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Konu: Afrika Gıda Sistemleri Forumu (AFSF) 2025

Ankara, 08/08/2025

Sayın Üyemiz,

İhracat Genel Müdürlüğünden tarafımıza iletilen bir yazıda, T.C. Dakar Büyükelçiliği Ticaret Müşavirliği'nden alınan bir yazıya atıfla;

- Senegal'de Afrika Gıda Sistemleri adında **30 Ağustos 2025-5 Eylül 2025** tarihleri arasında büyük bir forum düzenleneceği,
- Forum kapsamında Senegal'e 5.000'den fazla katılımcı geleceği,
- Senegal'de tarımı modernize etmek için 3.000'den fazla traktöre, 2.000'den fazla biçerdöver ve diğer tarım ekipmanlarına ihtiyaç duyulduğu,
- Türkiye'den tarım makinesi fabrikalarının da ürünlerini sunmak üzere söz konusu foruma davet edildiği,

bildirilmektedir.

Yazıda devamla; Senegal'de tarım sektörüne özel önem verilmekte olduğu, ülkede özellikle gıda egemenliğinde iyileşmeyi sağlamak üzere tarımsal üretimi artırmanın öncelikli politika haline geldiği, bu çerçevede ülkede "Cooperative Agricole Communautaire (CAC) projesinin hayata geçirilmeye ve tarımsal ürünlerin depolanması ve lojistiğine ilişkin projeler üzerinde yoğun olarak çalışıldığı, özellikle tarım makineleri, kimyasalları ihracatı/yatırımları açısından Senegal'in fırsatlar barındırdığının düşünüldüğü ve söz konusu foruma ve forum esnasında gerçekleştirilecek fuara firmalarımızın katılımlarının faydalı olacağının değerlendirildiği vurgulanmaktadır.

Anılan foruma ve fuara katılmak ya da ürünlerini sergilemek isteyen firmalarımızın ilişikte belirtilen iletişim bilgileri üzerinden organizatörler ile irtibata geçmesini rica ederim.

Musa DEMİR
Genel Sekreter

Ekler:

- 1) Africa Food Systems Forum 2025 Broşürü (30 sayfa)
- 2) Agri-Food Expo Katılımcı Broşürü (18 sayfa)
- 3) Africa Food Systems Forum 2025 Yerleşim Planı (75 sayfa)
- 4) Senegal AFSF 2025 Forumu İletişim Kişisi Bilgileri (1 sayfa)

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AFRICA FOOD SYSTEMS FORUM 2025

Africa's Youth: Leading Collaboration, Innovation and Implementation of Agri-Food Systems Transformation

31 AUGUST - 5 SEPTEMBER
DAKAR DIAMNIADIO, SENEGAL





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Canada



SACAU



LIFAD
Investing in rural people



UK International
Development
Department



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AUDA-NEPAD
Agricultural Union of Development Africa



USDA
United States Department of Agriculture



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WORLD LARGEST FORUM ON FOOD SYSTEMS AND AGRICULTURE

OUR JOURNEY



2022 to date: Following the 2021 World Food Systems Summit, AGRF was rebranded as the **Africa Food System Forum (AFSF)**, in alignment with our partners' vision on comprehensive food system transformation, which goes beyond the agriculture sector to also look at nutrition, trade, infrastructure, digital technologies, governance, and other key issues. The Forum's work now extends beyond the annual summit to promote discussion and actions to follow through on pivotal decisions on food systems and food security year-round. Our goal is to foster ongoing stakeholder engagement in measures and policies that are crucial for achieving our continent's food security objectives throughout the entire year. Since its rebranding, the Forum has tripled in size and diversity, bringing its annual attendance up to close to 6,000 delegates.



2010 – 2021: In 2010, the African Green Revolution Conference shifted from an investment conference to a forum to become the African Green Revolution Forum (AGRF). It has since been convened on different themes and in different African regions, gathering heads of state, ministers, business leaders, development partners, farmers, youth, women, and many other stakeholders to work together on measures, actions, and policies to advance the continental agenda on food system development. Throughout this period, the AGRF was consolidated as a pivotal platform for propelling the growth of Africa's agricultural sector.



2006-2009: In 2006, Yara International organized the first African Green Revolution Conference in Oslo. From 2007 to 2009, it was held as an annual event focused on fostering public-private partnerships and mobilizing investments in agriculture.





**AFRICA FOOD
SYSTEMS FORUM 2024**
Innovate, Accelerate and Scale
Sustaining Food Systems Transformation in a Digital and Connected

#AFSForum2024



MULTI-STAKEHOLDER COLLABORATION

Multi-stakeholder collaboration and partnerships are key to driving the systemic change required for a complete food system transformation.



INTRODUCTION

INTRODUCTION

Formerly known as the Africa Green Revolution Forum (AGRF), **Africa Food Systems Forum (AFSF)** is widely recognized as the world's **leading policy, knowledge and investment platform on African food systems and agriculture**.

Under the leadership of **H.E. Bassirou Diomaye DiakharFAYE**, President of the Republic of Senegal the **19th edition** of the **AFSF Annual Summit** will be held in **Dakar, Senegal** from **31 August to 5 September 2025** under the theme **“Africa’s Youth: Leading Collaboration, Innovation, and the Implementation of Food Systems Transformation**. The Summit will bring together 6,000 stakeholders from across the agri-food systems community, especially youth, to share lessons and take practical action to accelerate food systems transformation on the continent.

This year’s Summit will span sectors and disciplines to build bridges between the **most pressing elements** on the continent’s food systems agenda under the newly approved the Comprehensive Africa Agriculture Development Programme (CAADP) 2026-2035 and national food systems policies, including investment and financing, agri-food business development, knowledge, and plans for action. Participants will **explore solutions and pathways towards inclusive, sustainable, nutritious, and resilient food systems**. The Forum will also feature a partners’ launch of cutting-edge policy initiatives, financing instruments, programs, knowledge, and science products designed to drive food systems transformation in Africa and beyond.

Whether in the corridors, cafés, or reserved one-on-one meeting spaces, networking opportunities abound at the Summit, allowing participants to explore new partnerships and collaborative opportunities, expand their contact base, close deals, and raise capital to accelerate the development of the agri-food sector, create jobs for youth and women, and improve the lives of millions of African people.

Co-hosted by the Government of Senegal, this year’s summit’s program is being developed by the AFSF Partners Group, which is comprised of 36 leading players in African agri-food sectors committed to putting farmers and youth at the helm of the movement to transform food systems across the continent.

The official **Diner Gala and Africa Food Prize** in Dakar will also be co-hosted by the Government of Senegal. Under the patronage of **H. E. Jakaya Kikwete** former President of the United Republic of Tanzania, the Africa Food Prize is the preeminent award that recognizes an outstanding individual or institution leading the effort to change the reality of farming in Africa—from a struggle to survive to a business that thrives. The ceremony will highlight bold initiatives and technical innovations that can be replicated across the continent to create a new era of food security and economic opportunity for all Africans.



AFRICA FOOD SYSTEMS FORUM 2025



The main question to be asked at the 2025 Forum will be: **can African youth lead collaboration, innovation, and the implementation of agri-food systems transformation and feed a future African population of 2.5 billion people by 2050?**

Today, Africa is considered a land of opportunities for agri-food systems development and a top investment destination. **The youngest and fastest growing continent in the world**, it is home to 60% of the world's uncultivated land, abundant water resources, a vibrant market, and a population that is projected to increase to 2.5 billion people by 2050 and produce a massive youth dividend. This means that there is great potential in the region to transform agri-food systems, ensure food and nutrition security, and create jobs and wealth for all.

Even so, as of now, about one-third of sub-Saharan Africans still suffer from hunger. Current food

production falls well short of demand, fueling migration, insecurity, and political instability in various part of the continent. Instead of being a net exporter of food, the continent is a net importer, spending at least USD 70 billion of scarce foreign exchange annually on imports.

It is estimated that the number of young people in the labor force will increase to 375 million by 2030. Agri-food system value chains offer a wealth of opportunities to engage youth and harness their potential. Their leadership, creativity, and ability to embrace innovation and new technologies are crucial for addressing the challenges of food security, sustainability, and resilience in the face of climate change and to accelerate food systems' transformation in Africa. It is imperative that African countries put youth at the center of key decision-making processes and support their innovations and ventures.

THE THEME OF THIS YEAR'S SUMMIT:

Africa's Youth: Leading Collaboration, Innovation, and the Implementation of Agri-Food Systems Transformation".



At the Extraordinary Summit held in Kampala, Uganda, in January 2025, heads of state and government endorsed the Kampala Declaration and the new Comprehensive African Agricultural Development Programme (CAADP) Strategy and Action Plan (2026-2035), signaling a strategic pivot toward food systems transformation. The newly approved CAADP's ambition is to tackle one of the most critical challenges of our time: food and nutrition insecurity on the continent while creating decent jobs and

opportunities for millions of young African men and women. While development financing inflows are shrinking, domestic revenue mobilization urgently need to me mobilized to transform food systems on the continent. Uniting high-level officials, thought-leaders, and fast and rising youth entrepreneurs and inventors from Africa under the same roof, the 2025 AFSF Summit will be a crucial moment in the debate and in defining the way forward for the implementation of the CAADP.

Recent events in Senegal make it a fitting host country for the upcoming AFSF Summit. In April 2024, the country made history by electing the youngest president in Africa's annals, with a vision clearly centered on youth. The country's leadership intends to inspire a wave of young people to get involved in agri-food systems transformation at home and all across Africa, as the key to the future of Africa's agri-food systems lies in their hands.

This is why this year's forum will be held at the Abdou Diouf International Conference Center (CIDAD) and the Expo Center in Diamniadio from **31 August to 5 September 2025** under the theme **"Africa's Youth: Leading Collaboration, Innovation, and the Implementation of Agri-Food Systems Transformation"**.



The AFSF 2025 Summit will call on all parties, especially youth-led collaborations, to join forces in implementing the CAADP and boost investment in youth-centered innovative ideas through domestic resource mobilization, initiatives, best practices, business models, and knowledge products. The Summit will launch a global call for support for youth-led agri-food start-ups and MSMEs and provide a unique platform at the Forum for Young African Innovators to showcase their trailblazing solutions, innovations, and technologies. Youth at the Forum will have the opportunity to engage directly with investors, pitch their transformative concepts and projects, and have access to AFSF Dealrooms. The best projects and solutions will be recognized at the AFSF competitions and awards programs (GoGetta Agripreneur Prize Competition, Africa Food Prize, Dealroom, and Women Agripreneurs of the Year Awards, among others).



Stakeholder dialogues on working with policymakers and youth's leaders to drive change in agri-food systems: The Summit will help turn bold youth-centered ideas on food systems into reality, provide spaces to discuss the challenges of attracting young people to the industry, and identify opportunities to mobilize them to lead change.

TOPICS: The dialogues will address key issues, such as innovation, and artificial intelligence, powering agri-food industries, innovative finance, soil health and fertilizer use; nutrition and health; youth and women in agri-food systems; value addition and industrialization; sustainable production; climate infrastructure development, agricultural related services, agricultural machinery, cold chain technology, irrigation, policy and programs implementation mechanisms, among others, that will shape the future of food and agriculture in Africa.



WHAT WILL A SUCCESSFUL SUMMIT LOOK LIKE?



High-level officials and leading experts will take stock of agri-food system progress on the continent (policies, investments, initiatives, etc.).



Over 1,000 industry leaders and visionary speakers are expected to share insights on the CAADP agenda; the varied and complex food and nutritional security challenges faced by different regions of the world; the investment ecosystem, and opportunities in Africa.



Government ministers, parliamentarians, and fast-rising African start-ups and MSMEs will present promising innovative agri-food systems policies, pathways, and business models.



More than 1,500 African MSMEs will make pitches to investors and capital providers about their compelling investment opportunities, and close to twenty countries will present large-scale investment opportunities, including their Legacy Programs.



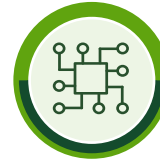
Stakeholders will discuss regional and country initiatives and how to increase support for and engagement in action-oriented initiatives, deals, and investments in agri-food systems.



The AFSF Dealroom's interactive mapping will facilitate participants' access to African investment opportunities across all business sectors.



The Agri-food Expo and Exhibition area will offer companies, MSMEs, start-ups, and innovators the chance to exhibit the latest technologies, equipment, and innovative solutions that promise to revolutionize food production.



Delegates will have multiple opportunities to connect with a global network of agri-food system leaders and innovators to build partnerships and talk business.



The Summit's program will be packed with a variety of activities – country- and sector-focused sessions, panel discussions, workshops, one-on-one meetings, award competitions, social events, and much more – to spark much-needed debate on the continent's most urgent issues and attract participants from multiple sectors and groups, especially youth and investors.

GoodFood
Innovation Fund



INCREASING AFFORDABILITY OF AND ACCESS TO **GOOD FOOD**





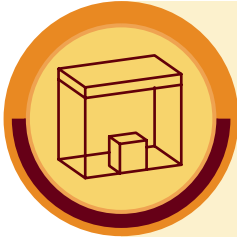
KEY HIGHLIGHTS AND EXPECTED OUTCOMES



The Continental Agenda and Progress: An emphasis will be placed on the continent's progress towards food systems transformation through the renewal of the CAADP, effective country policies, investments, and commitments to deliver nutritious, healthy, inclusive, and resilient sustainable food systems, with youth leading collaboration, innovations, and change in an intelligent age.



Agri-food investment facilitation & finance: The AFSF Agri-food Investment Forum is an **innovative marketplace** dedicated to structuring bankable, impactful development ideas, legacy projects and programs; mobilizing development finance and capital markets, and accelerating the closure of “legacy program” deals, while securing substantial returns in this thriving sector. **AFSF 2025 host country, Senegal**, will showcase its promising, viable investment opportunities at the special host country-focused investment summit.



Agrifood Expo and Exhibition: A space where key companies, start-ups, and innovators will be able to display ground-breaking technologies, equipment, and innovative solutions and engage with participants.





WHY JOIN US AT AFSF 2025?



Gain access to **5 DAYS OF PREMIUM CONTENT** shared during interactive panel discussions with the continent's high-level policymakers, thought-leaders, and top innovators on the CAADP 2026-2035 agenda and implementation, the Status of Agriculture and Food Systems in Africa report, key policy and reforms for the agri-food sector, and much more.



Discover attractive, bankable, country-specific investment opportunities designed as **Legacy Programs** and highlighted at the **COUNTRIES-FOCUSED INVESTMENT FORUM**.



Learn more about promising, viable investment opportunities in Senegal showcased at the **HOST COUNTRY-FOCUSED INVESTMENT SUMMIT**.



Be inspired by **DEALROOM PITCHING SESSIONS** where trained MSMEs present their ideas before an audience of investors and capital providers.



Access the **AFSF DEALBOOK** which features specific investment opportunities, including the innovative bankable ideas of MSMEs from countries across the continent.



Attend the **INVESTOR PITCHES** sessions to hear innovative presentations from investors and capital providers and learn about new and exciting ways to access finance for food systems projects and businesses.



Visit the **AGRI-FOOD EXPO AND EXHIBITION**, where key companies, start-ups, and innovators will showcase the latest technologies, equipment, and innovative solutions and engage with participants.



Gain valuable insights at **LEADING POLICYMAKER SESSIONS** with heads of state, government ministers, parliamentarians, and directors of government agencies.



Participate in **LEADING INVESTORS SESSIONS** with major development financial institutions (DFIs); impact, infrastructure, and venture capital, private equity investors, and insurance companies.



Get inspiration from the **SPECIAL AFRICAN YOUTH DEALMAKER EVENT WITH OUTSTANDING PARTNERS** - Sponsored competitions to recognize and award African youth for their highly innovative projects.



Take advantage of **ACCESS** and **OPPORTUNITIES** to **CONNECT** with a curated network of global agri-food systems leaders.



Be bedazzled by our **EXCITING PROGRAM** of thematic forums, sessions, side events, round tables, leadership exchanges for young innovators, investors, business and development leaders, and farmers.



Enjoy a **DAY OF FIELD VISITS** to see and experience innovative and scalable youth-led projects and enterprises first hand.



Organize **B2B and B2C meetings** with the most influential leaders of the food systems industry in Africa.



Enjoy a **1-DAY-OFF PROGRAM** to explore Senegal, the beautiful land of Teranga, and discover its vibrant culture and friendly people



YOUTH DOME

#AFSForum2024



WHO ATTENDS AFSF SUMMITS?



Current and former
heads of state



Ministers



Parliamentarians



Investors



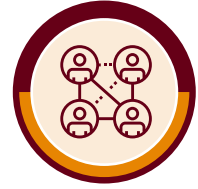
Philanthropists



Business leaders



Dealmakers



Development partners



Investment banks



Impact funds



Civil society and farmers'
organizations



Innovators



MSMEs and start-ups



Insurance industry



Youth and Women



Agro-food dealers

WHAT KIND OF STAKEHOLDERS ATTEND AFSF SUMMITS?

Key Sectors:

Inputs and fertilizers, seeds, mechanization, agribusiness, fintech and digital, logistics, energy, climate change, nutrition, health, financial and banking, insurance, agricultural infrastructure, trade and commerce, youth, and women.

Key financial institutions

Development finance, commercial banks, development banks, investment banks, impact funds, export-import agencies, investment boards, microfinance institutions, insurance companies, and digital finance .

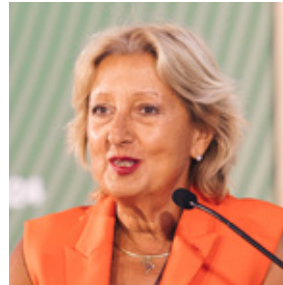
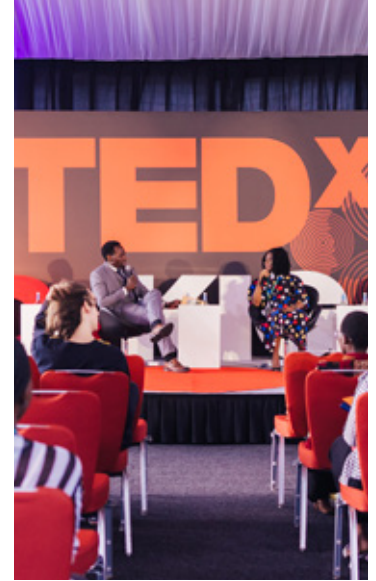


PEOPLE WHO HAVE ATTENDED THE AFSF ANNUAL SUMMIT IN THE PAST











ABOUT THE HOST COUNTRY: SENEGAL

Senegal remains one of the most stable countries in Africa and is known as the “Land of Teranga” or “the land of hospitality”. The 2025 AFSF host country made history in early 2024 by electing the youngest president in Africa’s annals whose vision is clearly centered on youth. Through the Vision 2050 project, the country’s leadership intends to inspire a wave of youth participation in agri-food systems transformation across Africa.



The country remains one of the fastest growing economies on the continent. In 2025, economic growth is expected to reach 7%. Agriculture is an important economic sector for Senegal, contributing to 15% of GDP, and one of the main pillars of its Vision 2050. The sector is expected to maintain its growth thanks to robust reforms and government support (quality inputs, fertilizers, etc.).

Senegal's Food Security Strategy 2026-2035 aims to achieve national food and nutritional sovereignty by making "SENEGAL a true sub-regional, modern, and competitive agricultural power" capable of creating attractive and sustainable jobs, especially for young people, and exporting its products to the rest of the world.



The National Strategy will strive to build a resilient, sustainable food system through:

Strategic Objective 1: Increase agricultural production and the productivity and resilience of farming systems

Strategic Objective 2: Improve agricultural value addition and marketing

Strategic Objective 3: Strengthen research, extension services, and agricultural value chains financing

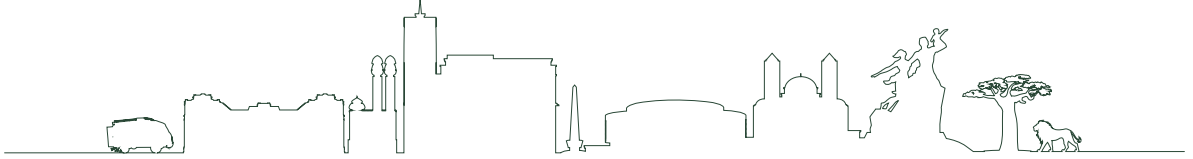
Strategic Objective 4: Improve the governance of the sector

Through various programs, initiatives, and legacy programs, such as the Communal Agricultural Cooperative (CAC), Large Irrigated Programs, and agri-innovation hubs projects, among others, the country intends to transform its food systems by 2035 and reduce its food import bill.

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Africa Food Systems Forum Partners



Knowledge grows

www.agrf.org



#AFSForum2025



Africa's Youth: Leading Collaboration, Innovation, and the Implementation of Agri-food Systems Transformation

PRE-SUMMIT: 30 AUGUST 2025
SUMMIT: 31 AUGUST - 5 SEPTEMBER
LOCATION: DAKAR DIAMNIADIO, SENEGAL



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AFRICA FOOD SYSTEMS FORUM 2025

Africa's Youth: Leading Collaboration, Innovation and
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TARGETS IN NUMBERS:

15

AGRI-FOOD EXPO TIMETABLE

08-09

WHY PARTICIPATE?



WHY ATTEND?

31 AUGUST TO 4 SEPTEMBER 2025
DIAMNIADIO EXPO CENTER,
SENEGAL

- Connect with agri-food industry leaders
- Showcase your brand, products, solutions, and innovations
- Increase your sales and marketing
- Explore investment opportunities
- Get a glimpse of the future of agri-food systems in Africa
- Find new customers & distributors
- Elevate your company's prestige & visibility
- Connect with international markets
- Promote youth leadership and job opportunities
- Meet global technology & agribusiness dealers
- Engage with policymakers, investors, startups and stakeholders

THE FIRST AFSF AGRI-FOOD EXPO

The AGRI-FOOD SYSTEMS EXPO is **an important new brand** of the Africa Food Systems Forum (AFSF). Formerly known as the African Green Revolution Forum (AGRF), AFSF is the **world's premier platform** for policy, knowledge, and investment in agriculture and food systems across the continent.

The first edition of the AGRI-FOOD EXPO @ AFSF 2025 will be held in Dakar, Senegal from **31 August to 4 September at the Diamniadio Expo Center (CICAD)**.

The AFSF Agri-Food Expo will serve **as a dynamic marketplace for industry leaders, companies, startups, innovators** and other players to showcase, market, and sell the latest agri-food systems innovations, solutions, technologies, products, equipment and services. It will enable participants **to connect, collaborate, and catalyze action and investments to accelerate food systems transformation in Africa and beyond**.

Exhibitors will have the unique opportunity to boost the visibility of their products, solutions, and brands to over 6,000 stakeholders, including high-level policymakers, dealers from agri-food-related value chains, investors, development partners, industry leaders and experts, producers, manufacturers, farmers, exporters and importers from all over the planet.



WELCOME TO THE AFSF AGRI-FOOD EXPO!

Africa boasts a rich history of agricultural innovation and production and a vibrant youth population, making it a strategic hub for regional and global trade and development. Join us in Senegal for the Africa Food Systems Forum 2025 – a gateway to a wealth of opportunities across the continent.

The aim of **AGRI-FOOD EXPO @ AFSF 2025 is to bring together innovators, thought leaders and companies** operating in the agri-food sector and visitors to showcase and discover products and services that are powered with the latest technology and shaping the future of food systems in Africa. By opening a window to the world, the Expo allows producers and consumers from Africa and abroad to seize the most promising opportunities all throughout the sector, from imports, and especially exports, to innovation, research, business development and investment.





EXHIBITOR PROFILE



Agri- Inputs

(pesticides, fertilizers, seeds, plant protection products, compost)



Agricultural machinery & equipment



Agri-food digital solutions & technology



Nutrition & local products



Irrigation and water management



Energy for food & agriculture



Agri-food infrastructure / logistics - cold chains, greenhouses



Livestock & dairy Others

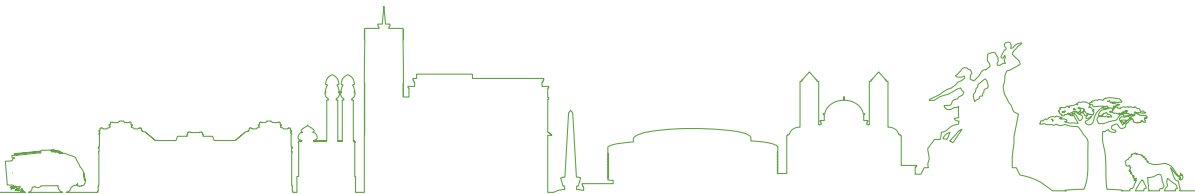


Others



VISITOR PROFILE

AGRI-FOOD EXPO AFSF 2025 represents a landmark gathering of agricultural stakeholders from across Africa and beyond. As the centerpiece of the Youth Innovation in Agriculture Summit (31 August - 4 September), this premier event offers unmatched value for all participants.





TARGETS IN NUMBERS:



6,000+

attendees from

100+

countries



+200

exhibitors across all
agricultural sectors



15+

specialized workshops
and knowledge sessions



100+

youth innovations



50+

investors actively
seeking opportunities



4 days

of intensive networking and
business development



12 months

of continued
marketplace engagement

Who will attend?



Policymakers and governments agencies:

Heads of state, ministers (agriculture, youth, commerce, trade, etc.), parliamentarians, and directors of government agencies, port authorities



Youth Innovators:

Young entrepreneurs and inventors leading agri-food systems transformation.



Buyers and consumers:

Distributors, retailers, and consumers interested in agri-food products.



Dealers from agri-food value chains:

from inputs to production, processing, and marketing.



Exhibitors:

Start-ups, MSMEs, Agri Food companies, research institutions, government agencies, farmers' cooperatives and organizations, importers and exporters, logistics and supply chain, machinery and equipment companies.



Development partners:

Philanthropists, agricultural institutions, Chambers of Commerce and non-governmental organizations.



Investors:

Development finance institutions, venture capitalists, private equity firms, and African investment promotion agencies.



Other private sector:

Insurance companies, engineers and R&D experts, consulting firms.



International Media and Press

WHY PARTICIPATE?



FOR AGRIBUSINESSES & SUPPLIERS

MARKET PENETRATION

- Direct access to 6,000+ qualified agricultural stakeholders
- Engagement with buyers from across Africa and beyond
- Connections with government leaders and procurement officials
- Access to development program supply opportunities

BUSINESS DEVELOPMENT

- Average of 100+ qualified leads per exhibitor
- Structured B2B and B2C matchmaking with potential partners
- Direct sales opportunities with immediate ROI
- Contract negotiation facilities on-site

COMPETITIVE INTELLIGENCE

- Comprehensive view of market innovations
- Direct assessment of competitor offerings
- Insight into emerging agricultural trends
- Understanding of customer needs and preferences

BRAND POSITIONING

- Thought leadership during expert sessions
- Media exposure across agricultural channels
- Positioning alongside industry leaders
- Association with agricultural development



FOR FARMERS & PRODUCERS

ACCESS TO TECHNOLOGY

- Compare solutions from 200+ suppliers in one location
- Watch equipment demonstrations in real-life conditions
- Evaluate options side-by-side to make informed decisions
- Access technologies specifically adapted to African contexts

KNOWLEDGE ENHANCEMENT

- Practical workshops on production techniques
- Direct learning from agri-food systems experts
- Peer exchanges with successful farmers/producers
- Technical certification opportunities

MARKET CONNECTIONS

- Meet potential buyers for your products
- Engage with processors and value-addition companies
- Connect with export facilitators
- Meet farmers and cooperatives

RESOURCE MOBILIZATION

- Connect with financial service providers
- Discover affordable insurance options
- Access input supplier financing programs
- Explore equipment leasing opportunities



FOR INVESTORS & FINANCIAL INSTITUTIONS

DEAL FLOW OPTIMIZATION

- Pre-vetted pipeline of agricultural ventures
- 100+ government deals, MSMEs and investment-ready opportunities
- Diverse options across value chains
- Projects at various stages of development

EFFECTIVE DUE DILIGENCE

- Face-to-face assessment of entrepreneurs and government leaders
- Technical validation from industry experts
- Comprehensive business data available on-site

PORTFOLIO DIVERSIFICATION

- Exposure to emerging African agricultural sectors
- Balance of technology-based and traditional ventures
- Geographic diversification across Africa
- Opportunities ranging from early-stage to mature businesses

PARTNERSHIP DEVELOPMENT

- Connect with co-investment partners
- Meet with development finance institutions
- Explore blended finance structures
- Develop long-term investment consortia



FOR GOVERNMENTS & INSTITUTIONS

POLICY DEVELOPMENT

- Direct stakeholder engagement for policy input
- Evidence-based insights for program design
- Assessment of intervention effectiveness
- Coordination with development partners

PROGRAM VISIBILITY

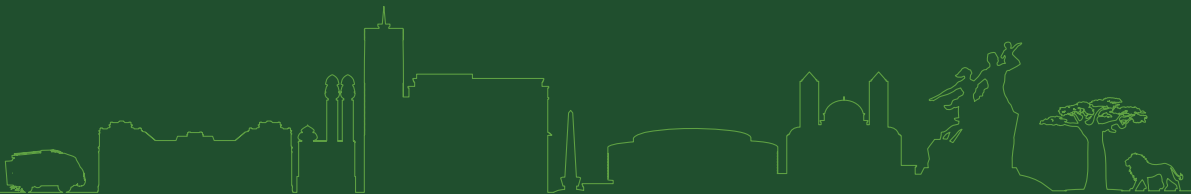
- Showcase agricultural initiatives to target audiences
- Demonstrate policy impacts through success stories
- Highlight institutional support mechanisms
- Recruit participants for development programs

INNOVATION IDENTIFICATION

- Discover solutions to pressing agricultural challenges
- Identify promising youth entrepreneurs for support
- Assess technologies for potential scaling
- Inform research and development priorities

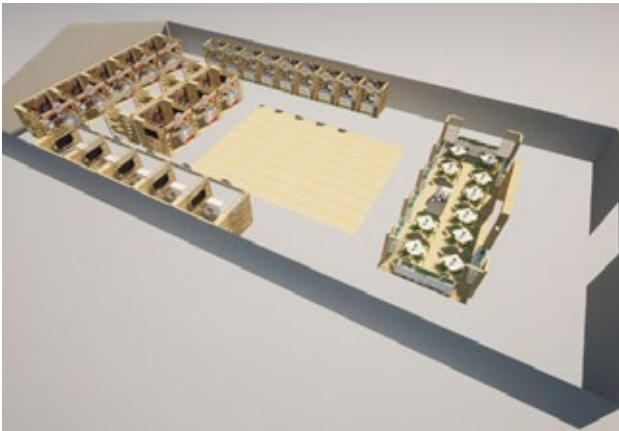
PARTNERSHIP BUILDING

- Develop public-private implementation models
- Coordinate with donor and development organizations
- Build multi-stakeholder alliances
- Create lasting institutional relationships



WHAT WILL THE EXPO LOOK LIKE?

The Diamniadio Expo Center's 20,000 m² will be divided into various pavilions:



Agri-food Inputs Pavilion (pesticides and other farm chemicals, fertilizers, seeds, plant protection products, composting & waste recycling, etc.)

- Agri-food Mechanization Pavilion (machinery and equipment)
- Agri-food Digital Solutions Pavilion
- Irrigation and Water Management Pavilion
- Renewable Energy in Agri-food Value Chains Pavilion
- Agriculture, Nutrition and Local Products Pavilion
- Agri-food Infrastructure / Logistics Pavilion (cold chains, greenhouses, etc.)
- Agri-food Production and Innovation Pavilion

These pavilions will be branded and designed based on the profile of exhibitors' and needs

- 1. Exhibition Space:** The Expo will feature dedicated exhibition booths where start-ups, MSMEs, companies, agri-food dealers, research institutions and other exhibitors will showcase their brands, products, innovations, technologies, and services.
- 2. Sales and Marketing:** Exhibitors will have the opportunity to sell and market their products, solutions and technologies directly to attendees, including buyers, distributors, government officials, and consumers.
- 3. Interactive Sessions:** Time will be set aside for live demonstrations, tastings, and interactive displays to engage participants and enhance visibility.
- 4. Social Media Integration:** The Expo will leverage social media to highlight key messages and extend its reach beyond the physical event.
- 5. Post-evaluation:** An evaluation will be conducted after the event to assess the Expo's impact and gather feedback for future improvements.

Exhibitor Information



Options and Pricing

1. Standard Booth (2m x 2m):

- **Price: USD 2,000**
- Includes: One 2m x 2m custom exhibition booth with wooden wall panels, branded with fabric print, frame and lights, 1 brochure holder, 2 bar stools, 1 plinth and a 55" TV screen on a stand (if needed for the TV)

2. Standard Booth (2m x 3m):

- **Price: USD 3,000**
- Includes: One 2m x 3m custom exhibition booth with wooden wall panels, branded with fabric print, with frame and lights, a brochure holder, 2 bar stools, 1 plinth and a 55" TV screen on a stand

3. Premium Booth (3m x 3m):

- **Price: USD 5,000**
- Includes: custom booth with wooden wall panels, branded with fabric print, frame and lights, a brochure holder, 2 bar stools, 1 plinth and a 55" TV screen on a stand

Custom Booth (6m x 6m or larger):

- **Price: USD 15,000**
- Custom booth with raised decking and carpet, branded walls (3m high), with lights, furniture (chairs and tables), branded counters, some deco plants and 2 screens in the front.

ONLY FOR MSMEs and Start-ups Exhibition Components

Shelves:

- Assembled in an open space, branded with fabric print, frame and lights
- **Price: USD 200 to 400**

Interactive Digital Displays

- **Price: USD 10,000**
- 9m x 3m digital exhibition walls with big LED screens; 1 cocktail table and 2 cocktail chairs; lighting requirements; plants/themed décor elements.

VIRTUAL REALITY VILLAGE



- **Price: USD 500 USD**

Virtual Reality Tour: Exhibitors could showcase their products and solutions through the VR experience branded based on request. Key outcomes are:

- Virtual demonstrations of innovative products such as irrigation systems and farming equipment or others
- Immersive educational experiences on sustainable farming practices
- “Future Farm” VR simulation allowing users to design and test farming innovations
- VR pitch environments for young entrepreneurs to practice their presentations for investors
- Virtual mentorship sessions with established agricultural leaders

YOUTH INNOVATION PLACE



The AGRI-FOOD EXPO @ AFSF 2025 will also feature also the following:

A Digital Marketplace and MSME Youth Showcase

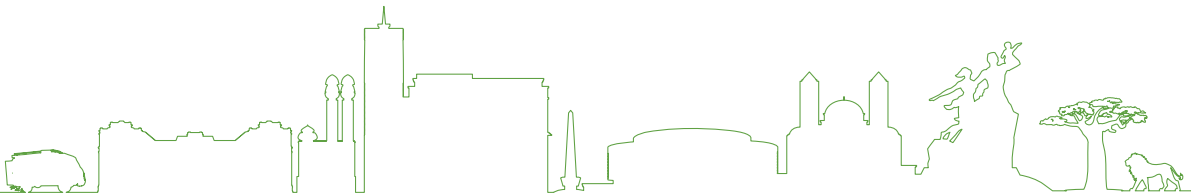
- Online platform connecting youth-led MSMEs with investors and buyers
- Digital catalogue of agricultural products of young entrepreneurs
- Dedicated spaces for government initiatives supporting youth in agriculture
- E-commerce functionality for agricultural inputs and equipment developed by youth
- Success stories and testimonials from young farmers and exhibitors in Kigali (AFSF 2024)
- Investment opportunity listings for youth agribusiness ventures
- Digital pitching platform for young MSMEs seeking funding
- Post-event marketplace access with subscription options
- Youth innovation awards and recognition program

An Agri-innovation APP

- Expo navigation and exhibition guide prioritizing youth innovations
- Digital matchmaking between young entrepreneurs and potential investors/mentors
- Resource library of best farming practices with youth-friendly interfaces
- Contact information exchange and networking features
- Youth innovator profiles and projects showcase
- Gamification elements to encourage people to explore youth innovations
- Innovation challenge submission and voting platform
- Post-event continuity for an ongoing youth agricultural community

Youth Innovation Data Visualization Center

- Large-scale displays showing the impacts of youths on agricultural production
- Interactive maps of youth-led agricultural innovations across Africa
- Visual comparisons of yield improvements with youth-driven techniques





GENERAL INFORMATION

Sales and marketing opportunities

- **Product Sales:** Exhibitors can sell their products directly to attendees, including buyers, distributors, and consumers.
- **Marketing Opportunities:** Exhibitors can promote their brands through live demonstrations, tastings, and interactive displays.
- **Networking:** They can also connect with potential buyers, partners, and investors to expand market reach and close deals.

Branding requirements

- Exhibitors are encouraged to align their branding with the AFSF 2025 theme and focus areas.
- All branding materials must be submitted for approval by the organizing committee.
- Digital branding assets (logos, banners, and videos) should be provided in high-resolution formats.

AGRI- FOOD EXPO Timetable

Date	Activity	Responsible
10 April 2025	Launch of Agri-Food Expo Brochure and Exhibitor Registration Process	AFSF Secretariat
30 June 2025	Deadline for Exhibitor Registration	Exhibitors
10 August 2025	Deadlines to share branding information to organizers	Exhibitors
28-29 August 2025	Set-up of exhibition stands	Exhibitors/Organizers
30 August 2025	Official opening of the Agri-Food Expo	High-profile guests and exhibitors
1 September 2025	Tour of Expo	All participants
4 September 2025	Close of Exhibitions	Exhibitors/Organizers
Post Event	Evaluation of Expo and Feedback Collection	AFSF Secretariat

BE A SPONSOR!

Contact us at:

For inquiries and registration, please contact:

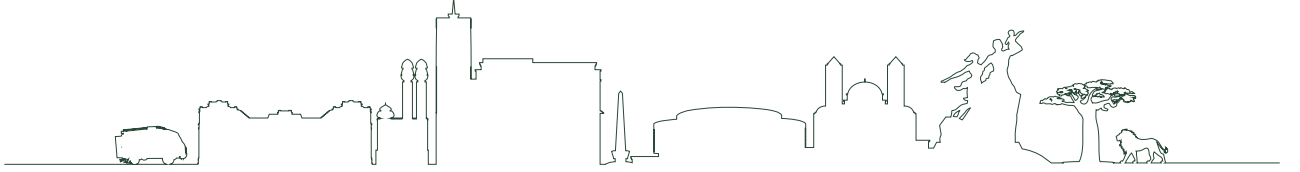
- Email:
- Phone:
- Website:



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Africa Food Systems Forum Partners



Knowledge grows

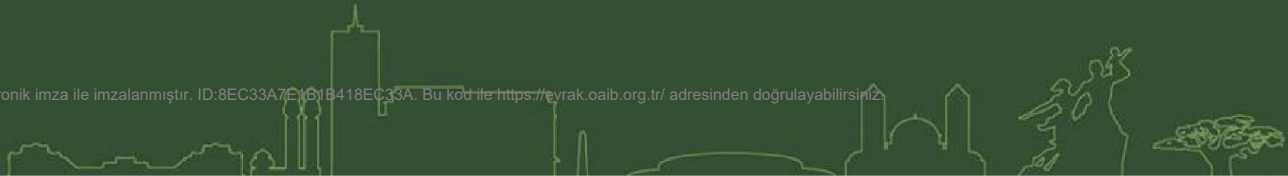
www.agrf.org



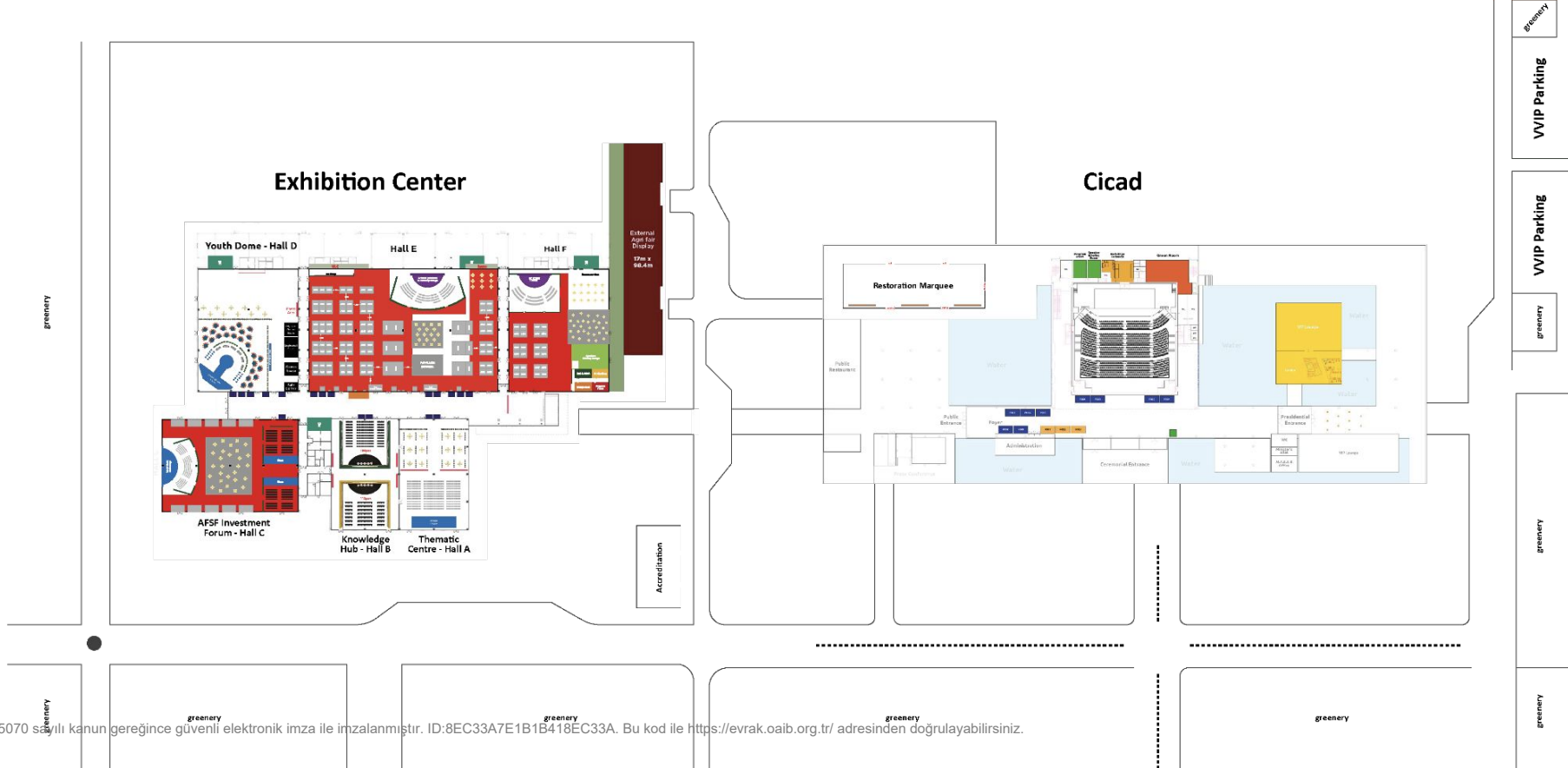
AFRICA FOOD SYSTEMS FORUM 2025

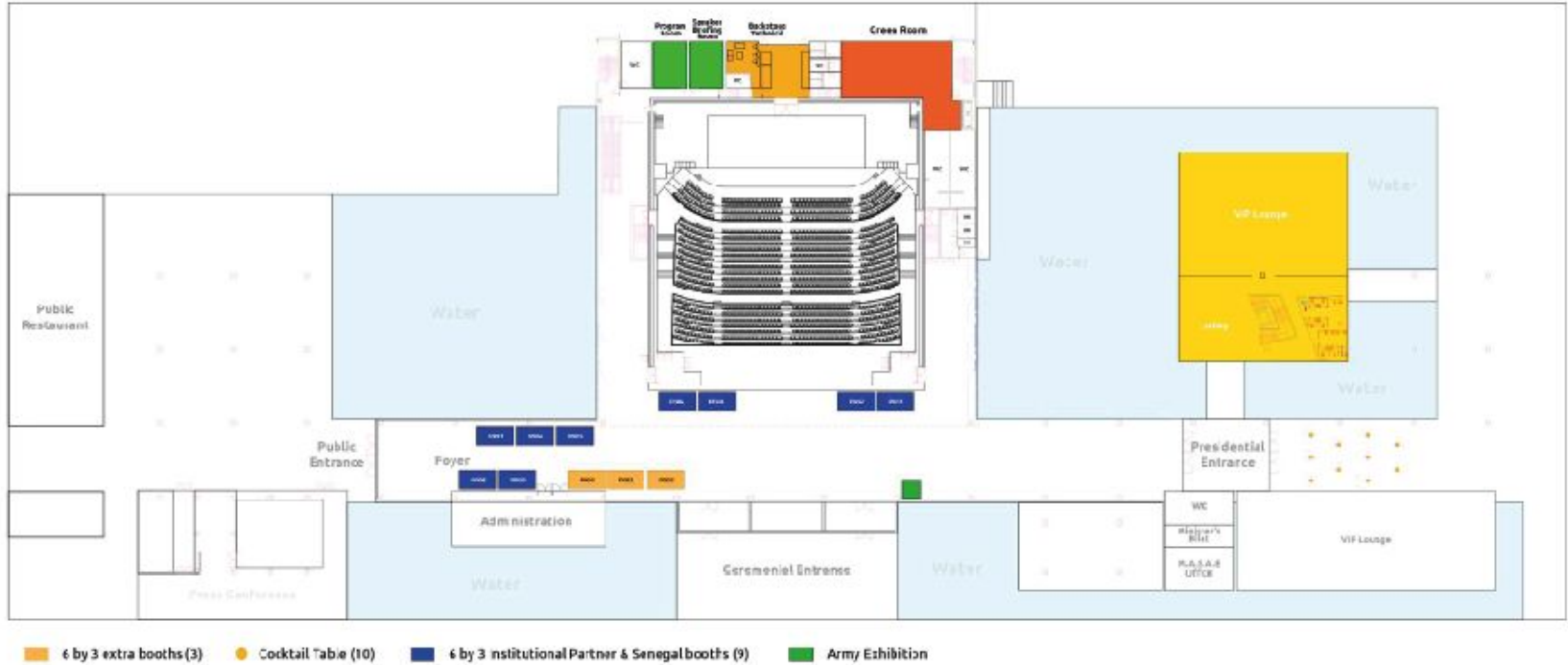
DAKAR, SENEGAL
31 August – 05 SEP 2025

AFSF 2025 LAYOUTS & RENDERS



CICAD AND EXHIBITION FLOOR LAYOUT





Auditorium



■ VIP Seats - 232 seats

■ Public Seats - 1194 seats

Total: 1,426 seats

5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır. PDF EĞİTİMİNDEN DOĞRULAYABİLİRSİNİZ. Bu kod ile <https://evrak.oaib.org.tr/> adresinden doğrulayabilirsiniz.

Auditorium



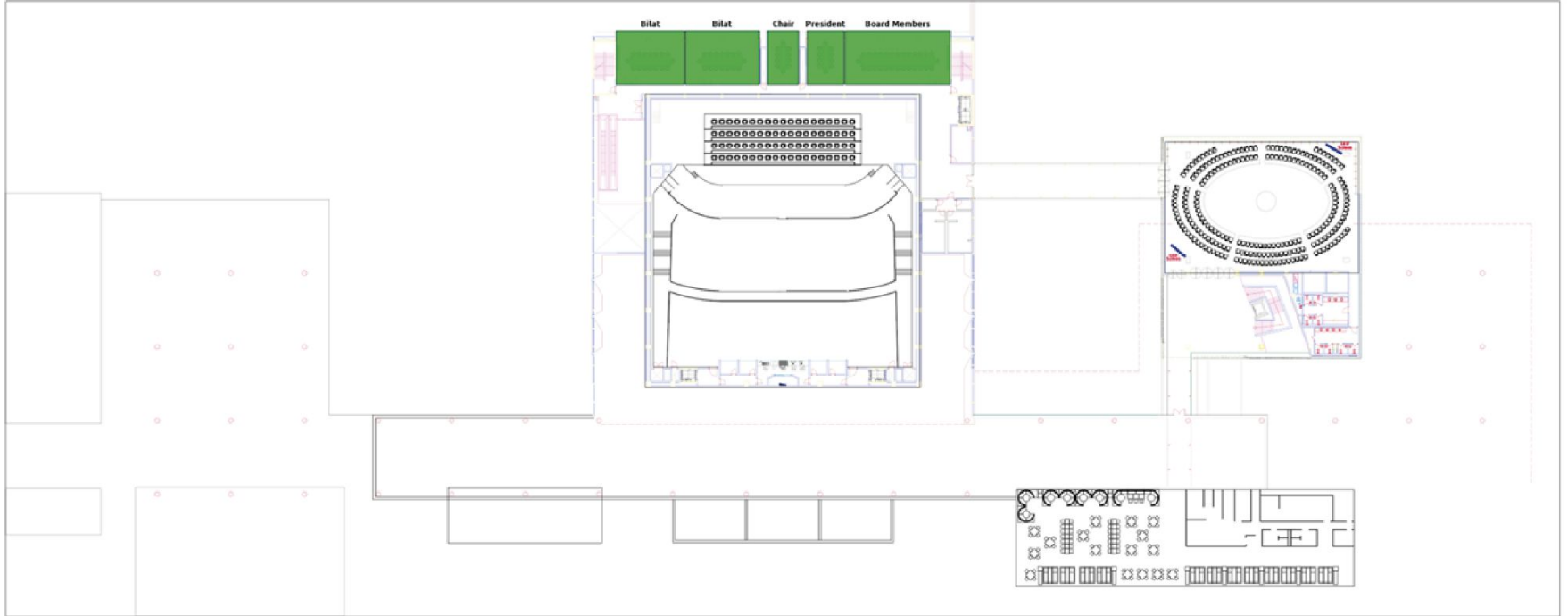
Auditorium



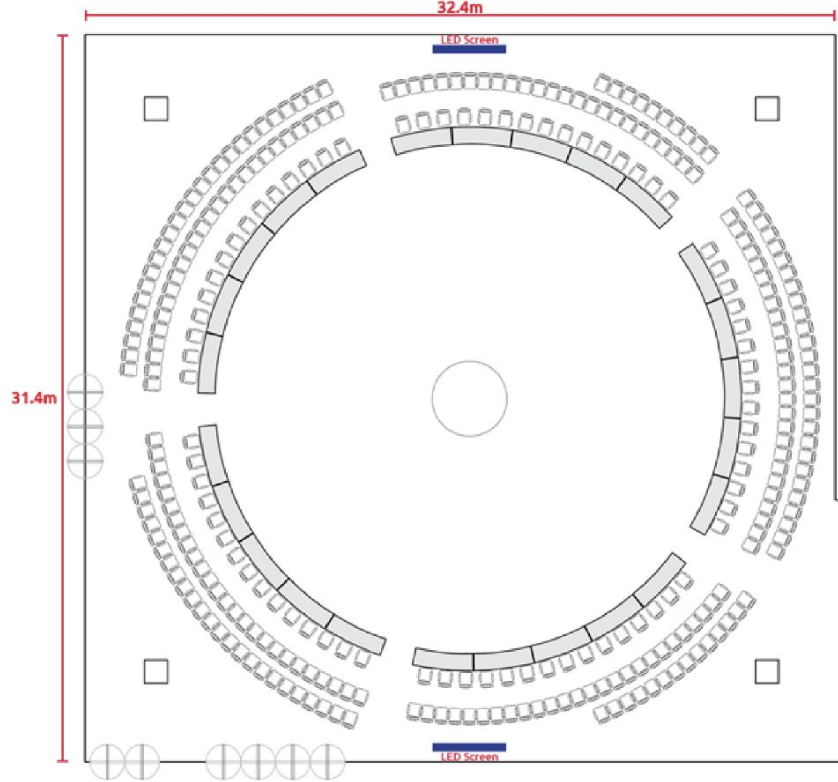
Auditorium



CICAD Upper Floor Layout



Sallie Ovale



305 PAX

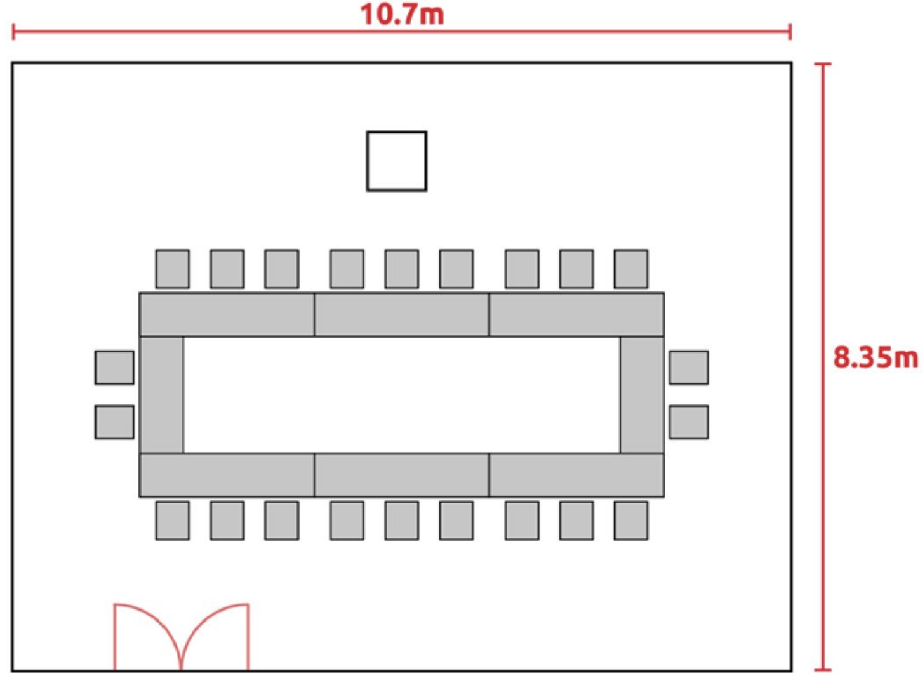
Sallie Ovale



Sallie Ovale



Upper Floor: Salle de Reunion 201 (Bilat room 1)

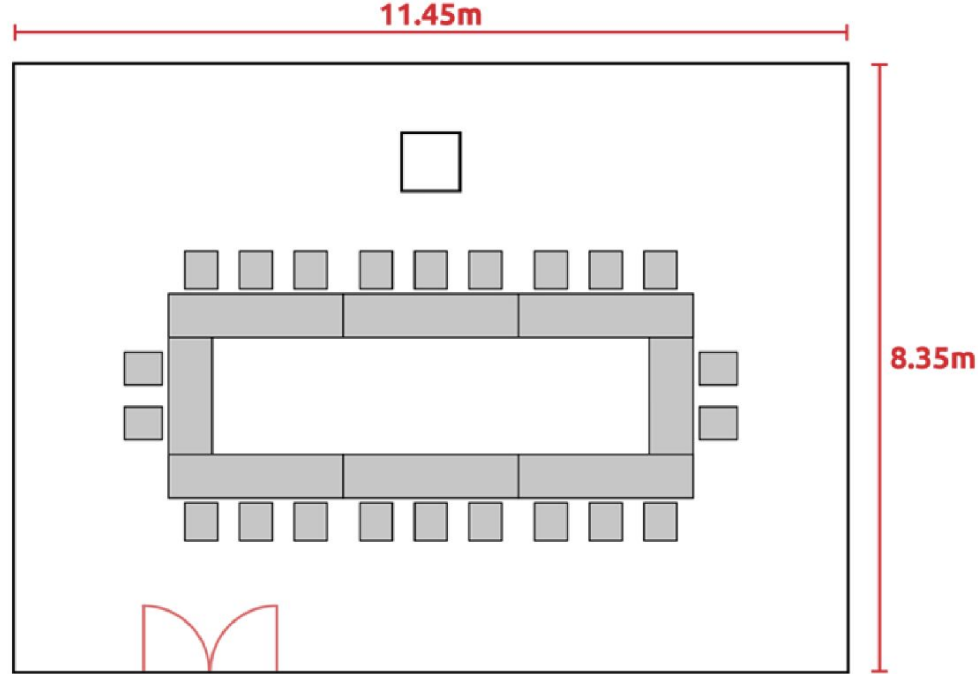


22 Pax

Upper Floor: Salle de Reunion 201 (Bilat room 1)



Upper Floor: Salle de Reunion 202 (Bilat room 2)

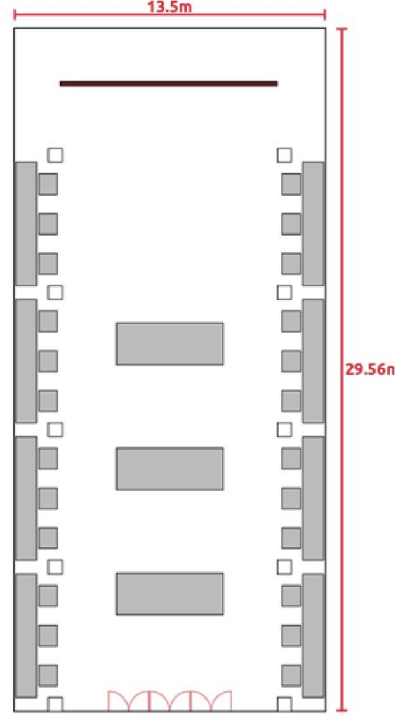


22 pax

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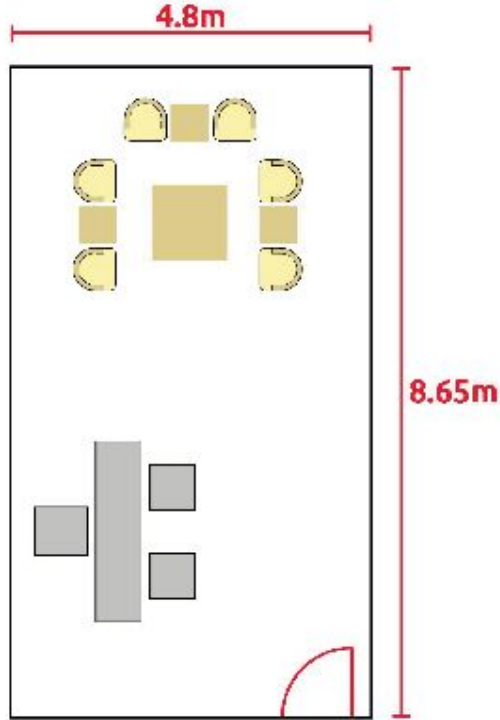


Savana Restaurant - Lunch



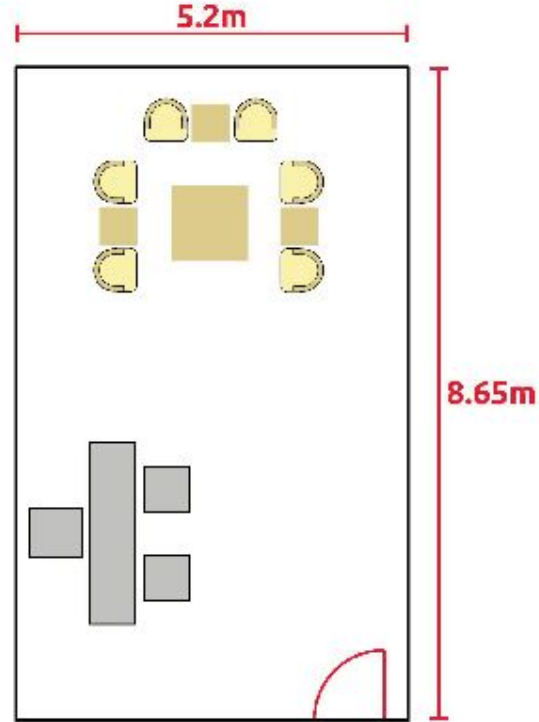
160 PAX

Upper Floor: Salle de Reunion 203 (Chair's room)



9 PAX

Upper Floor: Salle de Reunion 204 (President's room)

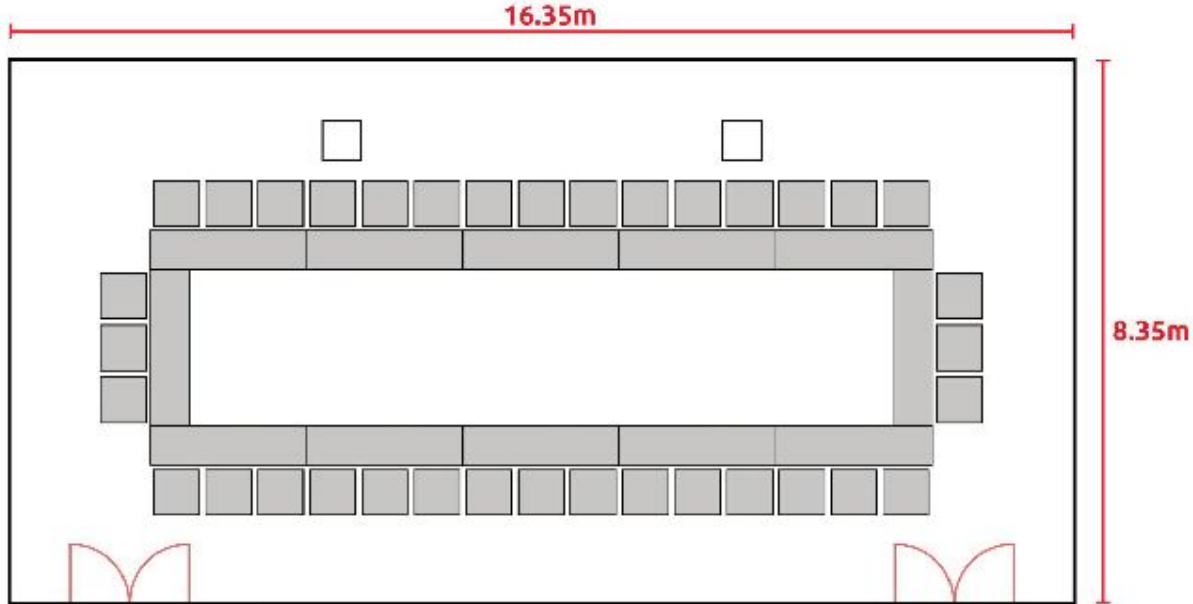


18 PAX

Upper Floor: Salle de Reunion 204



Upper Floor: Salle de Reunion 205 (Board meeting room)

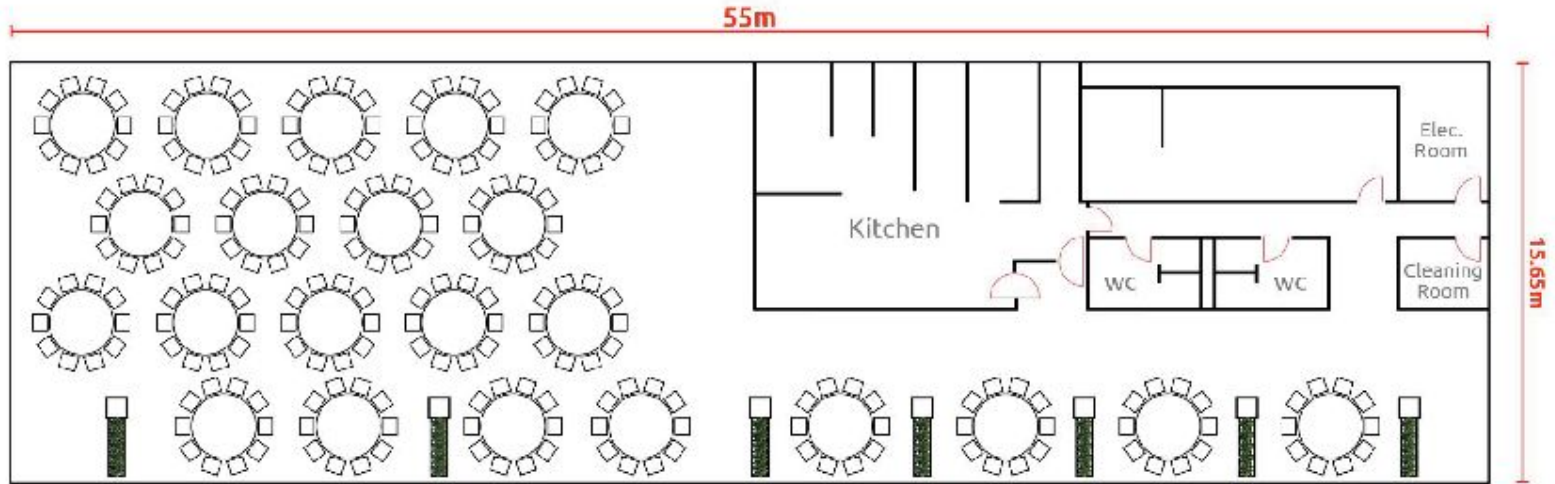


36 PAX

Upper Floor: Salle de Reunion 205 (Board meeting room)



Restaurant Baobab

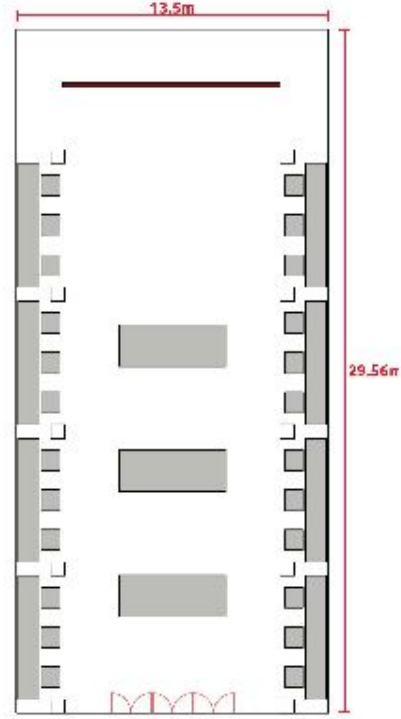


220 PAX

Restaurant Baobab

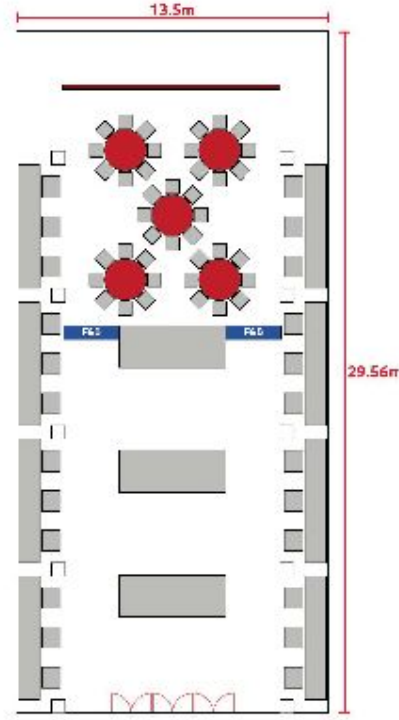


Savana Restaurant - Lunch



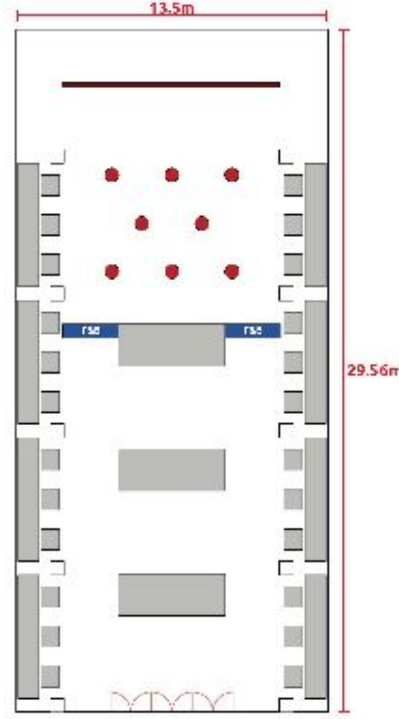
160 PAX

Savana Restaurant - Special Events



40 PAX

Savana Restaurant - Special Events

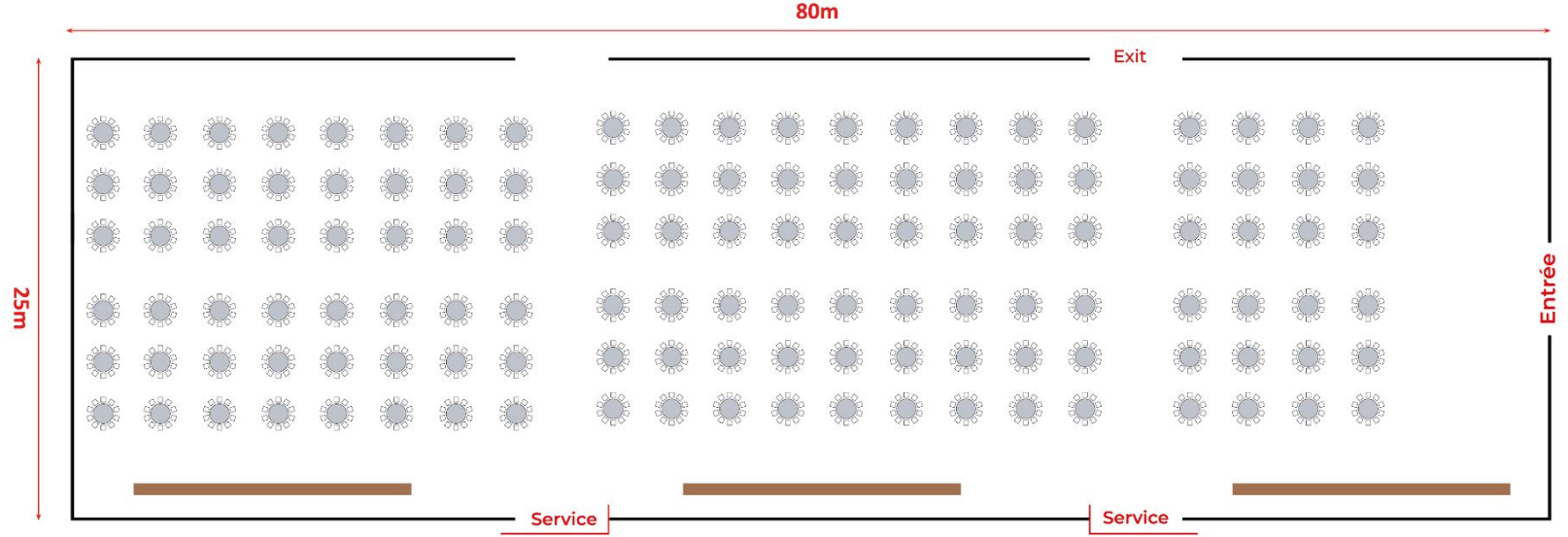


60 PAX

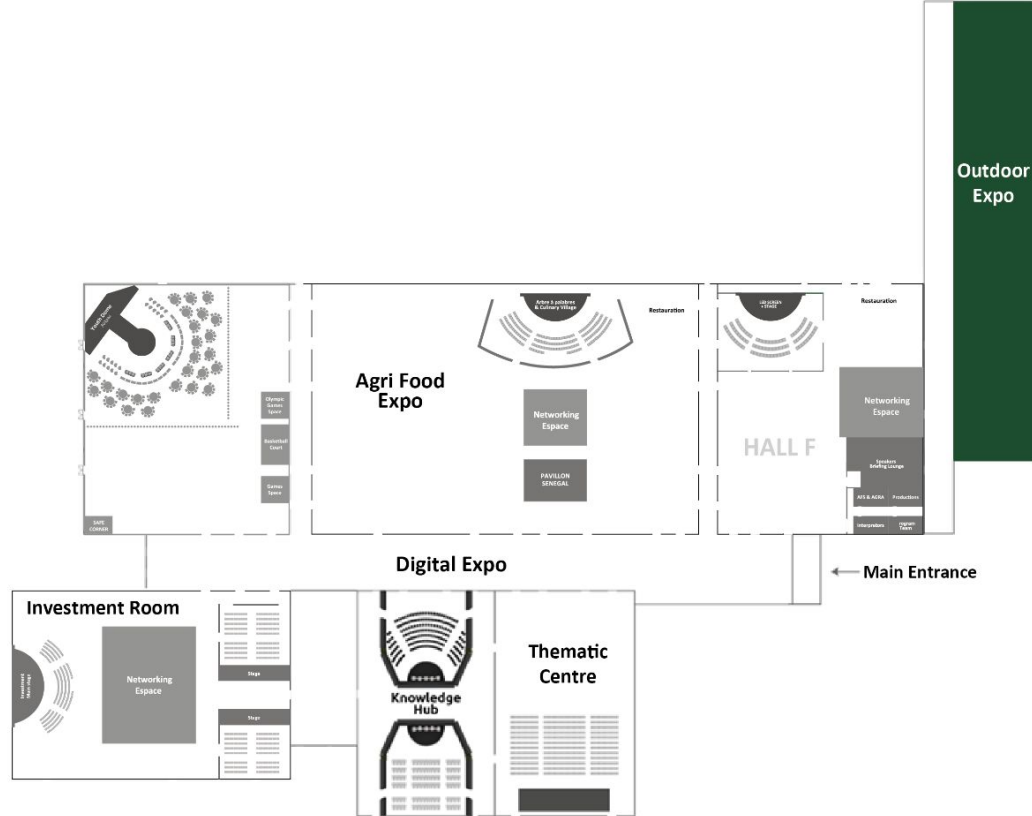
Savana Restaurant - 160 pax



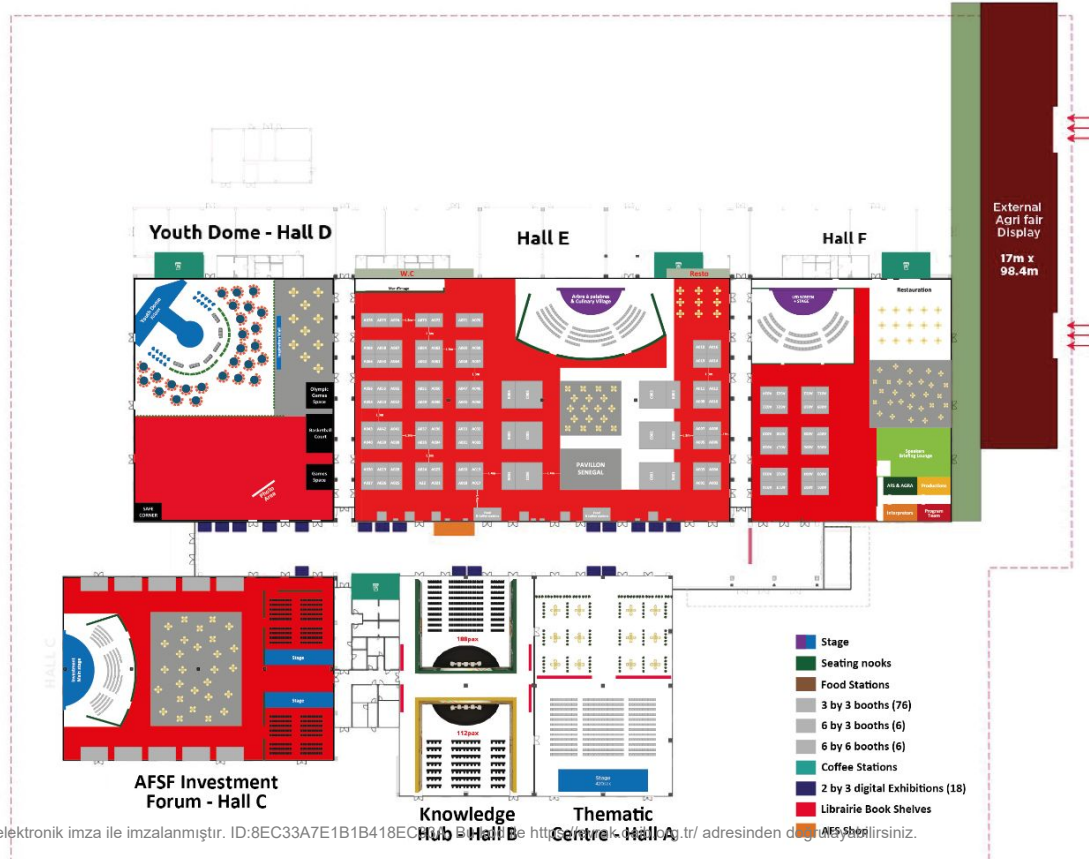
Restaurant - Chapiteau



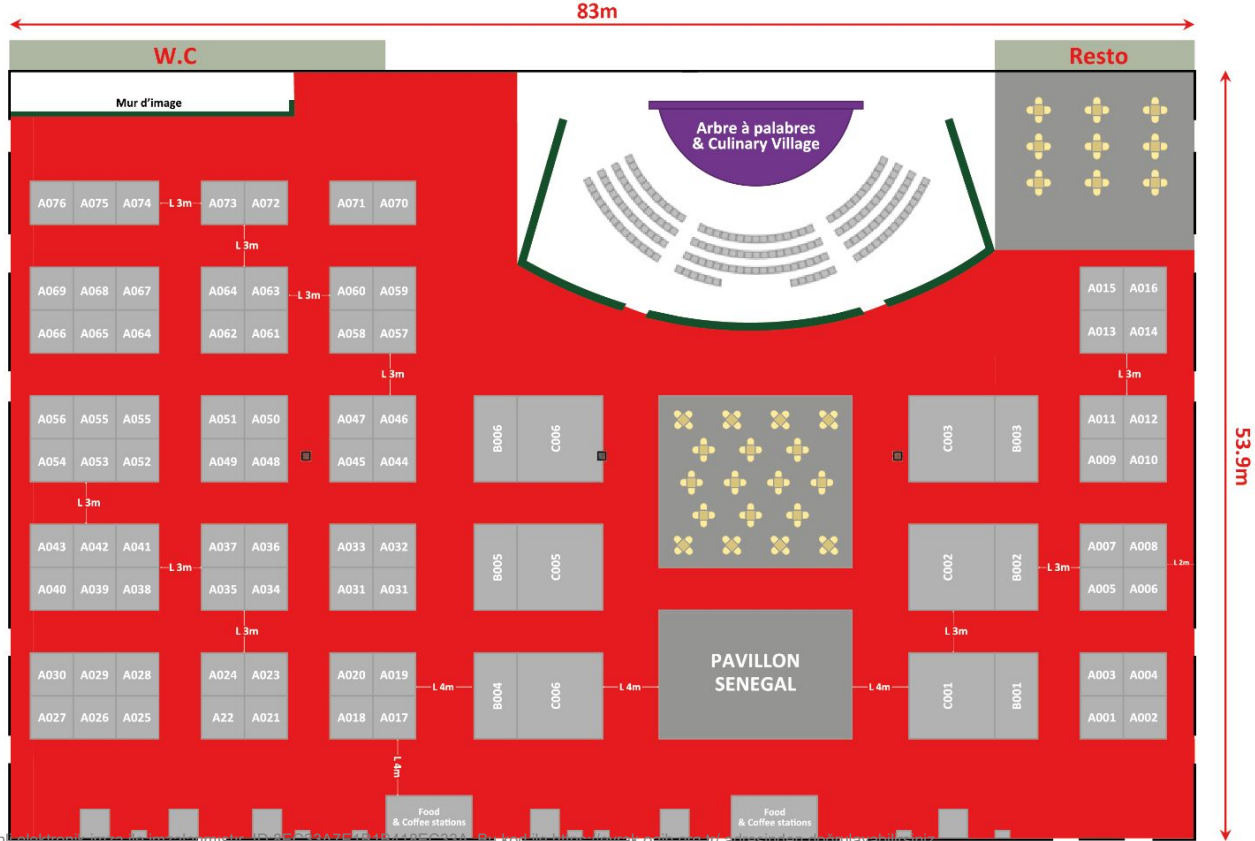
Centre d'Exposition Map



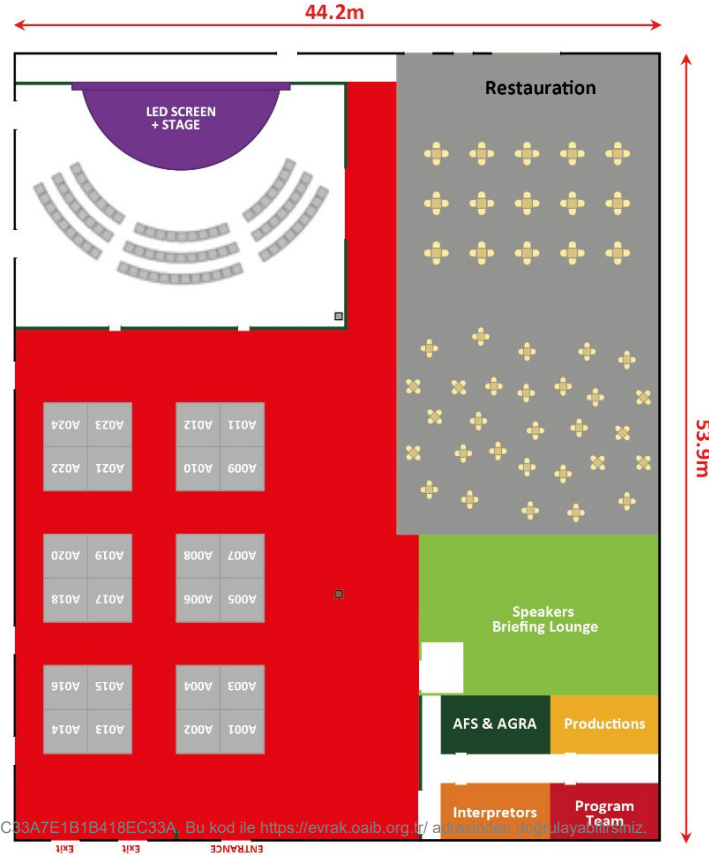
5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır. ID:8EC33A7E1B1B418EC9F4 Bunu doğrulamak için https://turk.halllog.tr/ adresinden doğruya ulaşabilirsiniz.



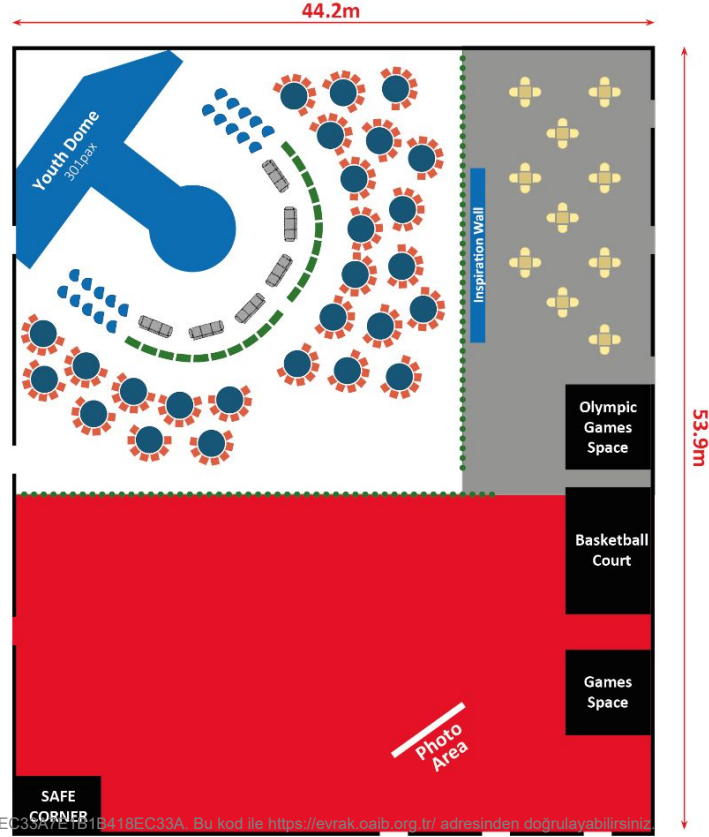
Hall E - Exhibition Hall



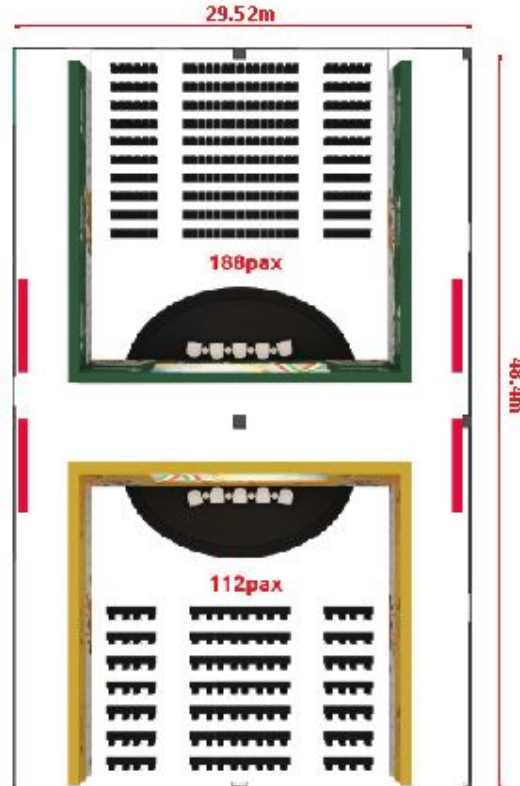
Hall F



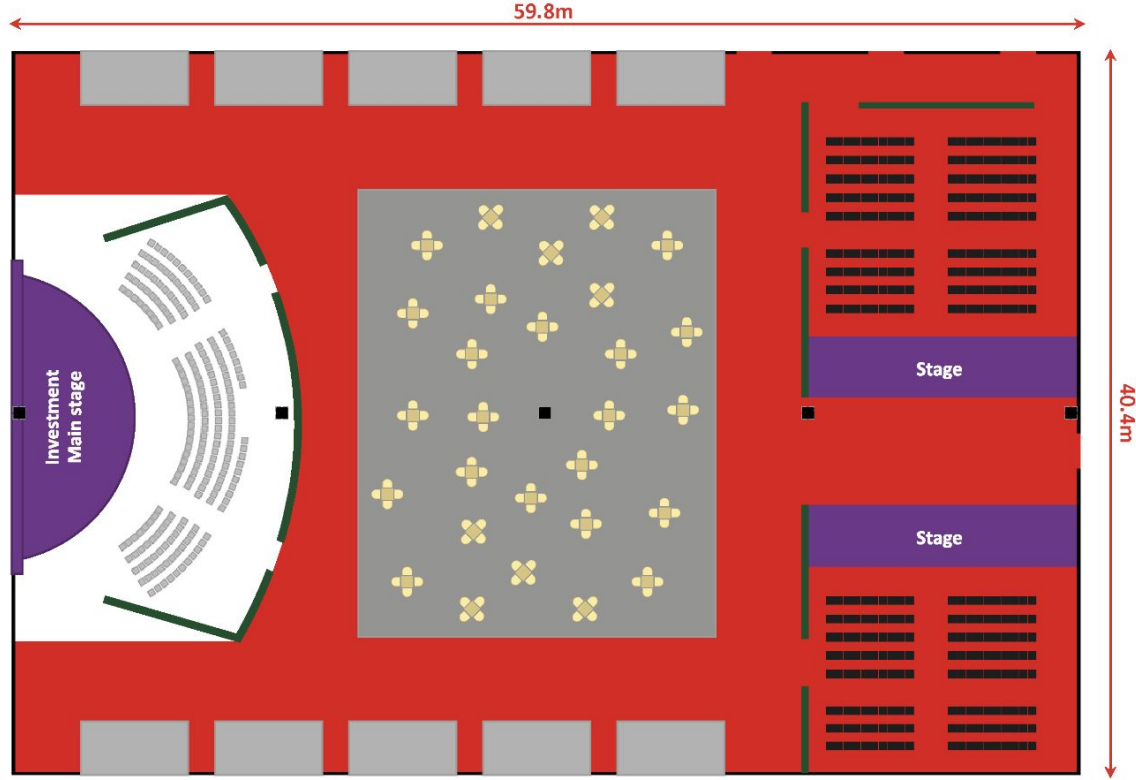
Hall D - Youth Dome



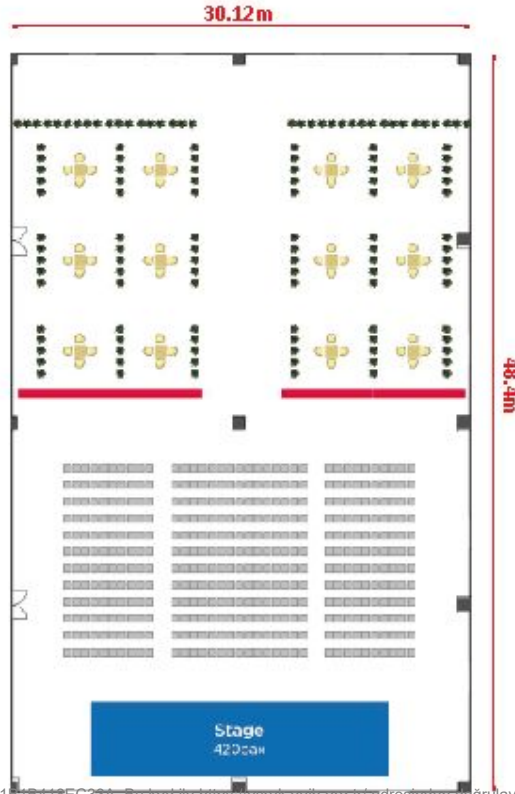
Hall B - Knowledge Hub



Hall C - Investment Room



Hall A - Thematic Centre



Tent Extension



RENDERS

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DAKAR







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HALL F /



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5070 sayılı Kanun gereğince, yukarıki elektronik imza ile imzalanmıştır. ID: BEC33A7E1B1B418EC33A. Bu kod ile <https://evrak.oaib.org.tr/> adresinden doğrulayabilirsiniz.

5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır. İD: 8E C33A7E B1B4 8E C33A. Bu kod ile <https://evrak.ogib.org.tr/> adresinden doğrulayabilirsiniz.



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5070 sayılı yasanın gereğince güvenli elektronik imza ile imzalanmıştır. ID:8EC53A7E1B7B418EC33A. Bu kod ile <https://evrak.oaib.org.tr/> adresinden doğrulayabilirsiniz.

HALL D /

STAND DESIGN 36m2 /



STAND DESIGN 36m2 /



STAND DESIGN 18m2 /



STAND DESIGN 18m2 /



STAND DESIGN 9m2 /



STAND DESIGN 9m2 /



STAND CLOISON 9m2 /

STAND CLOISON 6m2 /



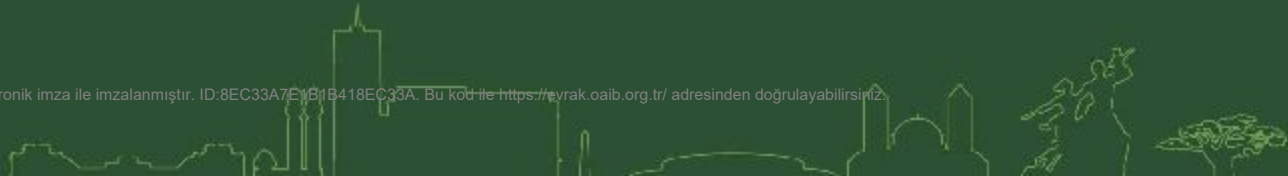
STAND CLOISON 6m2 /





AFRICA FOOD SYSTEMS FORUM 2025

DAKAR, SENEGAL
31 August – 05 SEP 2025



Senegal AFSF 2025 Forumu İletişim Kişisi Bilgileri

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