



27TH & 28TH
NOV. 2019

دبي

MEET THE FARMERS CONFERENCE

CREATING A 
SUSTAINABLE FUTURE

FOOD SECURITY | TRADE | TECHNOLOGY

Bridging the Gap between Africa and the Gulf Cooperation Council (GCC)
(United Arab Emirates, Saudi Arabia, Kuwait, Bahrain and Oman).



THE ADDRESS HOTEL, DUBAI MARINA, UAE.

AN INITIATIVE OF:

CRENOV 
create & innovate

CREATING A SUSTAINABLE FUTURE

FOOD SECURITY | TRADE | TECHNOLOGY



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“THE PEOPLE
NEED TO EAT”



EXECUTIVE SUMMARY

Agriculture, because of its importance to survival has remained one of the most lucrative sectors in the world.

However, due to natural reasons, there is an imbalance in production and some regions, like the GCC are forced to rely on importation to feed their population. Africa on the other hand is rich in food production but is yet to capitalize on this advantage to drive economic development and advancement.



There is a \$110 billion agriculture market in the UAE that we believe Africa can tap into and serve as supply base for the growing food demands in the GCC region.



‘MEET THE FARMERS CONFERENCE’

An initiative by crenov8 aims to tackle this imbalance by creating a thriving environment to breed synergy between African farmers, exporters and agribusiness investors with off-takers in the GCC, using Dubai as a hub.

OUR VISION

Is to aggregate both markets to facilitate profitable and sustainable business partnerships. Coming off 2 years of making a difference, this third edition of ‘meet the farmers conference’ is themed “creating a sustainable future”, and is anchored on our big vision to sustain agriculture and food production in the world by facilitating trade and promoting technology use in agriculture.



'MEET THE FARMERS CONFERENCE'



OUR INITIATIVE STEMS FROM A PRESSING NEED TO FILL A GAP IN THE **GLOBAL AGRICULTURE MARKET**.

THE SYNERGY



Every Year, Africa Exports Over \$35 Billion Worth Of Agric Produce To Other Parts Of The World And Analysts Have Speculated That This Figure Will Rise To \$400 Billion By 2050. The UAE Imports About 80% Of Its Food And The Market Is Estimated To Worth Over \$100 Billion.

Beyond Supply And Demand, A Sustainable Trade Partnership Will Benefit the Two Regions;

➔ FOR AFRICA, IT WILL:

1. Attract Foreign Direct Investments.
2. Contribute To Its Goal Of Economic Diversity.
3. Improve Bilateral Trade And Country Relationships.
4. Raise Quality Of Production To World Standards.
5. Drive Innovation In Agriculture To Optimize Production.
6. Expose Individuals To The Free Trade Zones And Enable Them Transact Business Therein.

➔ FOR THE UAE & GCC, IT WILL:

1. Provide A Wide Variety Of Food Produce Exclusive To The African Region.
2. Open Up New Markets For Investments.
3. Improve Bilateral Trade And Relationships.
4. Create An Avenue To Share Knowledge And New Technology.
5. Truly Establish The Uae As A Diverse Community In Progressive Matters.
6. Expose More People To Its Tourism And Business Opportunities.

KEY FOCUS, PARTICIPATING COUNTRIES AND MARKET ANALYSIS

Meet the farmers conference cuts across the globe, with particular interest in Africa - middle east trade relations. Major agriculture stakeholders all over the world will attend the main conference which will hold in dubai. Agribusinesses, off takers, investors, financial institutions, government officials and other dignitaries will be represented from the GCC countries and African countries.



Key Focus

The conference covers and invites representatives in all parts of the agriculture value chain. It is not only limited to crop farming but includes livestock farming, technology integration and trade facilitation as well. We will receive and work with stakeholders based in pre-production, production and post-production stages of the value chain.



PARTICIPATING COUNTRIES



AFRICA

- ALGERIA
ANGOLA
COTE D'IVOIRE
EGYPT
GABON
GHANA
KENYA
LIBYA
MOROCCO
MAURITIUS
- MOZAMBIQUE
NAMIBIA
NIGERIA
RWANDA
SENEGAL
SOUTH AFRICA
TANZANIA
UGANDA
ZAMBIA
ZIMBABWE



GCC

- BAHRAIN
SAUDI ARABIA
KUWAIT
OMAN
UAE



ASIA

- CHINA
INDIA
SINGAPORE
PAKISTAN
PHILLIPINES
THAILAND
VIETNAM



MARKET ANALYSIS

Agriculture is one of the world's largest employer of labour. According to a world bank estimate, over 1 billion people work in the industry and it generates close to \$3.2 trillion yearly.

The GCC accounts for a big chunk of this market, with the uae alone importing over \$100 billion worth of food per year. Figures in the next 8 years is speculated to hit \$400 billion.

The African share in this market is small. North African countries- Egypt and Morocco import the most into the UAE, banking on the mena alliance. Other countries however, like South Africa, GCC and Ethiopia are seeing a rise as major suppliers of halal products.

It is important to also note know that the uae only consumes 30% of the products it imports and it serves as a trade and logistic hub, re-exporting the remaining to other countries in the GCC region.

AGRO PRODUCTS IMPORTED BY GCC COUNTRIES

GCC TOP AGRO IMPORT	IMPORT VALUE	IMPORT PERCENTAGE
Cereals	\$4,023,551,283	2.68%
Preserved Fruits And Vegetables	\$4,347,469,414	2.846%
Tobacco	\$2,005,599,065	1.237%
Prepared Foods	\$1,474,924,244	1.14%
Oil Seeds	\$1,634,417,731	0.879%
Prepared Meats	\$419,159,724	0.323%
Animal Feeds	\$593,229,696	0.3739%
Sugar And Confectionery	\$925,112,114	0.405%
Cocoa	\$622,856,779	0.627%
Cotton	\$227,428,121	0.102%
Vegetable Products	\$8,747,202.13	0.01017%

TOP GCC COUNTRIES IMPORTING LARGE VOLUME OF AGRO PRODUCTS

COUNTRY	IMPORT VOLUME
United Arab Emirate	\$100 billion
Saudi Arabia	\$59 billion
Oman	\$22.71 billion
Kuwait	\$29.36 billion
Bahrain	\$29.36 billion

Source: Global Edge, United Arab Emirates Trade Statistics

VALUE PROPOSITION



WHY EXHIBIT?

Tap Into Various Business Opportunities That Abound Before, During And After The Conference

Push Your Brand To Clients As An Authority Within Your Sector In The Agri-business Value Chain

Gives You Direct Access To Investors And Potential Business Partners

Presents You The Opportunity To Position Your Brand On A Global Platform To Form A Larger Client Base.



WHY SPONSOR?

Sponsorship Affords You The Unique Opportunity To Connect, Network And Build Brand Awareness With The Dubai Government And Top Business Leaders In The Agric Sector

Exclusive Opportunity To Collaborate With The Biggest Agro Stakeholders In The Africa, Mena And GCC Regions

Pushes Your Company Name To The Fore With Wide Exposure Through Various Media Outlets And Marketing Channels

It Is The Perfect Opportunity To Cement Your Position In The Agribusiness Value As Your Brand Is An Integral Part Of One Of The Biggest Agro Events Of The Year.



WHY ATTEND?

Participate In Insightful Conversations To Drive Your Business And Stay Ahead Of The Curve

Learn What Is Working (And What Isn't)

Develop And Strengthen Your Brand In The Industry

Network And Build Strategic Business Partnerships On A Global Scale.

THE EVENT TIMELINE





27TH & 28TH
NOV. 2019



EXHIBITION PACKAGES

	SME	CORPORATE	GOLD
FEATURES (INCLUDES DESIGN AND FULL BRANDING)	2x2 \$1,000	2x3 \$1900	3x3 \$3,250
EXHIBITION BOOTH	✓	✓	✓
CUSTOMIZED ENTRY PASS	✓	✓	✓
PANEL DISCUSSION	✗	✓	✓
NETWORKING OPPORTUNITIES	✓	✓	✓
SNACKS/TEA BREAKS	✓	✓	✓
BUFFET BRUNCH	✓	✓	✓
CUSTOMIZED STAND DESIGN	✓	✓	✓
E BANNER DESIGN	✓	✓	✓
WEBSITE FEATURE	✓	✓	✓
PRESS OPPORTUNITY	✗	✓	✓
POST EVENT UPDATE	✓	✓	✓
ACCESS TO CONFERENCE FOOTAGE	✓	✓	✓
SUPPLEMENTARY GUEST ACCESS	+1 ATTENDEE	+2 ATTENDEES	+3 ATTENDEES

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A STAR ALLIANCE MEMBER



**27TH & 28TH
NOV. 2019** **DUBAI**

Sponsorship Packages	Platinum Sponsor (USD50,000)	Gold Sponsor (USD30,000)	Silver Sponsor (USD20,000)	Gala Dinner Sponsor (USD15,000)	Award Sponsor (USD10,000)
Customized Invites	✓	✓	✓	✓	✓
Delegates Passes	12	8	6	5	3
Logo included as sponsor on all invitation	✓	✓	✓		
Logo included on all media channels, including event websites, social media, print media etc.	✓	✓	✓	✓	✓
Logo display on all screen at the 2-day event, including screen in the ballroom, foyer and exhibition area	✓	✓	✓	✓	✓
Logo included as sponsor on all posters and event video	✓	✓	✓	✓	
Logo included in event agenda booklet	✓	✓	✓	✓	✓
Advertisement in all distributed event brochure	Full Page	Half Page	Half Page	Quarter Page	Quarter Page
Feature and mention in press release	✓	✓			
Dedicated sessions at the event	3	2	1		
Exclusive invitation to gala dinner	5 Passes	3 Passes	2 Passes	2 Passes	1 Pass
Media coverage	✓	✓	✓		
Exclusive meetings	✓	✓	✓		
Interview with relevant press	✓	✓	✓		
Access to event footage	✓	✓	✓		
Speaking slots at the 2-day event	3 Slots	2 Slots	1 Slot		
Logo included as sponsor on all promotional videos	✓	✓	✓		
Free roll-up banner design and print	✓	✓	✓		
Inclusion in giveaway packs	✓	✓	✓		
Roll-up banner display at the registration desk	✓	✓	✓		
Marketing material or logo display on lunch and dinner tables	✓	✓	✓		
Exclusive mentions by the MC	✓	✓	✓		
Exclusive space for exhibition at the 2-day event	3m x 3m	2m x 3m	2m x 2m		
Post event promotion and mentions	✓	✓	✓	✓	✓

	Panel Discussion Sponsor (USD8,000)	Event Video Sponsor (USD6,000)	Innov8agric Sponsor (USD5,000)	Advertising Sponsor (USD3,000)	Marketing Material Sponsor (USD3,000)	Event Agenda Booklet Sponsor (USD2,000)	Registration Sponsor (USD1,000)
	2	1	1	1			
	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓			
				✓			
	✓	✓	✓	✓	✓	Full Page	
				Full Page	Half Page		
	✓						
	1 Pass	1 Pass					
	1 Slot		1 Slot				
			✓				
							✓
				✓	✓		
	✓	✓	✓	✓	✓	✓	✓

VENUE 

THE ADDRESS HOTEL,
DUBAI MARINA, UAE.

- THERE IS A HUGE MARKET PRESENCE AS IT IMPORTS 80% OF ITS FOOD. A MARKET WHICH IS PREDICTED TO BE VALUED AT \$400 BILLION IN THE NEXT 7 YEARS.
- RANKS AS ONE OF THE MOST SECURE PLACES FOR INVESTMENT AND BUSINESS IN THE MIDDLE EAST AND AFRICA.
- GOVERNMENT REGULATIONS ARE BUSINESSES AND ENTREPRENEUR-FRIENDLY.
- A STRONG REPUTATION AS A LEADING EVENTS AND DESTINATION HUB AND IS CONSIDERED ONE OF THE FASTEST GROWING CITIES IN THE WORLD.
- DUBAI IS THE LEADING DESTINATION FOR CONFERENCES, EXHIBITIONS AND EVENTS; HOLDING MORE THAN 50% OF BUSINESS EVENTS IN THE MIDDLE EAST INCLUDING NICHE TRADE SHOWS THAT HOST ATTENDEES AND EXHIBITORS GOING INTO MILLIONS.
- ECONOMICALLY AND POLITICALLY STABLE.
- WORLD-CLASS ENVIRONMENT WITH A PROGRESSIVE MINDSET BOTH IN ECONOMICS AND TECHNOLOGY.

DUBAI IMPORTS
80%
OF ITS FOOD

VALUED AT
\$400 BILLION
IN THE NEXT 7 YEARS

DMCC

DEVELOP AND GROW YOUR FOOD TRADE BUSINESS IN THE MIDDLE EAST

Join the **DMCC Food Trade Group**, a dynamic industry network where you can discover new opportunities, guidance and tools to succeed.

Benefits of becoming a Food Trade Group Member:



Wider Connections

Opportunity to contact 1000+ DMCC member companies involved in the food trade industry



Events

Quarterly seminars and Gulfood networking events throughout the year



Knowledge and Training

Food trade information sessions and seminars offered to members



Trade Mediation Service

Resolve any food industry related disputes quickly, effectively and without going to court. Exclusive rate offered to members



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Wide variety of exclusive services available to members at a sizeable discount



Enhance your Brand

Increase awareness for your brand and company at our events and monthly member spotlight feature

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Challenge**
...Promoting Innovation in Agriculture

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THE MEET THE FARMERS CONFERENCE INNOV8AGRIC CHALLENGE

Is aimed at promoting innovative ideas and enterprises that focus on food production, agro-processing, farmers' education, soil protection, agri-technology, and any other service in the agriculture value chain. Early-stage startups with disruptive initiatives are invited to fill an application form on the mtfc website portal where they submit business details and a pitch deck. After the submission window closes, applications will be reviewed by a team of seasoned experts well-versed in the technical and business aspects of the agri-tech ecosystem. The submitted ideas will be vetted based on their innovativeness, viability, profitability and social impact. Originality, feasibility and personality of the founders will also matter during selection. The final stage, which is the pitch competition will see 4 startups picked from different parts of Africa. From West Africa, East Africa, South Africa and the Mena Region.

Shortlisted startups will go on an all-expense paid trip to the United Arab Emirates, Dubai to pitch at the Meet the Farmers Conference and the winner will receive a combination of financial support, consulting, guidance and access to market. In 2018, we received over a thousand applicants from Nigeria, Rwanda, GCC and Ghana. The final event saw 4 regional winners pitch their ideas to a room full of investors in Dubai. The startups that joined us in Dubai were Qualitrace, a traceability and anti-counterfeiting initiative; AgriQ & Automations, producers of automated solar-powered evaporative coolers; Spiderbit, a technology firm that designs and builds custom agritech software solutions and SmartFarms, a smart commercial hub that makes farming accessible. At the end of an exciting pitch session, Modupe Oyetosho of SmartFarms emerged winner and went home with \$5,000 funding and all other incentives that came with the Innov8Agric prize. Are you interested or know someone who could be?

VISIT MTFC.CRENOV8.COM/INNOV8-AGRIC
TODAY TO APPLY.

www.mtfc.crenov8.com

TITBITS FOR PAST EVENT 2018

MTFC GHANA



MTFC KIGALI



MTFC LAGOS



MTFC NIGER



MTFC KENYA





TITBITS FOR PAST EVENT 2018

Crenov8 is the proud convener of the hugely successful **"MEET THE FARMERS CONFERENCE 2017"** held in Dubai. H.E Juma al kait, the undersecretary to the ministry of economy, Dubai moderated the event and H.E Saud Salim, CEO of the Hamriyah free zone authority supported it. Major stakeholders in the agribusiness value chain attended and the result was overwhelming.

The second edition of meet the farmers conference themed 'the future of agribusiness' was bigger and better. We held conferences in Accra, Nairobi, Kigali, Lagos and then we had our finale in Dubai.

They were vibrant occasions that served as a melting point for high valued stakeholders in various parts of the agribusiness value chain. Major government individuals, private investors and owners both based in Africa and Dubai attended.

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It was a beautiful time for everyone as they formed partnerships, engaged in progressive discourse, made acquaintances, developed strategies and struck deals. The conference seeks to extend the reach of the African agro-allied industry to the middle east and promote trade activities between both continents; the results and outcome was overwhelming. Join us this year as we discuss the future of agriculture and create a sustainable future through food, trade and technology.



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DUBAI

TIME: 10AM - 1 PM | NOVEMBER 29
2019

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DUBAI

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NOVEMBER 27 & 28, 2019 || 9AM - 6PM

STYLE: CONFERENCE, EXHIBITION & NETWORKING

VENUE: THE ADDRESS HOTEL, DUBAI MARINA, UAE. | REGISTER: WWW.MTFC.CRENOV8.COM

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ABOUT CRENOV8

Crenov8 consulting is a leading conglomerate consulting and digital firm that cuts across the middle east, Dubai and Africa, Nigeria. We incorporate management consulting, digital marketing, branding, designs, marketing technology, research, analysis and development to provide solutions to business challenges. Skilled and experienced in both the management and execution of strategies.

We work closely with companies to identify and mitigate risks, review processes for optimization and evaluate company decisions to maximize opportunities. Crenov8 constantly evolves to stay ahead of the curve and up to date on the knowledge and application of new technology.

OUR VALUES

D

DISCIPLINED,
DYNAMIC,
DEPENDABLE.

O

OUTSTANDING,
OPTIMISTIC,
ORIGINAL.

P

PRINCIPLED,
POSITIVE,
PASSIONATE.

E

EXCELLENT,
ENTHUSIASTIC,
ENERGETIC.

GLOBAL HEADQUARTERS

📍 28th Floor, Office 2802, Tower AA1,
Mazaya Business Avenue,
Jumeirah Lake Towers, Dubai, UAE.

☎ DUBAI: +971 4 875 8600
+971 54 389 9699

✉ info@crenov8.com

REGIONAL OFFICE - WEST AFRICA

📍 A904, 9th Floor, Post Square Tower
Plot 1039, Adeola Odeku Street
V.I. Lagos, Nigeria

☎ NIG: +234 81 4085 5559
+234 90 8751 6866

🌐 www.crenov8.com

☎ GHN: +233 55 827 8844

☎ KEN: +254 782 369 709

☎ RWD: +250 789 399 059