



# 3<sup>rd</sup> Agribusiness Africa Conference & Exhibition 2009

Gallagher Convention Centre Midrand, South Africa

19 - 21 July 2009

Following the growing success of the previous Agribusiness Africa Conferences & Exhibitions held at Gallagher Convention Centre, Midrand in July 2007 and 2008, Agrifika and *TheFarmAfrica*, in association with Exhibition Management Services (EMS) are proud to announce the 3<sup>rd</sup> exhibition and conference on agribusiness for the African market to be held from 19 - 21 July 2009. This event will run in conjunction with *Africa's Big Seven Expo (AB7)* and for the first time with the newly co-located 16<sup>th</sup> edition of the Southern Africa International Trade Exhibition (SAITEX).

This unique **Agribusiness Africa Conference & Exhibition** will attract exhibitors and visitors from around the world. The last expo held in conjunction with AB7 attracted over 7 000 qualified trade buyers from 45 countries with almost 50% of these attendees being owners, managing directors, or directors of companies who could authorize purchases for their business!

The agricultural sector is the awakening giant of Africa and very significant calls have been made from the continent and elsewhere for a dramatic refocusing of attention and funds to support the development of this sector as well as downstream agribusiness in Africa. The **Agribusiness Africa Conference** addresses this need and creates a unique business platform to facilitate a rapid and significant intervention in the development of agriculture on the continent. Various project development and supply opportunities exist in Africa for both local & international companies. The **Agribusiness Africa Exhibition** is the platform where business contacts are made and networks developed.

The **Agribusiness Africa Exhibition** at AB7 & SAITEX will focus on the following sectors:

- Agribusiness finance
- Agricultural & rural development engineering.
- Tractors, trucks & engines for agricultural & agro-industrial applications
- Agricultural machinery & implements
- Irrigation equipment
- Livestock breeding & genetics
- Livestock equipment & supplies
- Veterinary & animal health products
- Animal feeds & feed ingredients
- Water purification, storage & distribution
- Agro-processing, packaging & refrigeration
- Fertiliser & plant nutrition
- Agro-chemicals & crop care
- Seed & plant breeding material
- Farm workshop equipment & tools
- Forestry equipment
- Farm fencing & security
- Farm structures & building products
- Agribusiness project management & structuring
- Marketing & export of agricultural products
- ... and many more ...

This prestigious and very relevant event will focus on the technology and inputs necessary to make agribusiness in Africa bloom by linking needs to resources. We do this by creating a **business platform** that brings producers, businesspeople, entrepreneurs, processors, marketers, development & aid organisations together with equipment, inputs and service providers. This networking stimulates and develops the business of agriculture in Africa. Many delegates from African countries attend the Conference whilst the Exhibition has previously hosted national pavilions from Mauritius, Tanzania, Zambia, Ghana, Mozambique, Kenya, Swaziland and Zimbabwe. The numbers are expected to grow substantially each year. Most SADC countries have indicated that they will be participating in 2009.

The **Agribusiness Africa Conference** runs in parallel with AB7 and SAITEX and has two parts. **Business to Business meetings (B2B)** are scheduled for the full 3 days (19-21 July) whilst the **main proceedings** will take place on Monday 20<sup>th</sup> July. Compelling presentations by leading industry experts will focus on implementation issues. These will support and enhance the momentum generated through sustainable private sector led agribusiness projects and programmes.

**"Think Agribusiness ..... Think Agrifika"**

To register your interest to attend as a delegate and/or exhibitor, you are kindly requested to contact Agrifika at +27 (0)12 804 9729 or E-mail [agrifika@agrifika.co.za](mailto:agrifika@agrifika.co.za)