast track registration name badge 		<ul style="list-style-type: none"> • Dedicated VIP lunch area • Executive interview published in brochure (on request) 	

Exhibition Stands Include

1 x table, 2 x chairs, 1 x powerpoint, lighting, fascia name, general security, and cleaning

- Passes to African Agribusiness Science Week cocktail party (number dependent on package)
- Recognition as Exhibition Partner on onsite branding and event collateral
- Logo listed as Exhibition Partner on event website
- Logo listed as Exhibition Partner in the 2023 event brochure

- Access to the match-making workshops
- Opportunity to receive up to 5 personal introductions to key targets from the attendee list
- The attendee list will be provided one week before the event (Name, job title, company, country)
- Any additional delegate passes will be charged at the reduced rate of USD200 (This includes booth staff)



POTENTIAL PARTNERS

