

REPUBLIC OF KENYA



MINISTRY OF AGRICULTURE, LIVESTOCK AND FISHERIES

Radeecal
communications



2nd International Exhibition and Conference

June 17-19, 2015

Kenyatta International Conference Center, Nairobi, Kenya

Explore the
Most Emerging Market in the Globe



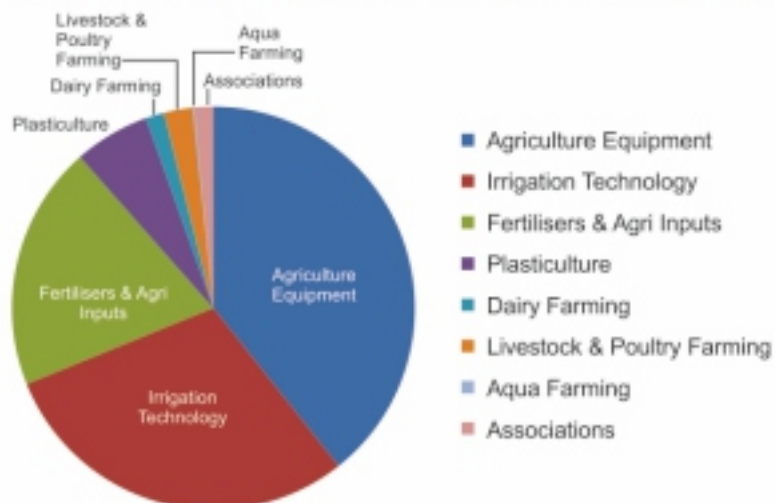
www.agritecafrica.com



AGRITEC AFRICA 2014 HIGHLIGHTS

Agritec Africa 2014 international exhibition and conference on agriculture industry was organized during 23-25 June, 2014 at kenyatta international conference center (KICC). Agritec Africa 2014 was organised by Radeecal communications, jointly with Ministry of Agriculture, Livestock and Fisheries, Republic of Kenya. Agritec Africa 2014 witnessed more than 6,500 visitors from entire Africa and abroad. This dynamic event on agriculture designed for farmers, agronomists, biotechnologist, government employees and for everyone who are willing to take the next giant leap in agriculture.

AGRITEC AFRICA 2014 VISITORS BY FIELD OF ACTIVITY



- Participating companies : 75
- Total no. of visitors: More than 6,500



EXHIBITORS PROFILE

The exhibition is open for all companies and organizations with products or services related to the following topics:



- Agri Ecology
- Agricultural Building Contractors
- Agricultural Machinery & Equipment
- Agro and Food Processing
- Aquaculture
- Biotechnology
- Fertilizers & Chemicals
- Floriculture
- Fork lift & Handling Equipment
- Greenhouses
- Horticulture
- Irrigation and Water Technologies
- Livestock & Dairy Farming
- Marketing & Export/ Import Services
- Organic Agriculture
- Plant Protection
- Plasticulture
- Post Harvest Treatment
- Poultry
- Precise Agriculture
- R & D
- Renewable Energy
- Rural Development
- Seeds, Nurseries & Plant Propagation Materials
- Small Ruminants
- Software & Hardware
- Veterinary
- Turnkey Projects & Knowledge Transfer





- \$ 250 per sqm + service tax
- KSH 18,000 per sqm + service tax

For Indian Exhibitor • INR 14,000 per sqm + service tax

Raw space package includes :

- Floor space
- Entry to the exhibition catalogue and website
- Company delegates entry to the exhibition
- General cleaning of aisles
- Pavilion security during the exhibition

STANDARD STAND CONSTRUCTION

- \$ 275 per sqm + service tax
- KSH 20,000 per sqm + service tax

For Indian Exhibitor • INR 15,000 per sqm + service tax

Standard Stand construction package includes :

- Side walls, fitted in standard booth system frame
- Fascia board with company name and stand number in standard lettering
- 1 table and 2 chairs
- Electric supply of 5 amp. plug point
- Company delegates entry to the exhibition
- Waste basket
- General cleaning of aisles
- Pavilion security during the exhibition
- Entry to the exhibition catalogue and Website

- 50% is the booking amount which is non refundable
- Air travel, accommodation and local transportation are not included in above cost





NETWORKING

Networking at Agritec Afrika will be the most comprehensive forum where international agriculture and water industry executives, academia, institutional investors, venture capitalists, analysts and other experts will have the opportunity to shape the future collaboration landscape of agricultural technology.



Our online I-Planner software allows you to pre-select and manage your meetings, while at the same time profiling yourself in the way that will attract potential business partners, investors and friends.

The service is aimed at senior-level executives and will include industry specific software that enables you to pre-arrange one-on-one meetings with your desired partners.



CROSS TRADE

- \$ 1000 + service tax
- KSH 70,000 + service tax

For Indian Exhibitor • INR 50,000 + service tax

No matter what side of the table you are on. Trading Table lets you easily and efficiently share and receive information, orders, trends, product details, market insight, etc. to ensure the optimization of cross trade at a concept of Trading Table.



AGRICULTURE & KENYA

Agriculture sector contributed 24% in the total GDP of Kenya in year 2011 - as per the Kenya National Bureau of Statistics 2012.

Kenya's agriculture sector directly influences overall economic performance through its contribution to GDP. Periods of high economic growth rates have been synonymous with increased agricultural growth. Several untapped crops cultivation in Kenya which can effect African economy - tea, coffee, sugar, horticulture, floriculture, cotton, macadamia nuts, etc.

Presence of R&D centers, agricultural infrastructure, agricultural university, government support, initiative of NGOs and other associations have made Kenya a unique choice for such a international exhibition on agriculture technologies.

Although farming is the most important economic sector in Kenya, less than 8% of the land is used for crop and feed production and less than 20% is suitable for cultivation. Kenya is a leading producer of tea and coffee, as well as third leading exporter of fresh produce, such as cabbage, onions and mangoes. Small farms grow most of the corn and also produce potatoes, beans and peas.

The agriculture sector in Kenya is very influenced by externalities, including weather conditions and global economic and financial developments. The significance of the Kenyan agricultural sector is reflected in numerous national strategies and policies.

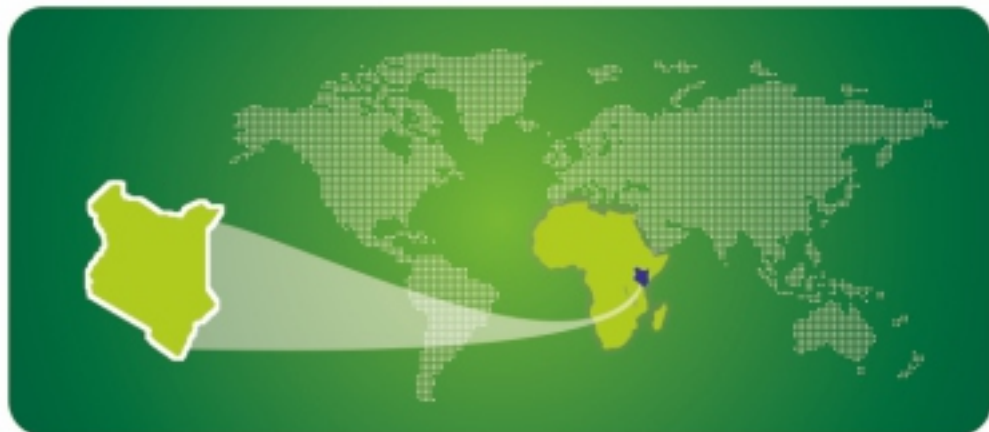
Govt. of Kenya currently implementing **Strategy for Revitalizing Agriculture (SRA)** with the intention to "transform Kenya's agriculture into profitable, commercially oriented and internationally and regionally competitive economic activity that provides high quality gainful employment to Kenyans". The strategic areas included

- 1) Streamlining agricultural policy framework
- 2) Creating an enabling environment for the private sector
- 3) Improving delivery of support services
- 4) Promoting marketing, agro - processing and trade
- 5) Main streaming agriculture development issues in other sectors
- 6) Strengthening institutional implementation & monitoring frameworks



ABOUT KENYA

The economy of Kenya is the largest by GDP in East and Central Africa. Agriculture is a major employer and the country traditionally exports tea, coffee and most recently fresh flowers to the Europe. The service industry is a major economic driver. Kenya's monsoon seasons start during April to June, after which 'short rains' season occurs till November. Currently Kenya is aiming to create a globally competitive and prosperous nation with a high quality of life by 'Vision 2030'. The vision is anchored on three key pillars; economic, social and political governance.



CONFERENCE

An International conference on agriculture and industry presentations will be organized during the event. This conference will be based upon agriculture industry, profession and fandom. It will focus on versatility of agricultural segment in different zones, feature keynote speakers and other key information and activities of industry.





2nd International Exhibition and Conference

June 17-19, 2015 | Kenyatta International Conference Center, Nairobi, Kenya



Media Partners



indo africa times

Event Managed By



Organizer

Radeecal
communications

For More Information, Please contact

Radeecal Communications (Head Office, India)

Tel: +91 79 26401101/ 26401102/ 26401103 M. +91 9173410748

Email: mktg@radeecal.in

Please Contact for Stall Booking at Kenya

Kenya Office

Tel: +254 020 2327598

Email: kenya@agritecafrica.com