



# 1<sup>st</sup> INTER - REGIONAL AGRICULTURE SYMPOSIUM (IRAS)

THEME: 1 - Local Wealth Creation  
2- Co-operatives and Aggregation  
3- Partnerships to reach National and International markets.

## The Regional Story

Subsistence farmers have limited resources to work with but still they produce, and in many ways manage to deliver quality products to the market. Through all the risks and climate challenges they still aspire to feed their communities and the nation. Opportunities are still present in allocating proper programs and support to maximise production and retain sustainability and growth to reach international market. Corporatives, Association, Federations and Organisation have huge roles in advocating for policies and regulations that can address some of these challenges.

## Main Objectives

We intend to build solid partnerships of market trade, policy sharing, project Implementations and business growth with other African countries who have shown remarkable growth in their agriculture sector. In one voice call all stakeholders to account for development and growth of subsistence farmers. In different platforms across the world, we see corporatives being invited to attend to address such challenges and limitations subsistence farmers face; this event aims to have these organisations deliver all solutions and adopted programs and systems to assist farmers directly affected to implement such transformations.

## Key Notes

- Aligning subsistence production with Sustainable Development goals (SDGs) & programs that have been designed to address the goals from different countries.
- Agriculture, environment & climate change adoptation and facilitate adjustment strategies
- Alleviating poverty through subsistence production
- Advocacy for regulation that enables full capacity of productivity & trading in Agriculture

## Transformation pillars

With all resources and finances place accessibly for farmers throughout Africa, we can be sure to achive sufficient training for knowledge exchange platfroms, Outreach mentorship programs for youth and women who are venturing into agriculture. Then we can build partnerships that will enable progressive agriculture through value chains. Complete transition: changed mindset to smart climate agriculture are the key to the future of agriculture and sustainability.



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## ABOUT THE EVENT

We intent to build solid partnerships of market trade, project implementations and business growth with other African countries who have shown remarkable growth in their agriculture sector. we intento to have an audience of farmers that all policies, regulations, systems and programs identified can be presented to them as the implementors. Participating countries are Botswana, Zimbabwe, Mozambique, Lesotho, Namibia, South Africa and Zambia. The event will rotate between 5 countries for 5 years.

-- 2023 - Lesotho                      --2024 - Botswana                      -- 2025 - Namibia  
-- 2026- Zimbabwe                      --2027 - Mozambique.

## VALUE POSITION

- It is going to be one of the key regional agriculture conference combining different countries producing different internationally trading products.
- Promotes healthy lifestyle, leisure and agri-business, thus collectively arriving at solutions for problems faced by different stakeholders in the sector.
- Good corporate platform to activate your brand and form strong partnership with area experts that in a way assist in developing firm yet simplified agri-oriented services.
- Brings different stakeholders and countries together for networking purposes and agri business growth.

## DIRECT BENEFITS

- Opportunities for brand explosion regionally
- A good CSI opportunity and allows the company to work closely with farmers and hence forming relationships and unity
- Company product brands will be mentioned at every opportunity, further internalizing the tag line.
- Good opportunity to interact and promote company vision, objectives and what you stand for regionally
- Profiling the company as a company of choice which ploughs back profits.



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## GREENHOUSE PACKAGE

- Full brand explosion at closing dinner featuring first class catering and music
- Logo included in branded VIP appreciation bags
- Sponsors logo on all publications and adverts
- Sponsors brand material displayed prominently in all conference spaces and at the farm that will be toured.
- Inclusion of sponsors material in attendees bags
- Conference speaking opportunity
- Sponsored table for 3 selected farmers

## PRINTING PACK

- Sponsors logo in conference participants bags
- Sponsors logo on all publications and adverts
- Sponsors brand material displayed prominently in all conference spaces
- Inclusion of sponsors material in participants bags
- Logo inclusion in participants t shirts

## TRANSPORT PACK

- Logo inclusion in conference participants bags
- Sponsors logo on all publications and adverts
- Sponsors brand material displayed prominently in all conference spaces.
- Inclusion of sponsors material in participants bags

## SPONSORSHIP PACKAGES

GREENHOUSE PACK	BWP 50 000.00
PRINTING PACK	BWP 40 000.00
TRANSPORT PACK	BWP 30 000.00





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## POST EVENTS OPPORTUNITIES

Our vision is to invest in Smart Climate Agriculture, Sustainable progressive and empowerment to communities of unemployed youth and women. Post Symposium events will be workshops that will be further engage all stakeholders to implement programs discussed and to also promote participation of all stakeholders.

### WORKSHOP 1: TECHNOLOGY MEETS AGRICULTURE

TOPICS OF INTEREST : -- Agriculture technology ( Earth observasion, Drone application, water preservation, ICT)  
-- Insurance in Agriculture  
-- Banking and financing

DATE : June 2023

### WORKSHOP 2: PROCESSING WORKSHOP

TOPICS OF INTEREST : -- Post harvest & Preprocessing storage  
-- Processing and Preservation  
-- Packaging and Branding  
-- Quality & Standards

DATE : 08 March 2024

### WORKSHOP 3: IDUSTRILISATION

TOPICS OF INTEREST : -- Transport logistics and distribution  
-- Access to market  
-- Customer reach  
-- Food Waste Management

DATE : 10 June 2024

This program will be piloted in Lesotho, and will take form in all other countries the symposium will be held in.

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Description	Quantity/Time	Per day	Total
Mobilization various	various		18 000.00
Venue	2 Days	1500	3 000.00
Marketing & advertising	Various	8000	8 000.00
Website & hosting		4500	4 500.00
<u>PRINTING</u>			
Banners	1 Pack		12 500.00
Lanyards	100	45	4 500.000
Caps	100	70	7 000.00
T-Shirts	100	110	11 000.00
Pens	100	35	3 500.00
Gift bag	150	18	2 700.00
<u>CATERING</u>			
<b>Conference Day</b>			
Breakfast/Tea	100	45	4 500.00
Lunch	100	195	19 500.00
Refreshments	300	14	4 200.00
<b>Farm Tour day</b>			
Breakfast	100	45	4 500.00
Craft table	100	40	4 000.00
Lunch	100	250	25 000.00
<b>BBQ Dinner day</b>			
Breakfast/Tea	100	45	4 500.00
Dinner buffet	100	250	25 500.00
Stage setup, sound,deco	1		72 000.00
Live streaming setup & photography	2 days		32 000.00
Shuttle & porter services	30	37296	37 296.00
<b>GRAND TOTAL</b>			<b>P307 696.00</b>