

# 2023 AGRI AFRICA EXHIBITION

By



Theme: *Using information to  
power Agriculture in Africa*

In Partnership with  
Nation media Group PLC

**9<sup>TH</sup> – 12<sup>TH</sup> MAY**  
**KICC**  
**NAIROBI, KENYA**

**NATION**  
Empower Africa. → [nation.africa](https://nation.africa)

  
**Nation Media Group**  
Media of Africa for Africa





# The 2023 Agri Africa Exhibition



**Venue:**

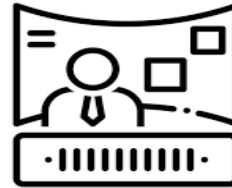
**Kenyatta International Convention Center (KICC) Nairobi, Kenya**

**Dates:**

**9<sup>th</sup> – 12<sup>th</sup> May 2023**

**Exhibitors:**

**150**



**Strategic Partners:**

**10+**

**Sponsors:**

**100+**



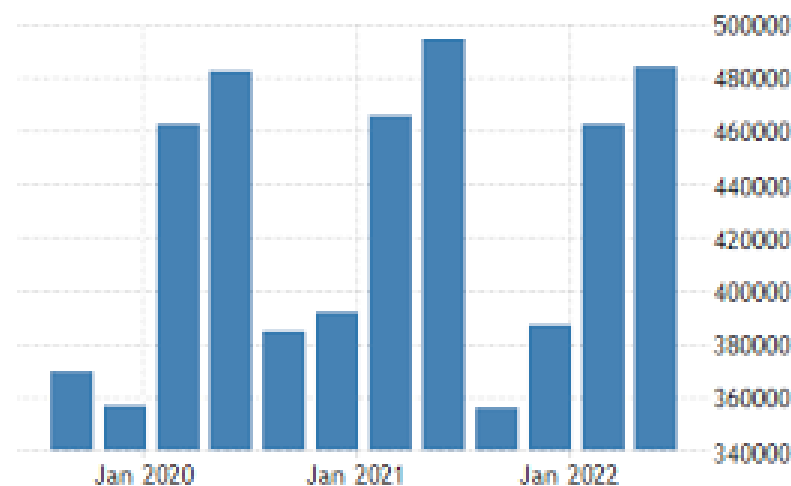
**Total Visitors:**

**10,000+**



# SYNOPSIS

- ✓ Agriculture is the world's most important socio-economic activity and one of the most powerful tools to end extreme poverty, boost shared prosperity, and feed **a projected 9.7 billion people by 2050**.
- ✓ In Kenya ,Agriculture is the engine of economic growth. With about 75% of Kenyans earning all or part of their income from this sector. Agriculture accounts for 33% of the nation's gross domestic product (GDP).



GDP from Agriculture in Kenya increased to 483607 Million KES in the second quarter of 2022 from 462271 Million KES in the first quarter of 2022. source: [Kenya National Bureau of Statistics](https://www.knbs.co.ke/)





# CHALLENGES



However despite being a major contributor to the country's economic growth, the sector is faced with a number of challenges that have made agricultural productivity stagnant over the years.

Some of the challenges facing the sector include:

**Climate change.**

**Use of outdated technology.**

**Diseases and pests**

**Infrastructure**

**Soil fertility**

**Slow uptake of agriculture among the youth, etc.**



# The Exhibition's Objectives



1. To showcase the Potential of Agriculture in Kenya and Africa
2. To create direct global connections between farmers and markets
3. To showcase innovative Agricultural Technologies and ideas to our local market
4. To be the building block for commencement of creation of solid central database platform for Agriculture



# Exhibitors



## Target Segments: -

- Agro Processing
- Agricultural Machinery & Equipment
- Agri-insurance
- Agricultural Tour Companies
- Agrovets
- Agro-Chemicals Agri-Marketing
- Agri-Uniforms
- Agronomy
- Aquaculture
- Bio Digestors
- Livestock
- Meat and Meat Products
- Packaging
- Solar Power
- Transport & Logistics
- Water tanks
- Shade Nets
- Value Addition
- Dams & Dam Liners
- Fertilizer & Inputs
- Flowers
- Food Packaging
- Grants in Agriculture
- Green Houses
- Herbs & Spices
- Information Services
- Investments Opportunities
- Imports & Exports
- International Certification
- Legal Compliance
- Pipes, Driplines & Kits
- Soil Testing
- Seedlings
- Training
- Advanced Technologies e.g., Nano and Biotechnology
- Advanced management
- Others.



# Exhibitors



## Why Exhibit?

1. Brand Visibility
2. Network and engage face-to-face with clients, decision- makers, experts, business leaders, merchants, distributors, and agents in Kenya's Agriculture market
3. Increase your sales in a fast-growing market with rising demand
4. Showcase your full range of products and services to a huge audience attending the Agri-Africa Exhibition
5. Educate investors and potential customers about your products and solutions
6. Support Kenya's government Bottom-Up Economic Transformation Agenda on Agricultural Transformation and Inclusive Growth.

## How to register as an Exhibitor

### Option 1

- a) Visit Agri Africa Website, fill the registration form and submit.
- b) A representative from Agri Africa will receive your application and get in touch to provide you with the space allocation form
- c) Exhibition booth / space shall be allocated once invoice has been issued by Agri Africa and payment made by the exhibitor

### Option 2

Contact Agri Africa or Nation Media Group through below contact info.: - Tel.: +254 790 888333 , +254721758909 , +254722898323

Email: [expo@agriexpo.africa](mailto:expo@agriexpo.africa) [wkariuki@ke.nationmedia.com](mailto:wkariuki@ke.nationmedia.com)  
[emwainaina@ke.nationmedia.com](mailto:emwainaina@ke.nationmedia.com)



# Partners

## Why Partner?

- Market your company and boost your branding
- Gain publicity through coverage that's directed to the right audience
- Generate leads and attract potential customers
- Reinforce your branding and create trust by demonstrating your organization's success and growth
- Realize Return on Investment by reaching out to your target audience and transforming them into customers
- Reconnect with Customers and Suppliers

## Sponsorship Packages: -

Sr.	Package	Sponsorship fee (KShs.)
1.	Exclusive Partner	5,000,000
2.	Gold Partner	3,000,000
3.	Silver Partner	2,000,000
4.	Bronze Partner	500,000
5.	Exhibitor	





## Exhibitors



## Exhibitor Packages: -

### *a) Indoor Space: Tsavo Ballroom*

Sr.	Booth Dimensions (in Meters)	Total Size	Amount (KShs.)	Amount (USD)	Max. No. of Booths
1.	3 x 3	9 m <sup>2</sup>	270,000	2,250	53
2.	4 x 3	12 m <sup>2</sup>	360,000	3,000	13
3.	6 x 3	18 m <sup>2</sup>	540,000	4,500	15
4.	6 x 6	36 m <sup>2</sup>	1,080,000	9,000	6
5.	9 x 6	54 m <sup>2</sup>	1,620,000	13,500	1

# Exhibitors



## b)Outdoor Space:

### i)Farmers market

Sr.	Stall Dimensions (in Meters)	Total Size	Amount (KShs.)	Max. No. of Booths
1.	3 x 1	3 m <sup>2</sup>	20,000	36

### ii) Exhibition Space (for self design)

Sr.	Min. Size	Rate Per Square Meter	Total Area
1.	36 m <sup>2</sup>	<b>KShs. 10,000 or USD 85</b>	3,000

### iii) Government Pavillion

Sr.	Booth Sizes	Amount (KShs.)	Max. No. of Booths
1.	TBD	TBD	TBD

***Note:** The sizes and number of booths allocated in the Government Pavilion shall be provided closer towards the exhibition dates*



## Partners

### Exclusive Partner: KShs. 5,000,000 +vat

The Platinum Sponsors shall be limited to only 1 company per sector. They will be the face of the exhibition and shall be termed as the 'Tittle Sponsor'.

#### **Benefits:** -

1. Recognition as the lead partner during the event's opening and closing ceremonies and around 10 minutes speech and presentation time to the dignitaries attending the ceremonies
2. Enjoy the most strategic point to set up the exhibition booth
3. Company logo and name to appear on all publicity and marketing materials
4. 3 m by 6 m labelled exhibition booth ( with 2 tables, 4 chairs , and electricity)
5. 30 second spot ads on NTV ( 20 ads )
6. Native Article on nation.africa
7. One (1) live panel participation
8. Ad in the Daily Nation Agri- Africa expo pullout, Business Daily and Taifa Leo. 2 Full pages (DN) 2 Full pages (BD) 2 Full pages (TF)
9. Social Media Posts on NMG Facebook and twitter handles ( 20 )
10. MC recognitions during the four day expo .
11. Six months Post-Exhibition advertisement on Agri-Africa's company website [www.agriexpo.africa](http://www.agriexpo.africa)
12. Exhibition pictorials in subsequent editions of DN , BD and TF



## Partners

# Gold Partner: KShs. 3,000,000 + vat

### Benefits: -

1. Recognition as the Gold partner during the event's opening and closing ceremonies and around 10 minutes speech and presentation time to the dignitaries attending the ceremonies
2. Enjoy a strategic point to set up the exhibition booth
3. Company logo and name to appear on all publicity and marketing materials
4. 3 m by 6 m labelled exhibition booth ( with 2 tables, 4 chairs , and electricity)
5. 30 second spot ads on NTV ( 5 ads )
6. Native Article on nation.africa
7. One (1) live panel participation
8. Ad in the Daily Nation Agri- Africa expo pullout, Business Daily and Taifa Leo. 1 Full page (DN) 1 Full page (BD) 1 Full page (TF)
9. Social Media Posts on NMG Facebook and twitter handles ( 5)
10. MC recognitions during the four day expo .
11. Six months Post-Exhibition advertisement on Agri-Africa's company website [www.agriexpo.africa](http://www.agriexpo.africa)
12. Exhibition pictorials in subsequent editions of DN , BD and TF





Partner

## Silver Partner: KShs. 2,000,000 +vat

### Benefits: -

1. Be among the companies or Individuals to be featured in the event as Silver partner
2. Enjoy a strategic point to set up the exhibition booth
3. Company logo and name to appear on all publicity and marketing materials
4. 3 m by 6 m labelled exhibition booth ( with 2 tables, 4 chairs , and electricity)
5. 30 second spot ads on NTV ( 5 ads )
6. Native Article on nation.africa
7. One (1) live panel participation
8. Ad in the Daily Nation Agri- Africa expo pullout, Business Daily and Taifa Leo. 1 Half page (DN) 1 Half page (BD) 1 Half page (TF)
9. Social Media Posts on NMG Facebook and twitter handles ( 5)
10. MC recognitions during the four day expo .
11. Six months Post-Exhibition advertisement on Agri-Africa's company website [www.agriexpo.africa](http://www.agriexpo.africa)
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# PRE- AND POST- EXHIBITION STRATEGY

*Using information to power  
Agriculture in Africa*



For continuity of business engagements and closing of deals as a result of participation in the 2023 Agri Africa Exhibition, Agri-Africa Exhibition Limited will employ a Pre- and Post-Exhibition Strategy to ensure benefit for all the exhibitors and other attendees.



# Commercial Promotions



## Pre-Exhibition

- Registered exhibitors will have an option of providing us with their commercial videos which we shall edit and publish on our YouTube and social media channels. This is to provide the exhibition's attendees with an overview of the companies and the products and services the companies offer, prior to the exhibition.
- In the event a company (*for the case of local companies*) does not have a commercial video, Agri-Africa Exhibition Limited will offer to produce the commercial video with our in-house videographer.

## Post-Exhibition

After the exhibition, the commercial promotional videos will run on our website and YouTube pages for at least one year; that is until prior to the next exhibition

***On the next two slides, you can find samples of commercial promotional video produced by Agri-Africa Exhibition Limited in relation to the 2023 Agri Africa Exhibition***

**Note:** *In the PDF file, the videos are not available. Upon request, a YouTube link shall be shared.*



# Online Meetings



## Pre-Exhibition

- Once a company is registered as an exhibitor, they can provide their “call-to-action”, a brief about the company and the company’s brochure.
- Agri Africa shall then to the best of our ability start marketing the company and the company’s products based on the information provided and the “call to action”. This is to facilitate early match-making
- Once a match has been made, we will arrange online meetings between exhibitors and potential customers, partners and or investors

## Post-Exhibition

- Exhibitors, sponsors and strategic partners will enjoy presence on the company's website and all their information materials all up to the date of the next exhibition; the 2024 Agri Africa Exhibition
- We will continue to do match-making and follow-up meetings through the [www.agriexpo.africa](http://www.agriexpo.africa) website up to at least 4 months prior to the next exhibition





## B2B Sessions



### During the Exhibition

- Exhibitors, sponsors and strategic partners will have an opportunity through the [www.agriexpo.africa](http://www.agriexpo.africa) website to register for B2B meetings scheduled to take place during the event
- In this B2B registration, applicants will be able to select or suggest the companies and institutions they would like to have meetings with prior to the exhibition date and send them a request for meeting. Once the other company accepts the invitation, the meeting time and table shall be reserved and all arrangements shall be made by Agri-Africa Exhibitions Limited.



## B2B Sessions



## Post-Exhibition

- Prior, during and after the 2023 Agri Africa Exhibition, attendees especially the potential customers will have an opportunity to register for physical tours to factories, farms and countries that have participated as exhibitors in the event.
- After the exhibition, Agri-Africa Exhibition Limited shall release an annual calendar for physical tours to the specific factories, farms and or countries.



# CONTACT US!



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