



Republic of Kenya  
Ministry of Agriculture,  
Livestock, Fisheries & Irrigation

Radeecal<sup>®</sup>  
communications

6<sup>th</sup>



**Agritec** *Africa*

TM

International Exhibition & Conference on Agriculture Technology

19 20 21  
June 2019

Kenyatta International  
Convention Center,  
Nairobi, Kenya

Improving  
**FARMERS'**  
Income Through  
Technology

**POST SHOW  
REPORT 2019**



[www.agritecafrica.com](http://www.agritecafrica.com)

# INAUGURATION

Agritec Africa 2019 International Exhibition and Conference on Agriculture Industry was organized during 19<sup>th</sup> to 21<sup>st</sup> June, 2019 at Kenyatta International Convention Centre (KICC), Nairobi, Kenya. This was the 6<sup>th</sup> edition which was successfully concluded on 21<sup>st</sup> June, 2019. Radeecal Communications jointly organized this exhibition with Ministry of Agriculture, Livestock, Fisheries and Irrigation – Republic of Kenya and it was supported by Agriculture and Food Authority (AFA), Agricultural Sector Development Support Programme (ASDSP), Agrochemicals Association of Kenya (AAK), Kenya National Chamber of Commerce & Industry (KNCCI).

The Exhibition was inaugurated by Hon. Mwangi Kiunjuri - Cabinet Secretary Ministry of Agriculture, Livestock, Fisheries and Irrigation; Dr. Andrew Tuimur - CBS Chief Administrative Secretary, Ministry Of Agriculture, Livestock, Fisheries And Irrigation; Prof Hamadi IDDI Boga - Principal Secretary; Dr. Gabriel Rugalema - Representative in Kenya, Food and Agriculture Organizations of the United Nations (FAO); Mr. Duncan Marigi - Chair of the Agriculture and Rural Development Donor Group; H.E. Rahul Chabra - High Commissioner of India in Kenya; H.E Wycliffe Oparanya - Chair of the Kenya Council of Governors; Mr. Sanyal Desai - CEO, Radeecal Communications.

Agritec Africa 2019 has witnessed around 11,000+ visitors from entire Africa and Abroad. This dynamic event on Agriculture industry designed for Farmers, Agriculture Business People, Agronomists, Bio technologist, Government employees and for everyone who are willing to take The Next Giant Leap in Agriculture Industry.





## Agritec Africa Conference 2019

Conference of Agritec Africa 2019, based on the theme of "The role of Agricultural technology to achieve the Big 4 Agendas target of 100% Food and Nutrition Security" was organized by Food and Agriculture Organization of the United Nations along with the three days of the exhibition i.e. June 19<sup>th</sup> to 21<sup>st</sup> 2019. The conference had invited 200+ high profile professionals based on academic, youth organization, government associations, and development practitioners.

The theme is aligned to the Government's Big 4 Agenda Initiative with specific focus on two of the four pillars i.e. Food & Nutrition Security; to drive smallholder productivity, reduce the cost of food and enhance large scale farming and Manufacturing; specifically, the Agro-Processing where the government intends to generate over \$200 Million annually in value additions. The theme also focuses on the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs) adopted by world leaders in 2015, to embody a roadmap for progress that is sustainable and leaves no one behind.

Several international speakers then took up the platform to share their experiences and bring the most innovative and pertinent technologies on the table to empower hundreds of local farmers, business associates, academic researchers and all those who had gathered at the venue. Let us throw a glimpse on the varied agricultural issues and topics covered by the technology.



## Key Speakers

- 1. Mr. Abdulwahid Alobeidli**  
Company - Policy Officer, Food and Agriculture Organization of The United Nations (FAO)  
Topic - Food & Nutrition Security production, value chains and opportunities for MSME's and the private Sector
- 2. Bernard Opaa**  
Company - Director Natural Resources, National Land Commission  
Topic - Where is the Balance? Natural resource Management and Agriculture
- 3. Dr. Tim Njagi Tegemeo**  
Topic: The state of Extension in Kenya
- 4. Chris Aletia Imana**  
Company - CEC, Agriculture, Pastoral Economy and Fisheries, Turkana County.  
Topic - Challenges and Innovations in the provision of agricultural inputs and services in remote counties
- 5. Dr. Bharat Patel**  
Company - Managing Director BioGas Ltd. Kenya  
Topic - Food safety management in urban areas and practical strategies to reduce Food Waste and Loss
- 6. Vanessa Casals**  
Company - Regional Manager, Europe, Middle East, and Africa, Airbus SE.  
Topic - Climate Change Adaptation through Climate Smart Agriculture practices
- 7. Stephen Gikonyo**  
Company - Animal Production and Value Chain Analysis Expert (FAO)  
Topic - Future of livestock commercialization
- 8. Rosemary Owino**  
Company - Agriculture and Food Authority (AFA)  
Topic - Markets as the drivers for commercialization of Agriculture

## Important facts & Figures

**150+**

Participating Companies  
(More than 150 brands)

**8**

Conference  
Speakers

**25+**

Visitors'  
Countries

**More than  
11000+**

Total No. of Visitors

**200+**

Conference  
Delegates

## Participating Countries



AUSTRIA



BELGIUM



CHINA



EGYPT



FRANCE



GERMANY



INDIA



ISRAEL



KENYA



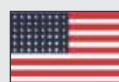
JORDAN



TURKEY



UK



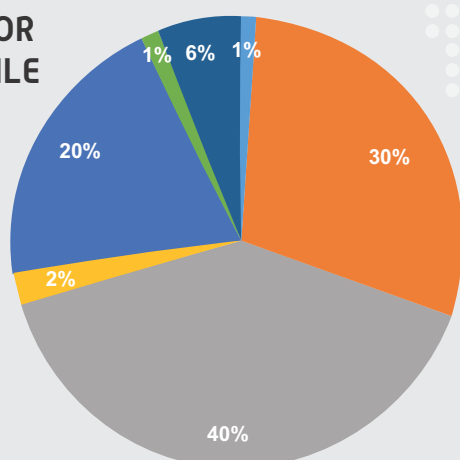
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SOUTH KOREA

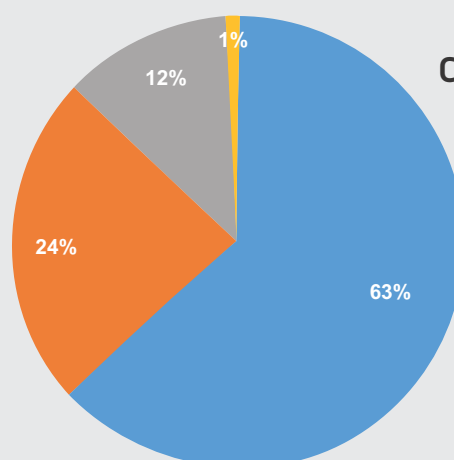
## AGRITEC AFRICA PARTICIPATION SUMMARY

VISITOR  
PROFILE



- Embassy Officials
- Dairy & Livestock Farmers
- Agriculture Farmers
- Government Officials
- Dealers & Distributors
- Association Heads
- Importers

EXHIBITOR  
CONTINENT PROFILE



- Asia
- Africa
- Europe
- America



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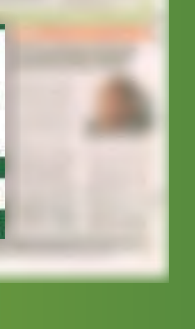
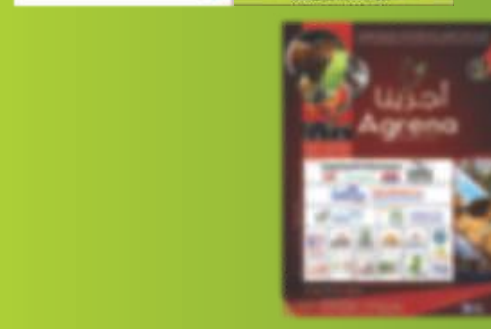
Kenyatta International  
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## VISITORS DURING AGRITEC AFRICA 2019





## PRINT MEDIA PROMOTION



## PRINT MEDIA PROMOTION



### EVENTS

Agritec Africa set to take place from 19-21 June 2019 at Nairobi, Kenya provides a launch pad for new ideas, products and services.

### Powering agricultural growth

SEVERAL COMMITMENTS ARE taking place to secure investments across the African agricultural industry driving demand in sectors including agricultural equipment, seeds and bio-technology and irrigation, among others.

The 6<sup>th</sup> Agritec Africa, jointly organised with the Ministry of Agriculture, Livestock, Fisheries and Irrigation, Kenya, will have the participation of nearly 150 companies from Kenya and abroad and help exchange information and ideas about different segments of the industry while bringing together the farming community, government officials, distributors and oil important stakeholders.

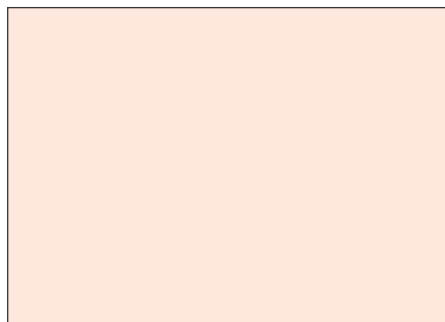
Sonyel Desai, CEO, Radeecal Communications, the organisers of the show says, This year companies from all sectors including irrigation, plasticulture, seeds, government bodies, banks, agricultural machinery, dairy technologies, poultry, grain and allied technology will be present at the exhibition. Such global exhibitions are very important for overall growth in the agricultural sector.

For entrepreneurs with vision and seamless ambition, Agritec Africa provides a unique opportunity to see, learn, sell, buy and tie up, says Neneq Shah, CFO, Radeecal Communications.

The show has also planned to organise concurrent events



The theme of the exhibition is 'Improving farmer income through innovation and technology' such as the Dairy Livestock and Poultry Expo Africa and GrainTech Africa, where many international companies are showcasing their featured products to the industry through their participation in this fair.



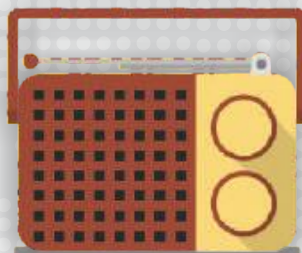




## EVENT PROMOTION STRATEGIES



News paper advertisements



Radio



News Channels



Social Media Campaigns



Print Publication & Magazines



Bulk Email & SMS

**ROADSHOW**

- Special Invitations to Dealers & Distributors
- Online Media Partners
- Visitor mobilization from Various Counties of Kenya



## Social Media Presence of Agritec Africa





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## Social Media Presence of Agritec Africa







## EXHIBITOR LIST

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- AGRICULTURE & FOOD AUTHORITY FIBRE CROPS DIRECTORATE
- AGRICULTURE AND FOOD AUTHORITY - COFFEE DIRECTORATE
- AGRICULTURE AND FOOD AUTHORITY - NUTS & OIL DIRECTORATE
- AGRICULTURE AND FOOD AUTHORITY [AFA]
- AGRICULTURE AND FOOD AUTHORITY [AFA] – TEA DIRECTORATE
- AGROCEL INDUSTRIES PVT. LTD.
- AIRBUS DEFENCE AND SPACE
- ALPHATECH
- AMISANT INDUSTRIES LLP
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- ANDRITZ FEED AND BIOFUEL A/S
- ANGEL SOLUTIONS
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- BHUMI POLYMERS PVT. LTD.
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- KIM.MAD.SAN. VE TIC .A.S.
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- ENABLING POLICY & INVESTMENT POLICY
- EVAL EUROPE N.V.
- EVERGREEN SORTING TECHNOLOGIES
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- FIRST MACHINERIES LIMITED
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- FUJIAN DAFENGSHOU IRRIGATION TECHNOLOGY CO.,LTD
- GANDHALIKAR AGROTECH PVT. LTD.
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- GOVERNANCE OF NATURAL RESOURCES
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- GSMAA FOR CHEMICALS AND FERTILIZERS
- HB VET LAND
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- HENAN POUL TECH MACHINERY CO., LTD.
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- ISPAT EXPORTS PRIVATE LIMITED
- JJ INDUSTRIES
- JUA TECHNOLOGIES INTERNATIONAL
- KALASH SEEDS PVT LTD
- KBH PLAST
- KENYA AGRICULTURAL & LIVESTOCK RESEARCH ORGANIZATION
- KENYA PLANT HEALTH INSPECTORATE SERVICES
- KENYA VETERINARY VACCINES PRODUCTION INSTITUTE
- KEYMANDA FOR FERTILIZERS AND CHEMICALS INDUSTRIES
- KRISHI GEOPACK PRIVATE LIMITED
- KRISHIDOOT BIO HERBALS
- KT EXPORTS (INDIA) PVT LTD
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- TAIZHOU TEAREAPER ELECTROMECHANICAL CO., LTD.
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- TECHNICAL TRADING COMPANY LIMITED
- TEXEL INDUSTRIES LIMITED
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- THE FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS (FAO)
- THEMAR CHEM
- TOP CHEMICAL FACTORY FOR PESTICIDES AND SPECIALTY CHEMICALS
- TULSI AGRO ENGI MECH PVT. LTD.
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**GSMMAA**



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# Thank You....!

## MEDIA PARTNERS



## Supported By



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