AFAP Regional Public-Private Dialogue Series

The Future of Fertilizer and Agro-Inputs in Africa

EVENT DATES

7–8 December 2022
Lusaka, ZAMBIA

3–4 April 2023
Kampala, UGANDA

18–20 April 2023
Accra, GHANA

tbc 2023
Cairo, EGYPT
The Future of Agro-Inputs in Africa
Become a Sponsor
Request for Sponsorship

The African Fertilizer and Agribusiness Partnership (AFAP) is excited to invite you to be a sponsor for the upcoming Regional Public-Private Dialogue (Regional PPD) series themed ‘The Future of Fertilizer and Agro-Inputs in Africa’.

The Regional PPD series is a unique platform that brings together key stakeholders in the fertilizer and agribusiness industry in Africa to engage in meaningful discussions, share insights and experiences, and identify strategies to address key challenges facing the sector.

The series launched in Southern Africa in Lusaka, Zambia (7-8 December 2022) and will be convening in other regions in 2023. Dates for the following PPDs will be:
1. Eastern Africa – Kampala, Uganda from 3-4 April 2023
2. Western Africa – Accra, Ghana from 18-20 April 2023
3. Northern Africa – Cairo, Egypt (dates to be confirmed).

As a sponsor, your organization will have the opportunity to showcase its products and services to a wide range of industry players, engage in one-on-one business meetings with potential partners, and establish itself as a thought leader in the industry. In addition, your organization will benefit from extensive media coverage and promotional activities, including social media campaigns, press releases, and newsletters.

We have different sponsorship packages available that offer a range of benefits to suit your organization's needs and budget. We would be happy to discuss the various options with you and work together to identify the most suitable package for your organization. We strongly believe that your support will be critical in making this event series a success, and we look forward to the opportunity to work with you.

For more information about this event, please contact: Sandra Pires - Senior Director of Agribusiness Programmes (AFAP) on email: spires@afap-partnership.org.

Thank you for considering our request, and we hope to hear from you soon.

Yours sincerely,

Mr. Michael Sudarkasa
Chief Executive Officer
African Fertilizer and Agribusiness Partnership (AFAP)
African Fertilizer and Agribusiness Partnership
About AFAP

The philosophy and ethos of AFAP are built on three foundational pillars: **Partnerships, Productivity, and Prosperity.** These pillars represent our belief that collaboration between stakeholders, increased agricultural productivity, and sustainable economic growth are critical to unlocking the potential of the fertilizer and agribusiness industry in Africa.

In 2022, we celebrated its our tenth year of service to the African agricultural community.

AFAP is an organization dedicated to designing and implementing sustainable developmental projects that support policy and regulatory reform, capacity development, financial credit provision, and data gathering and market intelligence development and dissemination. Our primary focus is on providing market-driven business solutions in agricultural inputs and agribusiness value chain sectors.

With offices in nine African countries, including Ghana, Kenya, Malawi, Mozambique, Nigeria, Tanzania, Uganda, Zambia, and our headquarters in South Africa, AFAP combines technical expertise, entrepreneurial innovation, and a unique, continental perspective. We work to support the development of the African agriculture inputs and agribusiness value chain by building the capacity of the continent’s hub agro-dealers, agro-dealers, and smallholder farmers.

In addition to capacity building, AFAP also undertakes initiatives to improve the efficiency and capacity of stakeholders involved in the inputs and agricultural output market. We do this by promoting the use of high-quality and affordable balanced crop nutrition products, partnering with technology and equipment providers, and facilitating trade finance for fixed assets and inventory through our proprietary Agribusiness Partnership Contract (APC) mechanism.

Through these efforts, AFAP aims to contribute to sustainable economic growth and development in Africa, by enabling smallholder farmers to access the inputs and resources they need to thrive in a rapidly changing agricultural landscape.

**AFAP’s five key areas of activity**

1. Agribusiness Services
2. Market Development Services,
3. Financial Services,
4. Agri-Inputs and Agribusiness Policy Services, and
5. Market Intelligence Services.
AFAP Regional PPD’s
In the past five years, the world has faced multiple challenges, including a pandemic, climate change, economic slowdown, and a war that has disrupted global supply chains, leading to shortages and rising fuel and food prices. These issues have contributed to a worldwide fertilizer shortage, which has left millions of Africans vulnerable, particularly smallholder farmers who are unable to afford or access agriculture inputs.

Ensuring access to both inorganic and organic fertilizer and other agro-inputs for smallholder farmers is crucial in ensuring stable food production and addressing national and household food security in Africa. In response, AFAP has launched the Regional PPD series, which will foster action-oriented and result-focused regional dialogues to develop concrete next steps in addressing Africa’s fertilizer and agro-inputs challenges under the theme 'The Future of Agro-Inputs in Africa.'

The Regional PPDs will be a substance-focused knowledge-based platform that brings together regional stakeholders involved in the manufacturing, distribution, and use of agro-inputs, including last-mile users and smallholder farmers. Discussions will also focus on the importance of soil health and appropriate fertilizer applications in boosting agricultural productivity in Africa.

The event series will bring together a mix of dynamic and thought-provoking panel experts from the public, private, and civil society sectors to address the current crisis with viable options for the African agricultural market, economies, and trade to build resilience and flexibility to safeguard food security and thrive in a volatile industry.

The Regional PPDs represent an excellent networking opportunity for various stakeholders, including public policy makers, farmers, agro-dealers, fertilizer and other input companies, research organizations, financial institutions, mining companies, logistics companies, equipment and technology suppliers, independent market analysts, and consultants. Investors will also play a crucial role in creating competitive and efficient SME distribution channels that can deliver fertilizers to farmers at the right time, right place, right price, and of the right quality.
Regional PPD’s dates

**Sub-Saharan Africa:**
1. Lusaka-Zambia – Wednesday, 7 to Thursday, 8 December 2022

**Eastern Africa:**
2. Kampala-Uganda – Monday, 3 to Tuesday, 4 April 2023

**Western Africa:**
3. Accra-Ghana – Tuesday, 18 to Thursday 20 April 2023

**Northern Africa:**
4. Cairo-Egypt – Dates to be confirmed

Who will attend?

- Fertilizer Suppliers
- Input suppliers
- Agribusinesses
- Hub Agrodealers
- Commercial farmers
- Traders and Exporters
- Commodities and futures traders
- Trade and investment agencies
- Service providers to agribusiness
- Investors, venture capitalists and financiers
- Logistics companies
- Financial institutions
- Impact investors
- Government
- Public policy makers
- Research organizations
- Mining companies
- Academics, associations, unions and NGOs
Why attend the Regional PPD’s?

Interactive and Informed discussions and Knowledge Sessions:

The AFAP Regional PPD series offers a unique opportunity to participate in interactive and informed discussions and knowledge sessions. Attendees will have the chance to hear from industry experts on both upcoming and current trends that are significantly impacting the agriculture sector in Africa. The Forum provides a platform to gain access to the latest research, developments, and technological innovations in the sector. In addition, participants will have the chance to hear directly from key decision-makers across the entire agriculture value chain. The goal of these sessions is to promote information-sharing and foster collaboration to address challenges and opportunities facing the agriculture sector in Africa.

Best Practices and Lessons Learnt:

Collaborate and contribute in our multi-stakeholder forum, where we will work together to develop solutions that build resilience and flexibility in the short, medium, and long-term food security. Engage in interactive sessions with participants involved in successful interventions and innovations across the continent, and gain first-hand insights and reports from key stakeholders in the agricultural sector. Together, we can create a platform for knowledge exchange and collaborative problem-solving to help tackle the challenges facing Africa’s food security.

Connecting Fertilizer Suppliers and Buyers:

Meet with Agri-input Suppliers and connect with (Hub agrodealers) downstream users of Fertilizers and other inputs.

Linkages across the Value Chain:

Meet with (upstream and downstream) players from the entire agriculture value chain and gain access to African Hub Agrodealers, Agro-processors and Retailers.

Investor Focus:

Learn about the key investment opportunities, risks across different regions and regulatory reforms in the African fertilizer and agribusiness industry.

Theme: The Future of Fertilizer and Agro-inputs in Africa
Sample Regional PPD Programme
## Sample Programme Day 1 (Southern Africa Example)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30 - 09:00</td>
<td>Registration of delegates</td>
</tr>
<tr>
<td>09:00 - 09:15</td>
<td>OPENING SESSION * Welcome Remarks</td>
</tr>
<tr>
<td>09:15 - 09:30</td>
<td>Official Opening of the Regional Fertilizer Public-Private Dialogue</td>
</tr>
<tr>
<td>09:30 - 09:40</td>
<td>Objectives of the Regional PPD on Fertilizer Sector Development in Southern Africa</td>
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<tr>
<td>09:40 - 10:00</td>
<td>The 2023 AU Fertilizer and Soil Health Summit: * Toward a 10 Year Strategy for African Fertilizer</td>
</tr>
<tr>
<td>10:00 - 10:15</td>
<td>Impact of the Ukraine-Russia Conflict on Southern African Countries</td>
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<tr>
<td>10:15 - 10:30</td>
<td>Current Developments and the Future of the Inputs Industry in Africa</td>
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<tr>
<td>10:30 - 10:45</td>
<td>Questions and Clarifications</td>
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<tr>
<td>11:30 - 12:30</td>
<td>Tea/Coffee Break</td>
</tr>
<tr>
<td>11:00 - 11:30</td>
<td>PARALLEL SESSIONS * Findings and Recommendations from the Fertilizer Needs Assessments</td>
</tr>
<tr>
<td>11:30 - 12:00</td>
<td>Response from Public Sector</td>
</tr>
<tr>
<td>12:00 - 12:30</td>
<td>Views from the floor – Questions, Clarifications, and Contributions</td>
</tr>
<tr>
<td>12:30 - 12:45</td>
<td>Regional Policy Harmonization and Fertilizer Sector Development toward 2030</td>
</tr>
<tr>
<td>12:45 - 14:00</td>
<td>Lunch</td>
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<tr>
<td>14:00 - 14:30</td>
<td>PARALLEL SESSIONS * Findings and Recommendations from the Fertilizer Needs Assessments</td>
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<tr>
<td>14:30 - 15:00</td>
<td>Response from Public Sector</td>
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<tr>
<td>15:00 - 15:30</td>
<td>Views from the floor – Questions, Clarifications, and Contributions</td>
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<tr>
<td>15:30 - 15:45</td>
<td>Tea/Coffee Break</td>
</tr>
<tr>
<td>15:45 - 16:15</td>
<td>PARALLEL SESSIONS * Findings and Recommendations from the Fertilizer Needs Assessments</td>
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<tr>
<td>16:15 - 16:45</td>
<td>Response from Public Sector</td>
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<tr>
<td>16:45 - 17:15</td>
<td>Views from the floor – Questions, Clarifications, and Contributions</td>
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<tr>
<td>17:15 - 17:30</td>
<td>Plenary - Close Meeting</td>
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<tr>
<td>18:00 - 20:00</td>
<td>EVENING EVENT * Networking Cocktail</td>
</tr>
</tbody>
</table>

**Theme:** The Future of Fertilizer and Agro-inputs in Africa
## Sample Programme Day 2 (Southern Africa Example)

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>08:30 - 09:00</td>
<td>Registration of delegates</td>
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<tr>
<td>09:00 - 11:00</td>
<td><strong>Session 1</strong>&lt;br&gt;Feedback Presentation from Each Country – 10 Mins per Country and 30 mins Q&amp;A</td>
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<tr>
<td>11:00 - 11:15</td>
<td>Making a Case for Greater Local Participation in the Fertilizer Industry</td>
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<tr>
<td>11:15 - 11:30</td>
<td><strong>Tea/Coffee Break</strong></td>
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<tr>
<td>11:30 - 11:45</td>
<td>Regional Perspective and Feedback</td>
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<tr>
<td>11:45 - 12:00</td>
<td>Fertilizer Association of Southern Africa (FERTASA)</td>
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<td>12:00 - 12:15</td>
<td>Common Market for Eastern and Southern Africa (COMESA)</td>
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<tr>
<td><strong>12:15 - 12:30</strong></td>
<td>Southern African Development Community (SADC)</td>
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<tr>
<td>12:30 - 13:00</td>
<td>Southern African Confederation of Agricultural Unions (SACAU)</td>
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<tr>
<td>13:00 - 14:00</td>
<td><strong>Lunch</strong></td>
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<tr>
<td>14:00 - 14:15</td>
<td>Knowledge Presentations</td>
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<tr>
<td><strong>14:15 - 14:30</strong></td>
<td>Introducing Sustain Africa in Southern Africa</td>
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<tr>
<td>14:30 - 14:45</td>
<td>Financing Africa’s Private Sector in the Fertilizer Industry</td>
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<tr>
<td><strong>14:45 - 15:00</strong></td>
<td>Question and Clarifications</td>
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<tr>
<td>15:00 - 15:15</td>
<td>Fostering Sustainable Fertilizer Solutions</td>
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<tr>
<td>15:15 - 15:30</td>
<td>Question and Clarifications</td>
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<tr>
<td><strong>15:30 - 15:45</strong></td>
<td><strong>Tea/Coffee Break</strong></td>
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<tr>
<td>15:45 - 16:00</td>
<td>Knowledge Presentations</td>
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<tr>
<td>16:00 - 16:30</td>
<td>Accelerating Food Trade and Expanding Food Markets in Africa: AfCFTA and Afreximbank</td>
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<tr>
<td>16:30 - 17:00</td>
<td>Position and Validation by Meeting Participants and Close of Meeting with Vote of Thanks</td>
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</table>
Sponsorship Categories
AFAP is excited to announce our the Regional Public-Private Dialogue (Regional PPD) series, which will focus on "The Future of Fertilizer and Agro-Inputs in Africa." This event will bring together key stakeholders from across the fertilizer and agribusiness value chains to discuss the challenges and opportunities facing the sector and to explore ways to promote sustainable and inclusive growth.

We believe that the Regional PPD will be a unique opportunity to connect with other stakeholders in the sector, share your organization’s expertise and perspectives, and contribute to shaping the future of agriculture in Africa. We hope that you will consider partnering with us to make this event a success.

Below are our sponsorship categories for your consideration:

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsorship</th>
<th>Auditorium</th>
<th>Gala Reception</th>
<th>Welcome Reception</th>
<th>2-day event</th>
<th>Exhibition booth</th>
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<tbody>
<tr>
<td><strong>PLATINUM SPONSOR</strong></td>
<td></td>
<td>USD $50,000</td>
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<td>Anchor</td>
<td>Platinum level</td>
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<td>Gold level</td>
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<td><strong>GOLD SPONSOR</strong></td>
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<td>Silver level</td>
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<td><strong>EXHIBITOR</strong></td>
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<td>Bronze level</td>
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<td><strong>AUDITORIUM</strong></td>
<td><strong>GALA DINNER</strong></td>
<td><strong>WELCOME COCKTAIL</strong></td>
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<tr>
<td>Extensive branding in the auditorium including banners, holding slide and stage set.</td>
<td>Branding in the dining room including banners, holding slide, podium and invitations to the dinner.</td>
<td>Branding the cocktail event including banners, holding slide, podium and invitations to the cocktail event.</td>
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</table>

### Speaking slots

- Welcome address during the main session
- 2 panel speaking slots in the 2-day programme
- Welcome address at the dinner
- 2 panel speaking slots in the 2-day programme
- Welcome address during cocktail event
- 2 panel speaking slots in the 2-day programme

### Branding

- Conference advertisements
- Email and direct mail promotional mailings
- Website and on-line platforms with reciprocal links and associated tags
- On-site generic branding including banners, holding slide and stage set
- Branding on delegate lanyards
- Conference advertisements
- Email and direct mail promotional mailings
- Website and on-line platforms with reciprocal links and associated tags
- On-site generic branding including banners, holding slide and stage set at the dinner
- Branding on delegate lanyards
- Conference advertisements
- Email and direct mail promotional mailings
- Website and on-line platforms with reciprocal links and associated tags
- On-site generic branding including banners, holding slide and stage set at the cocktail event
- Branding on delegate lanyards

### Promotion

- Company logo and 200 word corporate profile in the Conference Guide/Handbook
- A4 Full page advertisement in the Conference Guide/Handbook (distributed to all delegates)
- Company logo and 200 word corporate profile in the Conference Guide/Handbook
- A4 Full page advertisement in the Conference Guide/Handbook (distributed to all delegates)
- Company logo and 200 word corporate profile in the Conference Guide/Handbook
- A4 Full page advertisement in the Conference Guide/Handbook (distributed to all delegates)

### Optional

- Provide branded corporate gift to delegates in the auditorium
- Insert a corporate brochure into the delegate packs
- Provide branded corporate gift to delegates at the dinner
- Insert a corporate brochure into the delegate packs
- Provide branded corporate gift to delegates at the cocktail event
- Insert a corporate brochure into the delegate packs

Theme: *The Future of Fertilizer and Agro-inputs in Africa*
## Gold Sponsor

- **US$20,000.00**
- Gold level banding in the auditorium including banners and holding slide.

## Silver Sponsor

- **US$15,000.00**
- Silver level banding in the auditorium including banners and holding slide.

## Exhibitor

- **US$5,000.00**
- Branding display area of 3m x 2m with table, two chairs.

### Speaking Slots

- **Gold Sponsor**
  - 1 panel speaking slots in the 2-day programme

- **Silver Sponsor**
  - 1 panel speaking slots in the 2-day programme

### Branding

- **Gold Sponsor**
  - Highlighted as a Gold Sponsor on:
    - Conference advertisements
    - Email and direct mail promotional mailings
    - Website and on-line platforms with reciprocal links and associated tags
    - On-site generic branding including banners, holding slide and stage set
    - Branding on delegate lanyards

- **Silver Sponsor**
  - Highlighted as a Silver Sponsor on:
    - Conference advertisements
    - Email and direct mail promotional mailings
    - Website and on-line platforms with reciprocal links and associated tags
    - On-site generic branding including banners, holding slide and stage set
    - Branding on delegate lanyards

### Promotion

- **Gold Sponsor**
  - Company logo and 150 word corporate profile in the Conference Guide/Handbook
  - Half A4 page advertisement in the Conference Guide/Handbook (distributed to all delegates)

- **Silver Sponsor**
  - Company logo and 100 word corporate profile in the Conference Guide/Handbook
  - Company logo and 50 words corporate profile in the Conference Guide/Handbook

### Optional

- **Gold Sponsor**
  - Insert a corporate brochure and/or a branded corporate gift into the delegate packs

- **Silver Sponsor**
  - Insert a corporate brochure and/or a branded corporate gift into the delegate packs

- **Exhibitor**
  - Insert a corporate brochure and/or a branded corporate gift into the delegate packs
Theme: The Future of Fertilizer and Agro-inputs in Africa

3 Melrose Boulevard,
Birnam, Johannesburg,
South Africa, 2196

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