



# AFRICA AGRICULTURE INVESTMENT AND VALUE-CHAIN DEVELOPMENT CONFERENCE

Agriculture as an  
Asset Class:  
Building Competitiveness  
in Africa's Agriculture

17-18 April 2018 | Bingi International  
Convention Centre, Lilongwe, Malawi

EVENT FROM



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## OVERVIEW

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The agriculture sector in Sub-Saharan Africa is generally characterized by low production and productivity and a growing number of smallholders whose use of agricultural inputs is minimal. Low precipitation is increasingly an additional limiting factor for many of these smallholders and the majority are focused more on self-consumption than selling into commercial markets. Further to this situation there is the rapidly growing and urbanising population, with the attendant increase in demand for food, which calls for closing the productivity gap that is sapping the household, local and national economies.

There is therefore the need for initiatives focused on sustainable intensification of production and the associated measures needed to address post-production issues, including better handling, processing and distribution, improved food quality and safety, and facilitating access to markets. Increased production and productivity in the crop, livestock, forestry, aquaculture and fishery sectors will meet the gaps in food supply in most countries in the region and enhance the economic value of the sector as well as profitability for the stakeholders.

The development of value chains in agriculture will also support the creation of decent job and entrepreneurship opportunities to **women and youth** in line with FAO's Action Plan on "**Promoting youth employment and entrepreneurship in agriculture and agribusiness in sub-Saharan Africa**". The value chain perspective provides an important means to understand the business to business relationships, public-private partnerships, mechanisms for increasing efficiency, and ways to enable businesses to increase productivity and add

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## WHY THIS CONFERENCE

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Focusing on Agriculture Value Chain and Sustainable Development **MNCapital Group\*** presents this vital 3-day Conference focused on Agricultural Value Chains and Sustainable Economic Development for stakeholders in Sub-Saharan Africa. The Africa Agriculture and Value Chain Development Conference is being convened as an ongoing intervention to initiate and fuel dialogue within stakeholders and decision-makers to support the drafting of policies and strategies for ensuring transitions towards sustainable development, using agricultural value chains as levers for action. The two-day conference focuses on the value chain approach as one important way to develop sustainable profitable market linkages.

The inclusive Conference is a market-driven approach that brings together farmers, traders, food processors, marketers, buyers and financiers, among others for AVC support sectors and development programmes. to demonstrate how linking farmers to markets can increase the livelihoods of all involved in these so-called 'value chains', boosting jobs, incomes and food security. These strong, profitable and inclusive value chains are the key to a bright future for agriculture in the region, one that will attract investors, entrepreneurs, young people and women.

## BENEFITS OF ATTENDING

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**Review** Africa's specific reforms and regulatory frameworks, market trends and investment environment

**Hear** from thought leaders and expert speakers presenting the latest and benchmark on best industry practices

**Network** with key decision makers and investors, and build on existing business relationships. Increase your brand visibility and awareness by showcasing your products / services to a direct audience.

**Access** practical and realistic experiences via carefully selected case studies

## WHY MALAWI

Agriculture is considered as the mainstay of the Malawi economy, contributing more than 80% of the country's export earnings, mainly from the United States of America. The top grossing commodity being tobacco, the country enjoys a position in the top ten producers of the crop in the world. Other key export agriculture commodities are tea, cotton, coffee and sugar. For domestic consumption, Malawi primarily focuses on maize production as the country's staple food and key contributor in the country's food security.

It will only make sense therefore that, as the World Bank reports, about one third of Malawi's GDP (Gross Domestic Product) is directly contributed by agricultural activities, making the sector a primary contributor to job creation, economic growth, and food security. It is therefore imperative for the Malawian government to channel resources creating and implementing policies that will enable the agriculture sector to transform into a robust industry. With this realisation, Malawi has developed three (3) key policies in a bid to achieve a high performance agriculture sector;

- **The National Agriculture Policy (NAP)** primarily focuses on promoting sustainable growth in the sector by commercialising traditional farming, through creating an environment conducive for the transition into high-value agricultural value chains.
- **Revised National Seed Policy** will see the localised production and supply of high quality seed, and addressing of all major challenges the seed industry in the country is currently facing.
- **Strategic Grain Reserve Management Guidelines** are set to secure maize production and also transform it into a sustainable sector.

These policies are a proof of commitment by stakeholders in Malawi to make the agriculture sector globally competitive. It is a welcome step into the right direction, one that opens up a wide-range of opportunities, making the country an attractive investment destination.

## CONFERENCE APPROACH

This conference is designed to;

- Bring together leaders from government and business with an interest in the agriculture sector to discuss consideration and other contemporary issues impacting Africa agriculture in a bid to advance the business of regional integration in this sector for the continent to transform into a key player in the global market.
- Focus on long-term strategic collaboration with active stakeholders in Africa and other regions to advance industry development.
- Incorporate input and evaluate practical case-studies from other key players across the globe with the aim of bench marking development opportunities and challenges.
- Discuss feasible best practices and innovative approaches that have the potential to make significant progress in transformation of the African agriculture sector.

- Identify new opportunities for collaboration and alliances between asset owners, investment professionals, business, governments and industry associates to improve the understanding and on-going industry reforms.



## CONFERENCE OBJECTIVES

- The aim of the Conference is to facilitate stakeholder collaboration to support the drafting of policies and strategies for ensuring transitions towards sustainable development, using agricultural value chains as levers for action.
- Strong, profitable and inclusive value chains hold a bright future for agriculture in the region, one that will attract jobs, investors, entrepreneurs, young people and women thereby maximising opportunities for sustained national and local economic development.
- The two-day conference sees the Value Chain approach as one important way to develop sustainable profitable market linkages.
- This conference will establish agriculture as an asset class and assist fund managers and consultants in presenting the sector as an investment opportunity to institutional investors.
- A business environment for the private sector, universities, governments, financial institutions, research organisations, Development Partners and umbrella bodies, both continental and global to contribute to agribusiness development in Africa.

## KEY THEMES

- Performance and assessment of agro-chains with respect to the sustainable national and local economic development goals;
- Public policies and agri-chain governance mechanisms and concrete innovations and partnerships for building and transforming agri-chains towards sustainable development.
- Chain-wide collaboration, joint visioning, effective partnership with and between sectors including new patterns of public/private partnerships and investments and of multi-stakeholder alliances for sustainable value chains.

This conference will focus, among other things, on long-term strategic collaboration with active stakeholders in Africa and other regions to advance the development of the agriculture industry.

## CONFERENCE FEATURES

### Pre-Conference Workshops

Youth skills development and entrepreneurship.

### Keynote Sessions

Sustainable production intensification and value chain development in Africa. Public policies and agri-chain governance mechanisms and partnerships for building and transforming agri-chains towards sustainable development.

### Innovations for Agricultural Value Chains in Africa

Out-of-the-box, innovative technology options that would add significant value for smallholder farmers while reducing primarily post-harvest inefficiencies in agricultural value chains in Africa. Insights and expertise from emerging fields of science, technology, and innovation to help improve efficiencies in agricultural value chains in Africa. Identification of core bottlenecks along the target value chains, generation of ideas for overcoming those specific constraints through

innovative technology.

### Agribusiness Incubation In Africa

Agribusiness incubation has emerged as a critical tool that can be used to create competitive agribusinesses in Africa and to accelerate the development of the continent's agricultural sector. Consequently, high level African Union delegations, at different international fora, have advocated for the private sector to support agribusiness incubation in different country commodity priority value chains across Africa.

### Youth and Women in Agriculture

Developing leadership and facilitation skills within specific value chains in Agriculture.

# CONFERENCE FEATURES

## Plenary Sessions

- Identification, development and support of types of value chain activities and services that would be of benefit to value chain stakeholders. A focus on research findings, and links to additional resources on developing agricultural value chains.
- Promotion of dialogue among stakeholders and decision-makers aimed at creating a common language among value chain stakeholders as well as support policy making, strategy formulation and business model development.
- Support for development of value chains of livestock, crop and aquaculture, including promoting better handling, processing, distribution and access to markets to reduce losses and enhance food quality and safety.
- Support for the development of trans-boundary trade in agricultural products and of management capacities of producer organizations.
- Engage scientists and experts to work together to come up with new development models and undertake innovative experiences for an inclusive and sustainable economy.
- Facilitate knowledge exchanges on small scale irrigation, climate smart agriculture/conservation agriculture, cassava value chain development and gender mainstreaming.
- Facilitation of transitions towards sustainable development, using agricultural value chains as levers for action as well as integrated innovative practices and use of technologies that increase production and productivity.
- Fostering knowledge exchange and best practices on innovative and sustainable production systems and inclusive value chain development among countries through the re-channelling of industry alliances.

## Roundtable Discussion #1

Developing a Common Language: Key Benefits and Challenges discussion on the key benefits and challenges of building a common language for agricultural value chains.

Key questions:

- Where is the “value” in agricultural value chains?
- What would attract more farmers, processors, etc. to engage in agricultural value chains?

- Standards and certifications – help or hindrance to agricultural value chains?
- A summary of the responses to these questions and related issues follows.

## Roundtable Discussion #2

What else is needed to develop and enhance agricultural value chains in Africa.

Key questions:

- What types of information, advice, resources or support would help agricultural value chain development in Africa?
- What is/are the best way(s) to communicate the opportunities and benefits of agricultural value chains to farmers, producers, etc.?



## WHO SHOULD ATTEND

- Private Sector Agriculture
- Industrial Development Zones
- Women and Youth Empowerment Agencies
- Local Economic Development Agencies
- Local Government Entities
- Public Sector Agriculture and Rural Development
- Regional Development Agencies
- Entrepreneurship Development and Incubation
- Agriculture Funding, Investment and Insurance
- Small Holder Agriculture Development
- Buyers looking to expand their supply chain to include small-holder farmers
- Research organizations and non-government organizations among others for AVC support activities and other Development programmes.



## ABOUT MN CAPITAL GROUP

### Overview

MNCapital Group is a South Africa based communications firm that prides itself for playing a pivotal role in providing market intelligence to institutional investors either seeking alternative investments or simply looking to tap into the emerging markets, through our various platforms such as the iconic Africa Investment Funds and Asset Management (AIFAM) Forum, Africa ESG etc. We create content and information platforms focused on policies and investment in the banking and finance, energy and power, manufacturing, real estate, agriculture, and telecoms.

Our events are tailored to enable business, governments, and international organisations seeking entry into Africa to become high-performance businesses. We adopt a collaborative approach in helping them develop a sustainable business strategy and relationship building, and in so doing deliver capital growth to their shareholders. Our main focus is Africa and we cover strategic markets in the continent.

### Our Network:

- Asset Managers
- Asset Owners
- Commercial and Investment Banks
- Consultants and Investment Intermediaries
- Corporate CSR / Investor Relations Departments
- Finance and Investment Community
- Fund Managers
- Hedge Funds
- Institutional Investors
- Insurance Companies
- Lawyers
- Multilateral Development Banks
- Principal Officers
- Private Equity Houses
- Public and Corporate Pension Funds
- Research Analysts
- Retirement Funds
- Senior Executives
- SRI Research Firms
- Trustees

## Our Services

### Business Development Specialist:

We strive to help companies grow and expand by reaching new clients. As business development specialists we are responsible for developing new business avenues for their companies.

We also work with other departments in organisations, including sales, marketing and customer services departments. As MNCapital Group we are accountable for gathering our customers' markets by conducting an intensive research pertaining to channel development, product development and product distribution. Assisting our client's marketing departments and helping develop new business strategies, conducting market analysis and developing and improving methods of marketing products through various new and traditional media is also our key responsibility.

### Emerging Markets & Investment Advisory:

As an emerging markets & investment advisory firm, MNCapital Group is highly sought by investors looking to tap into emerging markets for the prospect of high returns.

### Fund Raising and Sponsorship Acquisition:

To acquire sponsorships we have to identify and solicit corporations and companies relevant for the event where we create sponsorship packages

outlining all deliverables for all tiers of sponsorship. In return we maximise sponsor commitment and deliverables to increase their visibility, the event profile and overall quality of the event experience for all key stakeholders. Working collaboratively ensures we maximise all sponsors R.O.O (Return On Objectives) by so doing the sponsors have value for their money.

### Events Management

MNCapital plans and executes the event often behind the scenes. Apart from planning and executing the event we also do brand building, marketing and communicating strategy.

Being an expert at the creative, technical and logistical elements that help an event succeed, demands a great deal of input such as event design, script writing, logistics, budgeting, negotiation and client service. This makes events management a multi-dimensional profession. For our events to be successful we have to study the intricacies of the brand, identify the target audience, devise the event concept, plan the logistics and coordinate the technical aspects before actually executing the modalities of the proposed event. Post event analysis is also essential to us since a return on investment have become significant drivers for the event industry.



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## SPONSORSHIP AND SPEAKING OPPORTUNITIES

This forum confers upon its sponsor absolute authority and quality status in the investment fund and asset management industry. The forum will establish you as the proactive industry player, and will offer you unrivaled cost-effective and dedicated marketing exposure and brand recognition among key players in the industry.

This is an unrivalled platform that presents you with an opportunity to develop relationship with potential business and finance partners. Our pre-forum marketing activities include;

Speaking at one of our events is a unique opportunity to build or enhance a professional brand, further establish expertise and influence, share knowledge and insights, build confidence and learn from others.

- Direct marketing - Forum brochures will be emailed to a targeted database
- Email - A comprehensive email campaign designed to promote this event
- Press Coverage - In key online publications and business press
- Website - Our dedicated website is constantly updated with industry events and news
- Partnerships - The forum will be promoted through a network of strategic alliances with industry associations
- Social Media - we'll use the best methods of marketing
- You - We'll liaise with your dedicated staff to ensure delivery of your marketing and sponsorship objectives