

## **2024 AGRIBUSINESS TRADE FAIR - 12<sup>th</sup>, 13<sup>th</sup> & 14<sup>th</sup> SEPTEMBER 2024**

**THEME: PROMOTING CLIMATE SMART AGRIPRENEURSHIP AND VALUE  
ADDITION TO SPUR INDUSTRIALIZATION FOR SUSTAINABLE  
DEVELOPMENT**

### **EXHIBITORS BENEFITS AND PRIVILEGES**

#### **Exhibitor**

**Kshs. 50,000.00**

- Location within the Exhibitors arena
- Invitation to the Exhibitors' cocktail – 1 guest
- Invitation to the Vice-Chancellors' dinner
- Lunch for 2 guests per day
- On-site promotion and sales – provision of a 50 seater exhibition tent to display company products and services (company to do own branding)
- **1 on-site demonstration plot** – provision of a demonstration plot to be used to showcase products offered by the company (additional plots will be provided at **Kshs 5,000.00 per plot**)
- Networking opportunity – forum to meet with stakeholders' in the agribusiness trade chain (both suppliers and purchasers)
- Forum to have interact with the participants during the daily program presentations

### **DIRECT BENEFITS**

#### **Highlights:**

- Agritech Talks (Youth in Agribusiness and Smart Farming).
- Large Scale Farmers Forum.
- County Agriculture, Livestock and Fisheries CEC's and CO's Forum with UOE Agriculture and Fisheries Professors.

- North Rift Economic Bloc (NOREB) and Lake Victoria Basin Economic Bloc (LREB) Exhibition.
- Farm Input Suppliers E.g. Seed, Fertilizers, Chemicals.
- Fish Farming and Crop Demonstration Plots.
- Grain Handling and Processing.
- Farm Machinery and Equipment Suppliers.
- Livestock Exhibition and Dairy Equipment Suppliers.
- Service Providers; Banks, Insurance, Colleges and Universities.
- Animal Auction and Sale.
- Ploughing Contest.
- Animal Auction and Sales.
- Opportunities at the County Governments.

### **Opportunities:**

- Opportunity to reach the targeted event visitors (farmers and interested stakeholders).
- To reach a wider audience, the event will be Streamed Live (Online) on our YouTube channel.
- Enhance the company's visibility in the North Rift and Lake regions.
- Enhance the company's image as well as products and services.
- Create awareness of the company's interest in supporting the agribusiness trade.
- Opportunity to train your potential customers on the use of your products and services. Companies will have the opportunity to conduct online trainings.
- Perfect business environment to interact, establish linkages and get feedback from your consumers on your products and services.
- An opportunity to network with your consumers and explore new business opportunities for your products and services.
- An appropriate environment to launch new products and services to your consumers.
- Stakeholders open forum where the industry and exhibitors will engage the wider society.

**AGRI-BUSINESS TRADE FAIR SECRETARIAT**