



agribusiness AFRICA

PRODUCTION, PROCESSING,
CONSERVATION AND DISTRIBUTION

HILTON NAIROBI
THURSDAY 20 AND FRIDAY 21 MAY, 2010
WWW.AGRIBUSINESSAFRICA.COM



FOREWORD

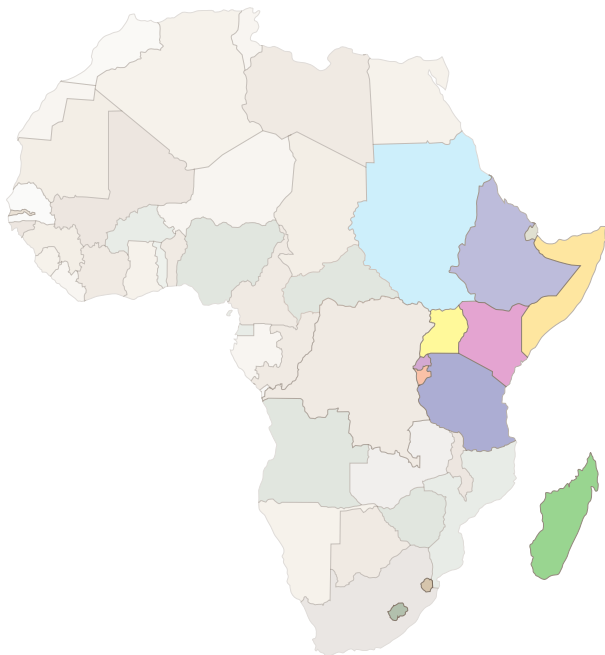
The East Africa region consists of 14 countries - Burundi, Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Madagascar, Mauritius, Rwanda, Seychelles, Somalia, Sudan, Tanzania and Uganda, Kenya being a major local financial and trade hub. The region has increased its exports thanks to its diverse natural resources and progress in industrialization.

However, agricultural outputs as well as agro-alimentary production are directly affected by droughts since annual rainfall in the region has considerably decreased and future projections of climate change indicate that East Africa is likely to warm in the foreseeable future.

In such a challenging environment, new farming practices and adaptation strategies must be developed not just as a response to adverse weather and health conditions, but also to allow the agricultural sector in East Africa to help reduce hunger, play a larger economic role in each country while at the same time increasing the opportunity to compete internationally.

MATCHMAKING AND NETWORKING EVENTS FACILITATING THE MODERNIZATION OF AGRICULTURE IN EAST AFRICA

This is why we have decided to launch the **agribusinessAFRICA™** events, a matchmaking and networking program conceived to promote greater agricultural productivity in this part of the world by facilitating the transfer of expertise vital to the development of agribusiness in East Africa.



This program will be held at the **Hilton Nairobi** and will consist of a two-day event designed to facilitate face-to-face business connections between international **VENDORS** of agribusiness solutions, technologies and supplies and carefully vetted **BUYERS** with identified needs and decision making influence, and representatives of public and private entities involved in the development and the modernization of agriculture in East Africa.

The **agribusinessAFRICA™** events are organized by **Basic Lead**,

TEL PARIS + 33 1 42 29 32 24 • TEL DAKAR + 221 33 820 62 09 • TEL LOS ANGELES + 1 323 782 13 00 • GENERAL FAX + 33 1 42 29 34 74
email: agribusinessafrica@basiclead.com



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THE AGRIBUSINESSAFRICA™ EVENTS FORMAT

agribusinessAFRICA™ is planned around pre-arranged and spontaneous business meetings taking place in an efficient and pleasant working environment.

Meetings are set-up and confirmed ahead of time by our matchmaking staff trained to cross reference detailed **COMPANY BUSINESS PROFILES** carefully established for each participant attending an agribusinessAFRICA™ event.

Each day, two **MEETING SESSIONS** are scheduled to take place in a communal area furnished with **MEETING STATIONS** and **PRIVATE STANDS** individually assigned to **VENDORS**.

Upon their arrival, **VENDORS** and **BUYERS** are provided with a personalized 2-day **AGENDA** highlighting pre-booked and open time-slots during each of the scheduled **MEETING SESSIONS**.

Networking and referral functions are also part of agribusinessAFRICA™'s general program:

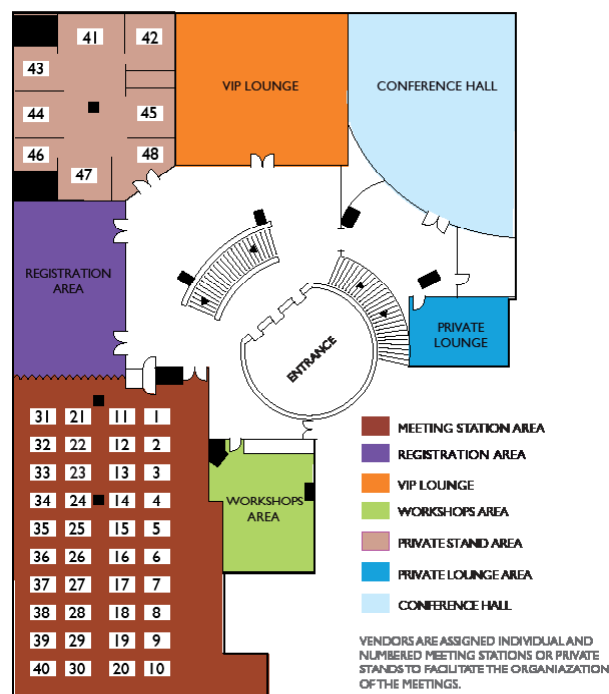
- * The **OFFICIAL WELCOME COCKTAIL PARTY** (on the eve of the event)
- * The **DAY 1 LUNCH**
- * The **DAY 1 COFFEE BREAK**
- * The **GALA DINNER PARTY** on **DAY 1**
- * The **DAY 2 LUNCH**
- * The **DAY 2 COFFEE BREAK**
- * The **CLOSING COCKTAIL PARTY** at the end of **DAY 2**

Following agribusinessAFRICA™, timely and consistent follow-up procedures will be implemented by our support staff to assist **BUYERS** and **VENDORS** in their efforts to capitalize on their new business connections.

agribusinessAFRICA™ is organized by **BASIC LEAD**, a company with 20 years of experience organising matchmaking and networking events facilitating overseas business in emerging marketplaces for various sectors of activities such as the television industry, food distribution, new technologies and agribusiness.

ABOUT NAIROBI

Nairobi is one of the most prominent cities in Africa, both politically and financially. Home to many companies and organizations, Nairobi has established itself as a hub for business and culture. The Nairobi Stock Exchange (NSE) is one of the largest in Africa, ranked fourth in terms of trading volume and capable of making 10 million trades a day. Nairobi is served primarily by Jomo Kenyatta International Airport. It is the largest airport in East and Central Africa. The airport is a major transit hub for passengers flying to East Africa's natural attractions and directly serves intercontinental passengers from Europe and Asia.



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ABOUT THE HOTEL



In the city's heart, the Hilton Nairobi is next to the craft market and 25 minutes' drive from Jomo Kenyatta International Airport. All rooms have internet access and a city view through large soundproofed windows. Special amenities include magazines and night snacks.

The hotel has a unique outdoor pool, two restaurants, a fully equipped gym and a state of the art business center open from 7 am to 10 pm. Smoking rooms and airport shuttle services are available upon request. The hotel accepts all major credit cards and provides many concierge services such the organization of a visit the nearby Nairobi National Park, air-balloon rides, private safaris, etc.



USEFUL INFORMATION ABOUT KENYA

- * Weather in Nairobi is very pleasant in May, with temperatures varying around 26°Celsius /72° Fahrenheit.
- * The official languages are the Swahili and English. The official languages of our event will be French and English.
- * The local currency is the Kenyan Shilling (KES).
- * Major international credit cards are generally accepted in hotels and banks.
- * Kenya is on EAST AFRICA TIME (GMT + 3 HOURS).
- * Foreign visitors must always be in possession of a passport valid for at least another 6 months throughout their stay in Kenya. Nationals from certain countries require visas. Visitors are advised to apply for visas at the nearest Kenyan Embassy or Consulate before leaving for Kenya. Detailed instructions as well as the application form can be found on: www.immigration.go.ke.
- * It is necessary to ensure that your healthcare coverage is extended for your stay in Kenya. Be advised that your health record booklet should be updated and is required for your entry to the country.
- * The Yellow Fever and Cholera vaccination are not mandatory but are STRONGLY recommended. Also, as the risk to health will vary between individuals, please, consult your General Practitioner who will assess your particular health risks before recommending vaccines and /or anti-malarial tablets.
- * Located 18 Kilometres from the centre of Nairobi, Jomo Kenyatta International Airport (JKIA) is the biggest Airport in East and Central Africa, and is the focal point for major aviation activity in the region. JKIA is served by 49 scheduled airlines and has direct flight connections to Europe, the Middle East, Far East and the African Continent. Link listing of the airlines and destinations: http://en.wikipedia.org/wiki/Jomo_Kenyatta_International_Airport#Airlines_and_destinations

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BOOKING FORM TO BE FAXED TO + 33 1 42 29 34 74

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In East Africa, where agribusiness accounts over 50% in total exports earnings, agriculture is a key driver of economic growth and development. However, this growth could be boosted if, and only if, African farmers and food and beverages producers could implement in-house, or share, energy-efficient, environment-friendly, production and conservation systems.

Raising the standards and productivity of these systems is essential to enhance food security and stimulate broad-based economic growth, consequently enhancing local, regional and overseas trade.

This is why **agribusinessAFRICA™** has been launched, to initiate business relationships between 50/60 international **VENDORS** and 180/200 East African **BUYERS** looking for solutions in the sectors of:

- * Food, beverage processing, conservation and packaging
- * Farm engineering, equipment and supplies
- * Water, irrigation and sewage systems
- * Energy production solutions
- * Storage and distribution logistics
- * Poultry, stock breeding and aqua farming

VENDORS have a choice of three solutions:

- * The 30 m2 **PRIVATE LOUNGE** at 8000 Euros (1 in total) that comes fully equipped with company signage, electrical power, four tables, twelve chairs, 4 flyer racks, 2 panel boards
- * The 10 m2 **PRIVATE STAND** at 4000 Euros (8 in total) that comes fully equipped with company signage, partition walls, electrical power, one table, four chairs, 2 flyer racks
- * The 4m2 **MEETING STATION** at 2000 Euros (40 in total) that comes with one table, four chairs, 1 flyer rack, one panel board, company signage, electrical power

In addition, each individual **VENDOR** has to purchase a **MARKET PACKAGE** at a cost of 1500 Euros each to be entitled to the following benefit:

- * 3-Night hotel stay at the Hilton Nairobi Hotel inclusive of breakfast and taxes
- * Assistance of our staff in the preliminary organisation of meetings
- * Assistance of our staff in all post-event follow-up procedures
- * Business profile in the **agribusinessAFRICA™** book
- * Invitation to all lunch, cocktail and diner functions for 2 days
- * Access to all conferences

Eligible **BUYERS** are provided with a complimentary **BUYERS MARKET BADGE** that includes:

- * Assistance of our staff in the preliminary organisation of meetings
- * Assistance of our staff in all post-event follow-up procedures
- * Business profile in the **agribusinessAFRICA™** book
- * Invitation to all lunch, cocktail and diner functions for 2 days
- * Access to all conferences

Participants interested in attending networking and referral functions only can register as **VISITORS MARKET BADGE** at the cost of 300 Euros for privileges that include:

- * Business profile in the **agribusinessAFRICA™** book
- * Invitation to all lunch, cocktail and diner functions for 2 days
- * Access to all conferences

As we appreciate the inestimable value of well prepared face-to-face interaction, registration procedures for **agribusinessAFRICA™** will begin on Monday 9 November and the planning of meetings between **BUYERS** and **VENDORS** will begin on Monday 8 March.

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A COMPANY DETAILS

COMPANY NAME _____

ADDRESS 1 _____

ADDRESS 2 _____

CITY _____ STATE _____

ZIP / POSTAL CODE _____ COUNTRY _____

WEBSITE _____

GENERAL EMAIL _____

GENERAL PHONE _____

B COMPANY PROFILE

- | | |
|--|--|
| <input type="checkbox"/> ECONOMIC INTEREST GROUP | <input type="checkbox"/> EXPORT PROMOTION |
| <input type="checkbox"/> PUBLIC OFFICE | <input type="checkbox"/> TRADE ASSOCIATION |
| <input type="checkbox"/> FINANCIAL INSTITUTION | <input type="checkbox"/> PRESS |
| <input type="checkbox"/> ACADEMIC / TRAINING | <input type="checkbox"/> NGO |
| <input type="checkbox"/> INFRASTRUCTURE | <input type="checkbox"/> COLLECTIVE FARM / GIE |
| <input type="checkbox"/> INDIVIDUAL FARM | <input type="checkbox"/> RETAILER |
| <input type="checkbox"/> LAND/PLANTATION OWNER | <input type="checkbox"/> PROJECTS DEVELOPER |
| <input type="checkbox"/> MANUFACTURER | <input type="checkbox"/> SOLUTIONS PROVIDER |
| <input type="checkbox"/> REGIONAL AGENT | <input type="checkbox"/> WHOLESALER |
| <input type="checkbox"/> CONSULTANCY | <input type="checkbox"/> FOOD BUYER |

C CONTACT TO BE INVOICED

FIRST NAME _____ LAST NAME _____

POSITION _____

DIRECT PHONE _____ DIRECT FAX _____

DIRECT EMAIL _____

COMPANY NAME _____
If different from above

ADDRESS 1 _____
If different from above

ADDRESS 2 _____
If different from above

CITY _____ STATE _____
If different from above

ZIP / POSTAL CODE _____ COUNTRY _____
If different from above

D DELEGATE(S) DETAILS / 3 MAXIMUM

DELEGATE 1

FIRST NAME _____ LAST NAME _____

POSITION _____

DIRECT PHONE _____ DIRECT CELL _____

DIRECT FAX _____ DIRECT EMAIL _____

REGISTERS AS:

BUYER SELLER VISITOR

FRENCH SPEAKING ENGLISH SPEAKING

PORTUGUESE SPEAKING OTHER _____

DELEGATE 2

FIRST NAME _____ LAST NAME _____

POSITION _____

DIRECT PHONE _____ DIRECT CELL _____

DIRECT FAX _____ DIRECT EMAIL _____

REGISTERS AS:

BUYER SELLER VISITOR

FRENCH SPEAKING ENGLISH SPEAKING

PORTUGUESE SPEAKING OTHER _____

DELEGATE 3

FIRST NAME _____ LAST NAME _____

POSITION _____

DIRECT PHONE _____ DIRECT CELL _____

DIRECT FAX _____ DIRECT EMAIL _____

REGISTERS AS:

BUYER SELLER VISITOR

FRENCH SPEAKING ENGLISH SPEAKING

PORTUGUESE SPEAKING OTHER _____

FIELDS OF EXPERTISE

AGRICULTURAL PRODUCTION

- Almonds
- Cereals
- Cocoa
- Coffee
- Eggs
- Flowers
- Fruits
- Jatropa
- Milk / Dairy Products
- Nuts
- Pistachio
- Plants
- Rice
- Sugar Cane
- Tobacco
- Vegetable Oil Crops
- Vegetables

FARM AND UNDERWATER ANIMALS BREEDING

- Bovine Animals
- Caprine Animals
- Equine Animals
- Fish & Seafood
- Ovine Animals
- Porcine Animals
- Poultry

ENERGY PRODUCTION

- Assorted Supplies
- Bio Energy
- Geothermal Energy
- Hydro Energy
- Marine Energy
- Solar Energy
- Waste-Based Energy
- Wind Energy

TRANSFORMATION PROCESSES

- Assorted Supplies
- Beverages Processing
- Cereals Processing
- Cleaning / Sanitary Systems
- Cocoa and Chocolate Manufacturing
- Coffee Beans Processing
- Cooking Oil / Fats Processing
- Crop Processing
- Dairy Product Processing
- Fish / Fishery By-Products Processing
- Food Sterilizing
- Fruits Processing
- Ice Processing
- Meat Processing
- Powdered Milk Processing
- Seafood Processing

TRANSFORMATION PROCESSES (CONT.)

- Sugar Processing
- Vegetables Processing
- Vineyard Machinery

PACKAGING, CONSERVATION PROCESSES

- Accessories / Machinery / Equipment
- Accumulating / Collating Machines
- Additives / Coatings / Emulsions / Inks Assorted Supplies
- Blister And Skin / Vacuum Packaging Machines
- Bottle Rinsers/Bottling Systems
- Canning
- Capping/Over-Capping/Lidding Machines
- Cartoning Machines
- Case And Tray Loading / Unloading Machines
- Case And Tray Sealing Machines
- Case Erecting / Tray Forming Machines
- Case Group/Load And Close/Seal Machine
- Cleaning / Sterilizing / Cooling/Drying Machines
- Closing / Seaming / Sealing Machines
- Coding / Dating / Printing / Marking / Stamping / Imprinting Machines
- Conveying Machines
- Decorating / Marking / Printing Machines
- Feeding Machines
- Filling Machines For Dry / Powder / Solid Products
- Filling Machines For Liquid / Gas / Viscous Products
- Filling / Closing Machines
- Food Testing / Certification Companies
- Form/Fill / Seal Machines
- Industrial Refrigeration
- Inspecting / Detecting / Checkweighing Systems
- Labeling / Product Identification Machines
- Machinery Component
- Packaging Components
- Packaging Containers
- Packaging Material
- Packaging Services
- Pallet Unitizing Machines
- Palletizing / Depalletizing Machines

PACKAGING, CONSERVATION PROCESSES (CONT.)

- Pasteurizer Systems
- Sachets and Packets
- Specialty Packaging Machines
- Sterilizing/Washing Systems
- Traceability Systems
- Wrapping Machines

FARM ENGINEERING, EQUIPMENT AND SUPPLIES

- Assorted Supplies
- Balers / Haymaking/Straw Handling Machinery
- Chemical / Mineral Fertilizers
- Coastal Farming Systems
- Crop Drying / Storage
- Dairy Farm Engineering
- Farm Management Training
- Forestry Machinery
- Greenhouse Structures/Technology
- Harvesting / Post-Harvesting Machinery
- Pest Control
- Phytosanitary Products
- Planting Machinery
- Soil / Landscape Protection
- Solar Powered Appliances
- Tanks / Silos
- Tractors /Trucks

WATER, IRRIGATION AND SEWAGE SYSTEMS

- Aseptic Facilities/Waste Water Treatment
- Assorted Supplies
- Bamboo Treadle Pumps
- Ceramic Water Filters
- Conduits / Pipes
- Drip Irrigation Systems
- Flood Control Systems
- Groundwater Intake / Protection
- Hydronic Systems
- Land Drainage
- Latrine / Sanitation Technologies
- Mapping / Underground Surveys
- Measuring / Monitoring / Control Systems
- Mobile Water-Purification Tools
- Pumping / Filtering Engineering
- Salt / Fresh Water Ecosystems Maintenance
- Trenchless Technologies
- Water Purification / Recycling

POULTRY, STOCK BREEDING AND AQUA FARMING

- Aquaculture Equipment / Technology
- Fish Health / Nutrition Products
- Assorted Supplies
- Bovine Animals Health / Nutrition Products
- Caprine Animals Health / Nutrition Products
- Environmental Protection Technologies
- Equine Animals Health / Nutrition Products
- Genetics / Artificial Insemination/ Embryo Transfer
- Incubators / Hatchery Equipment
- Ovine Animals Health / Nutrition Products
- Porcine Animals Health / Nutrition Products
- Poultry Health/Nutrition Products
- Scientific Research / Development
- Seafood Health/Nutrition Products
- Weighing System

STORAGE AND DISTRIBUTION LOGISTICS

- Air Freight Services
- Air/Maritime/Ground/Fluvial Port Authorities
- Assorted Supplies
- Cleaning Systems
- Communications Systems
- Containers
- Cranes / Conveyors
- Customs Brokers
- Fluvial Freight Services
- Forklifts
- Ground Freight Services
- Insurance Companies
- IT Systems
- Loading/Unloading Platforms
- Logistics Information
- Processing Hardware
- Maritime Freight Services
- Refrigerated Vehicles
- Shipping Services / Supplies
- Storage Equipment
- Vending Machines
- Warehousing Companies
- Weighing Devices

BOOKINGS CONFIRMATION

#	_____	BUYERS MARKET BADGE BY INVITATION ONLY	
#	_____	VISITORS MARKET BADGE @300 EUROS	= € _____
#	_____	VENDORS MARKET PACKAGE @ 1500 EUROS	= € _____
#	_____	MEETING STATION @ 2000 EUROS	= € _____
#	_____	PRIVATE STAND @ 4000 EUROS	= € _____
#	_____	PRIVATE LOUNGE @ 8000 EUROS	= € _____
		SUBTOTAL	= € _____
		APPLICABLE VAT	= € _____
		GRAND TOTAL	= € _____

COMPANY STAMP AND SIGNATURE

DATE _____

SIGNED BY _____

TERMS AND CONDITIONS

- * An invoice will be issued, mailed and faxed only upon receipt of the booking form
- * All payments must be made within 5 days after receiving the faxed invoice
- * Payments must be made by wire transfer
- * If event takes place in less than 30 days payment must be made by credit card