

# EAST AND SOUTHERN AFRICA FERTILIZER TRADE PLATFORM

## TAKING FERTILIZER SUPPLY TO SCALE

Intercontinental Hotel, Lusaka, Zambia

24-25 September 2015



## East and Southern Africa Fertilizer Trade and Investment Conference and Exhibition

### Taking Fertilizer Supply to Scale

In September, 24-25, 2015 Lusaka, Zambia, the seat of the Secretariat for the Common Market for East and Southern Africa (COMESA) will host the first regional fertilizer trade and investment conference and exhibition to provide a platform to facilitate and coordinate enhanced private sector investment and participation in the procurement and distribution of fertilizer in the region. The Conference and Exhibition is being jointly convened by the Alliance for Commodity Trade in East and Southern Africa (ACTESA) and the African Fertilizer and Agribusiness Partnership (AFAP).

AFAP is an independent nonprofit organization whose purpose is to work with partners to establish sustainable and competitive private sector-led fertilizer markets that provide smallholder farmers with quality fertilizers at the right place and time and at an affordable price. Fertilizer use among smallholder farmers in sub-Saharan Africa is the lowest in the world (average of 10kg/ha) due to fertilizer markets that are small and highly fragmented, resulting in limited availability and high prices that make the use of fertilizer cost-prohibitive among small-scale farmers. AFAP's solution is to develop commercially focused partnerships with private sector partners all along the fertilizer value chain, who are or will be investing and operating in these markets for years to come. The principal operating mechanism of AFAP is the Partnership Contracts under which eligible international, regional or local agribusinesses receive financial and technical assistance in the form of guarantees, matching grants, business and technical training, and market intelligence and, in exchange, agree to perform significant market development activities with local farmers and/or agribusinesses.

ACTESA was established in September 2008 by Heads of State of the COMESA as a specialized agency with the mandate to facilitate and coordinate commodity trade in East and Southern Africa, which includes fertilizers. The Conference and Exhibition is being held within the context of the COMESA Fertilizer Program which has, as its main goal to take fertilizer procurement and distribution in the region to scale through the creation, growth and strengthening of at least 500 fertilizer and agribusiness companies in the region.



## Why Attend the Conference and Exhibition?

The Trade and Investment Fertilizer Conference and Exhibition will provide a platform for public-private dialogue and action to scale-up the commercial supply and distribution of fertilizer in the region. It will include plenary, parallel working group sessions and an exhibition. The exhibition space will be set up to showcase your latest products and services, success stories, tools, materials and information from the public and private sectors and civil society organisations from across the region.

This Trade and Investment Fertilizer Conference and Exhibition aims to broadly increase private sector participation, trade and investment in the fertilizer sector in the region:

- Opportunity for informative and interactive sessions with the fertilizer industry sector across various spheres like Government, Policy makers, Industrial leaders, Academia and Potential investors
- Access high-level decision makers from both the public and private sector that are driving the regional fertilizer agenda of at an event
- Get a better understanding on the investment opportunities and implications associated with doing business in the region involving all key stakeholders allowing them to make informed decisions about investment and reform
- Access high-level decision makers from both the public and private sector
- Opportunity for business actors to discuss ways of enhancing competitiveness by exchanging views on issues such as access to finance and external markets
- Forge private sector ventures, business to business (B2B) and public-private partnership opportunities throughout the supply chain in the region for commercial, investment and developmental purposes
- An opportunity for business leaders to explore the challenges and opportunities in areas such as funding for private sector development
- Intra-African trade discussed and recommendations for fertilizer market enhancement generated
- An opportunity to showcase products and services at the Exhibition

The AFAP, COMESA and partners commit to ensuring that the outputs of the Conference and the recommendations feed into high level policy processes and provide guidelines for monitoring the uptake of good practice at national and regional levels. AFAP will also publish and disseminate the proceedings of the Conference.





## Who will attend?

- The Conference and Exhibition is open to stakeholders from public, private and civil society organisations in the field of Fertilizer Value Chain Market Development
- Private Sector/ Fertilizer manufacturers / Importers/ Blenders/ Agro-input distributors/ Wholesalers/ Retailers / SMEs with investment opportunities
- Business Associations & Multinationals
- Ministers and Government officials / Intergovernmental Agencies/Regional Economic Bodies
- Regional Fertilizer Associations
- Regional Farmer Associations
- Policy and Decision Makers
- Financial Institutions/ Commercial Banks/ Private Equity & Venture Capital organisations
- Chambers of Commerce
- Investment Promotion Agencies
- Business Councils
- NGOs & Foundations, Donor and Development Organisations
- Leading International and Local Media
- Research and Development Community



# SPONSORSHIP OPPORTUNITIES

By sponsoring, you will unlock new business opportunities for your company by understanding Africa's Regional Fertilizer and Agri-business market and establishing valuable business linkages and networks.

## Why Sponsor and Exhibit?

- Your gateway to the East and Southern Africa fertilizer market
- Reach out to your target market and showcase your latest products and services
- Access high-level decision makers from both the public and private sector
- Generate new sales opportunities
- Strengthen existing customer relationships
- Closely monitor market demand and developments
- Benefit from personal contact with policy and decision makers
- Enhance your corporate reputation and brand image
- Present in the conference to demonstrate thought leadership
- Access the entire list of relevant, professional possible future business partners
- Networking and business opportunities
- Access is open to the public and free of charge
- The activities of the conference and exhibition will be covered by the media



## PLATINUM SPONSORSHIP USD 30 000

*There are only 2 exclusive Platinum Sponsorships available*

### Branding & Advertising

Prior to the event:

- Corporate logo prominently placed on in all advertisements, press releases, media exposure for the event
- Corporate logo will appear in all event material, including the event brochure, programme, website & email marketing campaign
- A linked logo & 500 word profile included on the conference website
- Corporate logo on conference signage as a Platinum Sponsor

### On-site Exposure

- All event branding will include your logo as a Platinum Sponsor on slide presentations and display screens throughout the day
- A corporate profile, two pages in length, in the delegate handbook

### Speaking Opportunity

- A Prime opportunity for a Senior Executive of your company to deliver a keynote address and participate in a panel discussion

### Corporate Brochure

- The Opportunity to supply & provide your corporate brochure to be included in each delegate folder

### AFAP Website & Newsletter

- Provide one article for an insert on the AFAP website and newsletter that is distributed to our subscriber database across the continent

### Gala Dinner

- Speaking opportunity/welcome speech at the Gala Dinner to private and public sector delegates and exhibitors
- Brand the entire function room - Pull up banners/corporate branding at the dinner (provided by the sponsor)
- Opportunity to distribute corporate material/gifts at the dinner (provided by the sponsor)
- Sponsorship includes food, beverage but excludes entertainment costs
- Announcement & thanks from the conference chair

### Membership

- An opportunity to be a Member to the East and Southern Africa Fertilizer Trade Platform (ESAF)
- The opportunity to have 2 pre - arranged meetings set up with executives from the delegates present



## GOLD SPONSORSHIP USD 20 000

*There are only 2 Gold Sponsorships available*

### Branding & Advertising

Prior to the event:

- Corporate logo prominently placed on in all advertisements, press releases, media exposure for the event
- Corporate logo will appear in all event material, including the event brochure, programme, website & email marketing campaign
- A linked logo & 200 word profile included on the conference website
- Corporate logo on conference signage as a Gold Sponsor

### Onsite Exposure

- All event branding will include your logo as a Gold Sponsor
- An A4 color advert placed in the delegate handbook
- A 75 word profile included the delegate handbook

### Speaking Opportunity

- A Prime Opportunity for a Senior Executive of your company to participate in a panel discussion

### Lunch Branding

- Short opening address to conference delegates (not more than 5 minutes) to introduce a product or service
- Brand the lunch function room - Pull up banners/corporate branding at the dinner (provided by the sponsor)
- Opportunity to distribute corporate material/gifts at the dinner (provided by the sponsor)
- Sponsorship includes food, beverage but excludes entertainment costs
- Announcement & thanks from the conference chair

### AFAP Website & Newsletter

Provide one article for an insert on the AFAP website and newsletter that is distributed to our **subscriber database across the continent**



## SILVER SPONSORSHIP

USD 10 000

There are only 6 Silver Sponsorships available

### Branding & Advertising

Prior to the event:

- Corporate logo prominently placed on in all advertisements, press releases, media exposure for the event
- Corporate logo will appear in all event material, including the event brochure, programme, website & email marketing campaign
- A linked logo & 100 word profile included on the conference website
- Corporate logo on conference signage as a Silver Sponsor

### Onsite Exposure

- All event branding will include your logo as a Silver Sponsor
- A half page color advert placed in delegate handbook
- A 50 word profile included in the delegate handbook

## COCKTAIL SPONSORSHIP USD 12 000

*Available to only 1 company*

The cocktail function for the conference closing evening is an ideal environment to promote your company in a relaxed and personal atmosphere

- Pull up banners/corporate branding at the cocktail function (provided by the sponsor)
- Opportunity to distribute corporate material/gifts at the dinner (provided by the sponsor)
- The sponsor may structure the evening around a selected theme, complimented by entertainment
- Sponsorship includes food, beverage but excludes entertainment costs
- Announcement & thanks from the conference chair





# Sponsorship Form

Taking Fertilizer Supply to Scale

Please note all correspondence including invoices will be sent to the contact supplied below.

Company Name \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Position \_\_\_\_\_  
Email \_\_\_\_\_  
Telephone \_\_\_\_\_  
Address \_\_\_\_\_  
Postcode \_\_\_\_\_  
Country \_\_\_\_\_  
Website \_\_\_\_\_

## Sponsorship Opportunities

Please tick appropriate box. All sponsorship prices are in USD

### Tailored packages

- Platinum Sponsorship USD 30 000  
 Gold Sponsorship USD 20 000  
 Silver Sponsorship USD 10 000

### Individual sponsorship items

- Cocktail Sponsorship USD 12 000  
 Final program book USD 3 000  
 Note pad and pen USD 2 500

### Advertisement in the delegate conference handbook:

- Full A4 page USD 650  
 Half page USD 365

To pay for sponsorship, please use the following banking details and send an e-mail with proof of payment to Ms Sandra Pires at [spires@afap-partnership.org](mailto:spires@afap-partnership.org)

**Company name: African Fertilizer and Agribusiness Partnership**

**Account Number: 407 938 3843**

**Date Account Opened: 04 July 2012**

**Clearing Code: 63-20-05**


**Branch: ABSA Corporate Bank**

**Account Type: Current Account**

I agree to be invoiced for a total of USD \_\_\_\_\_ for the items selected above.

Signature \_\_\_\_\_  
Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Sponsorship agreement and tax invoice will be sent upon receipt of your application form.



**For more information on the trade platform, contact:**

Maria Wanzala (PhD)  
AFAP Regional Director East and Southern Africa/Secretary for the East and Southern  
Africa Fertilizer Trade Platform  
African Fertilizer and Agribusiness Partnership (AFAP)  
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Email: [mwanzala@afap-partnership.org](mailto:mwanzala@afap-partnership.org)  
Website: [www.afap-partnership.org](http://www.afap-partnership.org)

Mrs. Sandra Pires  
Project Manager for the East and Southern Africa Fertilizer Trade Platform  
African Fertilizer and Agribusiness Partnership (AFAP)  
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Johannesburg, 2128  
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Cell: + 27 (0)76 819 0054  
Email: [spires@afap-partnership.org](mailto:spires@afap-partnership.org)  
Website: [www.afap-partnership.org](http://www.afap-partnership.org)

To reserve your sponsorship package, contact Mrs. Sandra Pires.