

PRE-HARVEST AGRIBUSINESS EXHIBITIONS AND CONFERENCE 2018 3-5 October, 2018

BE PART

Partners:



WHY ENGAGE?

Building on the successful 2017 event in the Northern Region of Ghana, the 8th Pre-harvest Agribusiness Event will highlight the Agro-economic opportunities to an audience of investors, policy-makers, business leaders, academics, finance professionals, the Ministry of Food and Agriculture and key Government Ministries, non-governmental and corporate bodies, farmers and farming associations, representatives from the Agribusiness civil society, investors, financial institutions, input dealers, seed companies district chief executives and relevant stakeholders.

It will further explore business opportunities and discuss the role of the Agro-based industries, in the transformation of agricultural production and what must happen now for Ghana to overcome its Agribusiness challenges and ensure its lofty hopes for future prosperity are met.

Agriculture is the backbone of the Ghanaian economy. It represents 22% of the country's GDP, nearly 44% of nationwide employment but 74% of the Northern zone employment

Notwithstanding the above, agriculture business, investment and development in Ghana has largely taken place in the south of the country with the massive farming of tropical(forest), cash crops, like cocoa and oil palm. Therefore, the agricultural potential of the northern zone and irrigation possibilities is largely untapped?

The North, with at least 8 million unused agricultural land with highly suitable soils, is open for large scale farming, development of modern agro-industry supply chains, poultry and vegetable oils, rice sugar, cotton, cassava, shea, high added value tree crops, livestock, aquaculture, etc. (credit: commercial agric investment guide)

ESTABLISHED

Now, in its 8th year, the Pre-harvest Agribusiness Exhibitions and Conference is part of the successful high-growth, national and people-impact, transformational agribusiness exhibitions and conference.

It has become one of the leading events in the country, where farmers, businesses, government and ideas people meet to network, build capacity, learn and explore business opportunities, sign deals and close contracts.

It is by far one of the largest gatherings of value chain actors and agribusinesses, in the country since its inception and has over the years, helped farmers access new market opportunities, products, services and higher yielding inputs to increase agricultural productivity.

The event features an exhibition showcasing leading agricultural organisations in the areas of seed production, fertilizer, finance, fisheries, storage, machinery, livestock, packaging & processing, food, innovation, ICT, government agencies, development partners, farmers & farming and associations.

Participants will have the opportunity to network with over 1000 actors, agribusinesses and policy-makers.

TRUSTED

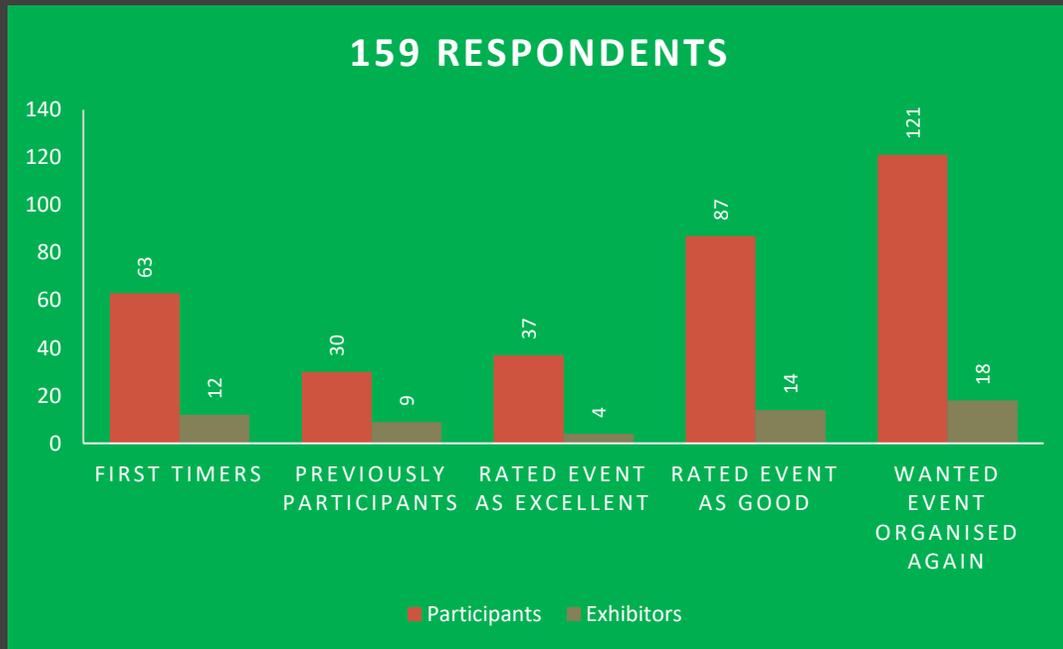
The content of the exhibitions and conference is developed by experts with in-depth experience of the Agric sector. It is data-driven and research oriented, with a top priority to find and provide solutions to challenges and issues within agribusiness.

The Pre-harvest Event will offer a unique perspective on Agribusiness in the Northern region, international communities, financial institutions, input dealers and a broad range of service providers.

The event has been praised as a one-stop shop location for business-like discussions between businesses, investors, financial companies, farmers and buyers on varying topics including volumes, prices, contracts and timing.

It has provided an effective environment to learn and share ideas, discuss the season's outlook on production, identify critical policies to support competitive marketing and to establish firm marketing relationships for the forth coming harvest.

RATED



Pre-harvest 2016

Highlights of an evaluation conducted by a joint team from UDS and UENR involving a random sample of 159 participants and 21 exhibitors indicated that: 40% of participants were first time attendees, and 19% had participated in four or more previous events

9 out of 21 exhibitors (43%) had participated in a previous event

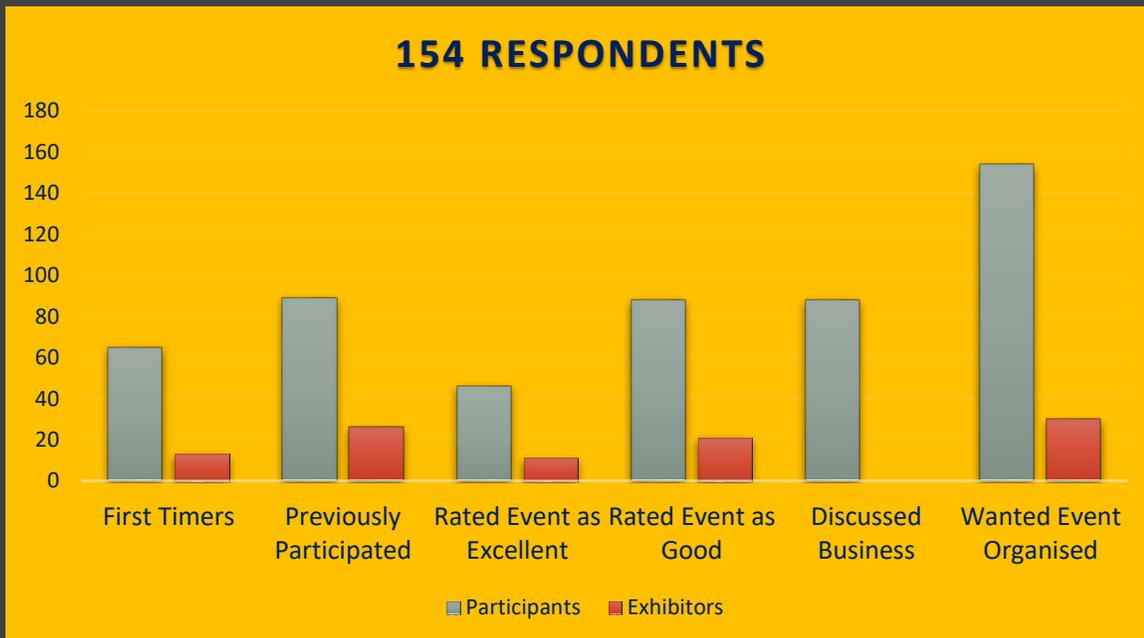
23% of participants rated the event as excellent; 55% rated it as good

21% of exhibitors rated the event as excellent, and 68% rated it as good

The most useful activity for participants was the market place (40%), followed by networking (35%), and the exhibition (23%)

76% of participants and 86% of exhibitors want the event to be organized again next year

79 out of 98 participants (81%) and 8 out of 9 exhibitors (89%) who attended either the October 2015 event in Tamale and March 2016 event in Kumasi made business deals from those events



Pre-harvest 2015

Highlights of an evaluation conducted by a team from the University of Development Studies involving 154 respondents indicated that:

42% of participants were first time attendees

30% of participants rated the event as excellent; 59% rated it as good

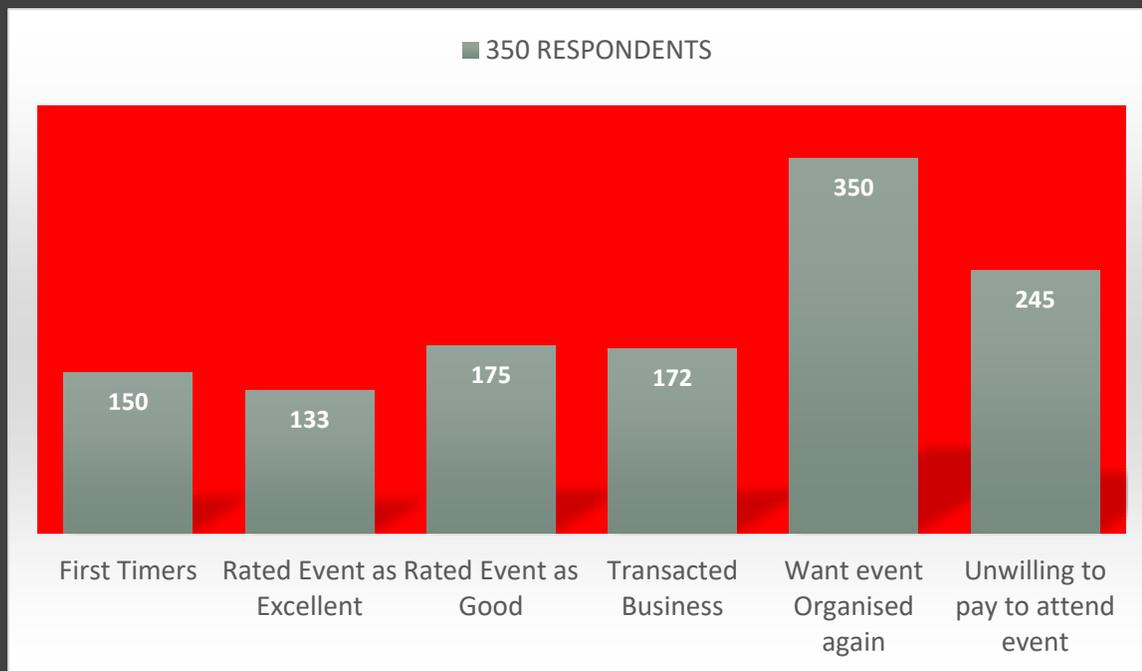
The market place where buyers and farmers discussed market developments and contracting expectations was the primary selling point for the event, followed by exhibitions

29% of participants rated exhibitions as excellent; 54% rated it as good

57% of participants discussed business deals with others

100% of participants and 77% of exhibitors want the event to be organized again

Feedback from 39 exhibitors indicated that 33% were first time exhibitors and 67% past exhibitors



Pre-harvest 2014

An event evaluation conducted by a team from the University of Development Studies (UDS) involving 350 respondents indicated that:

- 44% of participants were first time attendees
- 38% of participants rated the event as excellent; 50% rated it as good
- The exhibition was the primary selling point, followed by meetings and networking
- 49% of participant transacted business
- 100% of participants want the event organized again
- 70% of participants were unwilling to pay to attend the event
- There should be fewer speakers next time
- Some level of interpretation of English into the local dialect should be considered

PROGRAMME

PRE-HARVEST EXHIBITION AND CONFERENCE

TAMALE SPORTS STADIUM
OCTOBER 3 -5, 2018

OVERVIEW

What does the future hold for Ghana's Agribusiness and the sub-regional bread basket? What is the impact and growth rate of commercial farmers? What are trade & investment opportunities and irrigated agricultural developments? Are there favorable policies, technology and infrastructure? Is Communications and marketing playing any key role in the transformation and commercialization of Ghana's agricultural sector?

Are there vehicles to plan, coordinate and execute Agri-development strategies? What needs to be prioritized or done differently to turn our Agribusiness fortunes around? What is the government planning next? What are the plans and initiatives of donor agencies, foreign investors? Agriculture experts and key stakeholders?

What is the way forward? Is it the dawn of a new day in Agribusiness? Can the country take its place among the industrious emerging markets full of opportunities?

THE THEME

“Transforming Agribusiness in Northern Ghana: The Future Starts Now”

We are at the verge of transforming agribusiness in Northern Ghana with the Government’s Planting for Food and Jobs programme, with the strong interest by agro-processors on sourcing raw materials locally, a growing band of agribusiness entrepreneurs, and lessons from development partner interventions, the spark has been lit and ready to turn the talk into action.

Farmers are the frontline in the movement to change the food security equation in the country, to maintain and expand on the business relationships, partnerships and application of technology and new practices.

The theme also seeks to get the Agribusiness sector to influence transformation, with the heightened focus on public-private partnerships, investment opportunities, raise the bar and create an action-driven blueprint for an increasingly sustainable agricultural movement .

KEY OBJECTIVES...

1. Create a platform for stakeholders to showcase their products and services at Pre-harvest 2018
2. Create an expert opinion sharing, networking and learning platform for key stakeholders; investors, development partners, researchers, farmer groups, government agencies, business, civil society investment and professional advisors and corporate leaders.
3. Expand businesses and forge new partnerships to promote the growth of Ghana's agricultural sector.
4. Introduce products and services to transform the subsistence mode of farming into a highly profitable business enterprise.
5. Introduce or connect farmers to ready investors in Ghana and foreign countries.
6. Link buyers to producers.
7. Educate and help farmers embrace the constant technological or industrial advancement in agriculture.
8. Provide a platform for farmers and Agribusinesses to establish business relationships.
9. Assist farmers and agri-businesses to expand their businesses before and after harvesting, and create an enabling environment for new partnerships to promote the growth of Ghana's agricultural sector.
10. Help farmers adopt best practices to ensure that the achievements made within the industry are sustained.
11. Provide a platform for commodity buyers and farmers to establish business relationships and discuss contracts for the harvest of their produce.

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| DAY 1 | October 3, 2018 |
| Activities | |
| | Opening Ceremony |
| | Tour of Exhibition stands /Exhibition opens |
| Commodity Sector Networking Discussion | Rice, millet, sorghum, soybean, maize, fruits, vegetables |
| Panel Discussion | “Transforming Agribusiness in Northern Ghana: The Future Starts Now” |
| Value Added Training | Sustainable Agricultural Warehousing and Storage for Agribusiness |

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| DAY 2 | October 4, 2018 | |
| Activities | | |
| | Exhibition continues | |
| Commodity Sector Networking | Rice, soybean, sorghum, millet, maize, fruits, vegetables | |
| Corporate Farmer Dialogue /Presentations | An interactive extensive session, where companies take turns to present and introduce new technologies and services. (i.e. financial companies, insurance, irrigation, input, ICT, etc.) | |
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| Value Added Training | Food Safety & Quality standards in Agribusiness | |

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| DAY 3 | October 5, 2018 | |
| Activities | | |
| | Exhibition continues | |
| Development Partner Series | A platform, where international organizations and donor agencies meet with Agribusinesses and other corporates, to share their in-country projects and discuss opportunities for partnerships/collaborations | |
| Farm Tour/field demos | New technology | |
| Workshop | <ul style="list-style-type: none"> ○ Opportunities in the poultry and livestock industry. ○ Supply Chain and Agribusiness | |
| | Closing ceremony/ presentation of certificates or plaques to exhibitors/sponsors. | |

For more information on registration and participation, please call 0244 623 012

or visit:

www.agrihousefoundation.com